

Development of a Consumer Purchase Model for Skincare Products on Tiktok Shop with Fear of Missing Out (FOMO) as a Mediation Variable

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Abstract

This study aims to develop a consumer purchase model for skincare products on TikTok Shop by examining the role of Fear of Missing Out (FOMO) as a mediating variable in the relationship between influencer engagement, content attractiveness, and purchase intention. The research employed a quantitative approach using a survey method involving 253 skincare consumers who actively use TikTok Shop. Respondents were selected through accidental sampling by distributing questionnaires via WhatsApp groups, Instagram, and other social media platforms. The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (SmartPLS) technique. The findings reveal that influencer engagement and content attractiveness have a positive and significant effect on purchase intention both directly and indirectly through FOMO mediation. The results indicate that consumers are more likely to purchase skincare products when they are exposed to engaging influencers and attractive content that stimulates feelings of urgency, social belonging, and fear of missing opportunities. This study contributes to the development of digital consumer behavior literature, particularly in social commerce and TikTok based marketing strategies, by integrating FOMO into the consumer purchase intention model.

Keywords: Influencer Involvement, Content Attractiveness, Fear of Missing Out (FOMO), Purchase Intention, TikTok Shop



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INTRODUCTION

The rapid advancement of information and communication technology has fundamentally transformed contemporary business activities, particularly in the digital commerce sector. The integration between social media platforms and online purchasing systems has accelerated the emergence of social commerce as a dominant marketing channel in the digital era. One of the most significant developments can be observed through the expansion of TikTok Shop, which has experienced remarkable growth in Indonesia. According to Sintani et al., (2025), the transaction value of TikTok Shop Indonesia reached IDR 100.3 trillion in 2024, positioning Indonesia as the second largest TikTok Shop market after China. Among various product categories, skincare products have become one of the most purchased items, particularly among Generation Z consumers who actively engage with digital content and online shopping activities. This phenomenon indicates that social commerce platforms are no longer merely communication media but have evolved into strategic digital ecosystems capable of shaping consumer attitudes, preferences, and purchasing behavior in real time.

TikTok has become one of the most influential social media applications globally, especially among younger consumers. Generation Z, defined as individuals born between 1997 and 2012, represents the most active demographic group in digital interaction and social media engagement (Oktaviani & Haliza, 2023). DataReportal 2025 reported that approximately 60.3% of TikTok users in Indonesia belong to this generation. Beyond entertainment purposes, TikTok increasingly functions as a source of product information, lifestyle references, and purchasing recommendations, especially for cosmetics and skincare products (Sa'adah et al., 2022). The platform's algorithm driven content distribution system enables users to continuously encounter viral trends, influencer endorsements, and product reviews, which subsequently influence their purchasing decisions. The increasing dependency of Generation Z on social media based product information demonstrates a shift in consumer behavior from rational purchasing patterns toward emotionally driven and socially influenced consumption decisions.

Previous empirical studies have identified influencer engagement and content appeal as two major determinants influencing consumer purchase intention in social commerce environments. Influencers are considered capable of establishing credibility, emotional attachment, and trust among their followers through authentic communication and persuasive product recommendations (Irrawati & Isa, 2025). Research conducted by Herniati (2025) further revealed that influencer generated content significantly enhances consumer confidence and intention to purchase skincare products promoted through TikTok. In addition, content appeal has also been recognized as an important factor in attracting consumer attention and stimulating interaction. Informative, entertaining, and visually attractive content can strengthen emotional connections between brands and consumers (Sari et al., 2024). Rosli et al., (2024) emphasized that persuasive narratives combined with high quality visuals increase positive brand perceptions and social engagement such as likes, comments, and shares. Recent international studies also confirm that social media entertainment value and perceived authenticity significantly affect online purchase intention among younger consumers in digital commerce platforms (Djafarova & Bowes, 2021; Lou & Yuan, 2019; Sokolova & Perez, 2021).

Despite the growing body of literature examining digital marketing and social commerce, inconsistencies remain regarding the direct and indirect effects of influencer marketing on consumer purchase intention. Agustin & Amron (2022) demonstrated that influencer marketing has a significant direct effect on consumers' intention to purchase skincare products on TikTok Shop. Conversely, Ramadhan et al., (2025) found that influencer marketing influences purchasing decisions indirectly through promotional attractiveness as a mediating variable. These contradictory findings indicate the existence of theoretical and empirical gaps requiring further investigation. In response to this inconsistency, the present study introduces Fear of Missing Out (FOMO) as a mediating variable to provide a deeper understanding of consumer behavior in social commerce contexts. FOMO refers to an individual's anxiety arising from the perception of missing rewarding experiences or current social trends experienced by others (Przybylski et al., 2013). In digital shopping environments, FOMO encourages consumers to make immediate purchases to avoid feelings of exclusion or social disconnection (Good & Hyman, 2020). The incorporation of FOMO into this research framework is essential because contemporary purchasing behavior among Generation Z is increasingly shaped by psychological pressure, social comparison, and trend driven consumption patterns facilitated by social media algorithms.

The relevance of FOMO has become increasingly significant within TikTok's digital ecosystem due to the platform's ability to rapidly disseminate viral content through the For You Page algorithm (Gopal et al., 2024). Generation Z consumers are particularly vulnerable to FOMO because they demonstrate high levels of social interaction, digital connectedness, and sensitivity toward online trends (Dinh & Lee, 2024; Latupeirissa & Cistadewi, 2025). Continuous exposure to influencer recommendations, product testimonials, and viral skincare trends may intensify consumers' fear of being left behind, thereby increasing impulsive purchasing behavior and purchase intention. Recent studies have shown that FOMO significantly mediates the relationship between social media exposure and online purchasing behavior, particularly among younger consumers who actively seek social validation in digital environments (Hussain et al., 2023; Pramesty & Merida, 2025). Furthermore, psychological factors such as social belongingness and digital peer influence have become increasingly important determinants in explaining consumer decision making processes within social commerce platforms.

Based on the aforementioned discussion, this study aims to develop a comprehensive consumer purchase model for skincare products on TikTok Shop by examining the influence of influencer engagement and content appeal on purchase intention through Fear of Missing Out (FOMO) as a mediating variable. Specifically, this research seeks to analyze the influence of influencer engagement on purchase intention and FOMO, examine the effect of content appeal on purchase intention and FOMO, investigate the influence of FOMO on purchase intention, and evaluate the mediating role of FOMO in the relationships between influencer engagement, content appeal, and purchase intention. The findings of this study are expected to contribute theoretically by enriching the literature on social commerce, consumer psychology, and digital marketing behavior. Practically, this research is expected to provide strategic insights for skincare companies, digital marketers, and influencers in developing more effective marketing communication strategies capable of increasing consumer engagement and purchase intention within TikTok Shop platforms.

LITERATURE REVIEW

Digital Marketing and Social Media

Digital marketing refers to the use of internet-based platforms and digital technologies to create interactive communication between companies and consumers. According to Tam & Lung, (2025), digital marketing involves various channels such as social media, mobile applications, blogs, email, and search engine optimization (SEO) to influence consumer behavior and strengthen customer engagement. In this study, digital marketing is reflected through several dimensions, including social media interaction, digital content quality, influencer recommendations, and promotional effectiveness. Social media platforms, particularly TikTok, have transformed consumer purchasing patterns by enabling brands to communicate directly with consumers in a more personalized and engaging manner. Research by Kusherawati & Fadli, (2023) found that social media marketing significantly influences consumer purchase intention on TikTok Shop. Furthermore, digital marketing strategies that emphasize entertainment, interactivity, and personalization are considered more effective in attracting Generation Z consumers, who are highly responsive to visually appealing and trend-based content.

Generation Z Consumer Behavior

Generation Z refers to individuals born between 1996 and 2010 who grew up alongside rapid technological development and digital connectivity. According to Tiara Brescia Putri et al. (2024), Generation Z is recognized as a digitally native generation with high internet and social media usage. Their consumer behavior is characterized by a preference for short-form video content, rapid information access, and interactive digital experiences. Key indicators of Generation Z consumer behavior include social media engagement, trust in influencer recommendations, responsiveness to trends, and online purchasing activity. Platforms such as TikTok significantly shape their purchasing decisions through viral content and algorithm-driven recommendations. Radyi et al., (2024) also emphasized that Generation Z possesses strong purchasing influence in modern markets. In addition, this generation tends to prioritize authenticity and peer validation over traditional advertising, making influencer-generated content and user reviews more persuasive than conventional promotional campaigns. Consequently, digital engagement often translates directly into purchase intention and impulsive buying behavior.

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a psychological condition describing anxiety that arises when individuals believe others are experiencing enjoyable or valuable events without them. Przybylski et al., (2013) defined FOMO as a pervasive apprehension that others might be having rewarding experiences from which one is absent. In the context of social commerce, FOMO is stimulated by viral content, influencer testimonials, limited-time promotions, and trending products frequently displayed on social media platforms such as TikTok. According to Abel et al., (2016), FOMO consists of two primary dimensions: perception of social exclusion and the continuous desire to stay socially connected. These dimensions encourage consumers to remain actively engaged with online trends and digital communities. Dinh & Lee (2024) explained that FOMO can intensify impulsive buying behavior, particularly when combined with scarcity-based

marketing strategies. Moreover, algorithmic personalization on social media continuously exposes users to trending products, thereby strengthening emotional urgency and increasing consumers' purchase intention toward skincare products promoted on TikTok Shop.

METHOD

This study employed a quantitative research approach to examine the development of a consumer purchase model for skincare products on TikTok Shop with Fear of Missing Out (FOMO) as a mediating variable. The population of this study consisted of Generation Z consumers in the Special Region of Yogyakarta who had purchased skincare products through TikTok Shop. Data were obtained from primary sources through the distribution of online questionnaires using a Likert scale ranging from 1 to 5. The sampling technique applied was purposive sampling, with respondents selected based on specific criteria, namely Generation Z consumers who had experience purchasing skincare products on TikTok Shop. The research was conducted from August to September 2025 to capture consumer purchasing behavior during the observed period.

The collected data were analyzed using Structural Equation Modeling based on Partial Least Squares with the assistance of SmartPLS software. Data analysis included validity testing, reliability testing, coefficient of determination testing, hypothesis testing, and mediation effect analysis to evaluate the role of Fear of Missing Out in mediating consumer purchasing decisions. The Partial Least Squares approach was selected because it is considered effective for predicting complex relationships among variables and analyzing mediation models in consumer behavior research (Hair et al., 2019). Furthermore, this method is suitable for exploratory and predictive studies involving latent variables measured through multiple indicators (Henseler et al., 2015).

ANALYSIS AND DISCUSSION

Descriptive Analysis: Respondent Characteristics

This study focused on Generation Z consumers residing in the Special Region of Yogyakarta who had purchased skincare products through TikTok Shop. Data were collected through an online survey using a quantitative approach and were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The research was conducted during the period of August to September 2025. Therefore, the findings of this study reflect consumer behavior within that specific timeframe and cannot yet be generalized comprehensively to all regions or demographic groups in Indonesia.

This section presents the demographic characteristics of respondents involved in this study. The respondent profile analysis aims to provide an overview of the characteristics of consumers purchasing skincare products through TikTok Shop.

Table 1. Respondent Characteristics

Respondents Characteristic	Category	Total	Percentage
Gender	Male	77	30.40%
	Female	176	69.60%
	Total	253	100%
Domicile	Regency	150	59.30%
	Yogyakarta City	103	40.70%
	Total	253	100%

Source: Data processed by researchers, 2025.

Based on Table 1, the majority of respondents were female, accounting for 69.6% of the total respondents, while male respondents represented 30.4%. This finding indicates that female consumers dominate the purchase of skincare products through TikTok Shop. This condition reflects the strong interest of women in skincare products and beauty related content available on social commerce platforms.

Furthermore, based on Table 1, most respondents were domiciled in regency areas, accounting for 59.3%, while respondents from Yogyakarta City accounted for 40.7%. This finding shows that consumers from regency areas are increasingly familiar with online shopping activities through TikTok Shop. The rapid development of internet accessibility and social commerce platforms has encouraged consumers in non urban areas to actively engage in digital purchasing behavior.

Validity and Reliability Test

The results of the SEM analysis using SmartPLS are presented below. The analysis illustrates the relationships among influencer involvement, content attractiveness, Fear of Missing Out (FOMO), and purchase intention.

Table 2. Validity and Reliability Test

Construct	Item	Fornell Larcker	Cross loading	AVE	Cronbach's Alpha	Composite Reliability
X1	X.1.1	0.995	0.997	0.990	0.997	0.998
	X.1.2		0.994			
	X.1.3		0.995			
	X.1.4		0.994			
X2	X.2.1	0.994	0.988	0.998	0.997	0.998
	X.2.2		0.995			
	X.2.3		0.997			
	X.2.4		0.994			
	X.2.5		0.996			
Y	Y.1.1	0.991	0.992	0.983	0.988	0.997
	Y.1.2		0.988			
	Y.1.3		0.996			
	Y.1.4		0.984			

	Y.1.5		0.996			
Z	Z.1.1	0.986	0.976	0.972	0.990	0.993
	Z.1.2		0.989			
	Z.1.3		0.982			
	Z.1.4		0.996			

Source: Data processed by researchers, 2025

Based on Table 2, all indicators were declared valid because each loading factor value exceeded 0.70, indicating that every indicator was able to measure its respective construct appropriately. Furthermore, all Average Variance Extracted (AVE) values were above 0.50, which confirms that the constructs possessed good convergent validity in accordance with (Hair et al., 2019). These findings indicate that the measurement model was able to represent the research variables accurately and effectively.

According to Hair et al., (2019), discriminant validity is used to determine whether a construct is empirically distinct from other constructs within the model. Based on Table 2, the Fornell Larcker and cross loading values for all variables were above 0.70, indicating that each construct had satisfactory discriminant validity and was capable of measuring different concepts. This result also minimizes the possibility of overlapping measurements among variables in the research model.

Reliability testing was conducted using Composite Reliability and Cronbach’s Alpha. Based on Table 2, all variables obtained values above 0.70, indicating that the constructs were reliable and suitable for further analysis. The results demonstrate that the indicators consistently measured their respective variables and produced stable responses from respondents. In addition, the high reliability values reflect the consistency and quality of the research instrument used in this study.

Quantitative Analysis

The results of the processed data are presented as follows.

Direct Effect Testing

Table 3. Path Coefficients

Path	Original Sample (β)	T-Statistics	P-Values	Conclusion
X1 → Y	0.340	5,991	0.000	Significant
X1 → Z	0.123	1,721	0.086	Not Significant
X2 → Y	0.145	2,050	0.041	Significant
X2 → Z	0.169	2,461	0.014	Significant
Z → Y	0.229	4.158	0.000	Significant

Source: Data Processing Results, 2025

Based on Table 3, the hypothesis testing results through the path coefficient analysis indicate that most of the proposed hypotheses are statistically supported. The findings demonstrate that five relationships show significant effects with p values below 0.05. These relationships include the

effect of influencer involvement on purchase intention, the effect of content attractiveness on purchase intention, the effect of content attractiveness on FOMO, and the effect of FOMO on purchase intention. Meanwhile, the relationship between influencer involvement and FOMO was found to be statistically insignificant because the p value exceeded the significance threshold of 0.05.

The following section explains each hypothesis testing result in detail.

Hypothesis 1

Hypothesis 1 proposed that influencer involvement positively affects purchase intention. Based on Table 3, the path coefficient value of 0.340 indicates a positive relationship between influencer involvement and purchase intention. Furthermore, the p value of 0.000 is lower than 0.05, confirming the statistical significance of the relationship. Therefore, Hypothesis 1 is accepted.

These findings indicate that influencer involvement plays an important role in encouraging consumers' intention to purchase skincare products through TikTok Shop. Consumers tend to develop stronger purchase intentions when influencers actively engage with audiences and provide convincing product recommendations. This result suggests that influencer credibility, interaction intensity, and perceived authenticity are essential elements in shaping consumer purchasing behavior within social commerce platforms.

Hypothesis 2

Hypothesis 2 proposed that influencer involvement positively affects Fear of Missing Out (FOMO). Based on Table 3, the path coefficient value of 0.123 indicates a positive direction of influence. However, the p value of 0.086 is greater than 0.05, indicating that the relationship is not statistically significant. Therefore, Hypothesis 2 is rejected.

The insignificant relationship suggests that influencer involvement alone is not sufficient to stimulate consumers' feelings of FOMO. Consumers may perceive influencer promotions as common marketing practices that do not necessarily create urgency or psychological pressure to purchase immediately. This finding also implies that the emergence of FOMO is more strongly influenced by emotionally appealing content, social trends, or limited time promotional strategies rather than influencer presence alone.

Hypothesis 3

Hypothesis 3 proposed that content attractiveness positively affects purchase intention. Based on Table 3, the path coefficient value of 0.145 demonstrates a positive relationship between content attractiveness and purchase intention. In addition, the p value of 0.041 is below 0.05, indicating statistical significance. Therefore, Hypothesis 3 is accepted.

These results indicate that attractive and engaging content can increase consumers' intention to purchase skincare products on TikTok Shop. Visually appealing content, informative product presentations, and entertaining delivery styles may enhance consumers' interest and confidence

toward the promoted products. In the context of digital marketing, attractive content functions not only as a promotional tool but also as a persuasive communication strategy capable of influencing consumers' emotional and cognitive responses.

Hypothesis 4

Hypothesis 4 proposed that content attractiveness positively affects FOMO. Based on Table 3, the path coefficient value of 0.169 indicates a positive relationship between content attractiveness and FOMO. Furthermore, the p value of 0.014 is lower than 0.05, confirming statistical significance. Therefore, Hypothesis 4 is accepted.

The findings demonstrate that attractive content can stimulate consumers' fear of missing out. Consumers are more likely to experience psychological pressure when they are exposed to engaging content featuring viral trends, exclusive products, or limited time offers. This result emphasizes the importance of creative digital content strategies in shaping consumers' emotional reactions and encouraging impulsive purchasing behavior within social commerce environments.

Hypothesis 5

Hypothesis 5 proposed that FOMO positively affects purchase intention. Based on Table 3, the path coefficient value of 0.229 indicates a positive relationship between FOMO and purchase intention. Additionally, the p value of 0.000 is below 0.05, confirming the significance of the relationship. Therefore, Hypothesis 5 is accepted.

These findings suggest that consumers who experience stronger feelings of FOMO tend to show higher purchase intention toward skincare products on TikTok Shop. Fear of being left behind current trends or missing exclusive opportunities may motivate consumers to make purchasing decisions more quickly. This phenomenon reflects the growing role of psychological and emotional factors in influencing online consumer behavior, particularly among Generation Z consumers who are highly active on social media platforms.

Indirect Effect Testing

The mediation effect testing results are presented in the following table.

Table 4. Results of Mediation Effect

Path	Original Sample (o)	P Values	Information
Influencer Involvement → FOMO → Purchase Intention	0.028	0.135	Rejected
Content Attractiveness → FOMO → Purchase Intention	0.039	0.036	Accepted

Source: Data Processing Results, 2025

Hypothesis 6

Hypothesis 6 proposed that influencer involvement positively affects purchase intention through FOMO as a mediating variable. Based on Table 4, the indirect effect coefficient value is 0.028 with a p value of 0.135, which exceeds the significance threshold of 0.05. Therefore, Hypothesis 6 is rejected.

The results indicate that FOMO does not mediate the relationship between influencer involvement and purchase intention. Although influencer involvement directly affects purchase intention, it does not significantly trigger FOMO among consumers. This finding suggests that consumers may rely more on trust and perceived influencer expertise rather than emotional urgency when responding to influencer marketing activities.

Hypothesis 7

Hypothesis 7 proposed that content attractiveness positively affects purchase intention through FOMO as a mediating variable. Based on Table 4, the indirect effect coefficient value is 0.039 with a p value of 0.036, which is lower than 0.05. Therefore, Hypothesis 7 is accepted.

These findings indicate that FOMO successfully mediates the relationship between content attractiveness and purchase intention. Attractive content is capable of generating emotional responses among consumers, particularly the fear of missing current trends or product opportunities, which subsequently increases purchase intention. This result confirms that emotional engagement generated through visually appealing and trend oriented content is highly effective in encouraging consumer purchasing decisions in social commerce platforms such as TikTok Shop.

Predictive Relevance (Q Square)

The Q Square value as a measure of goodness of fit has a similar interpretation to the coefficient of determination (R Square) in regression analysis. The calculation is presented as follows:

$$\begin{aligned} Q^2 &= 1 - [(1 - R_1^2) \times (1 - R_2^2)] \\ Q^2 &= 1 - [(1 - 0.550) \times (1 - 0.257)] \\ Q^2 &= 1 - [(0.450) \times (0.743)] \\ Q^2 &= 1 - 0.3343 \\ Q^2 &= 0.6657 \end{aligned}$$

The Q Square value of 0.6657 or 66.57% indicates that the research model has strong predictive relevance. This means that influencer involvement, content attractiveness, and FOMO are able to explain 66.57% of the variance in purchase intention. Meanwhile, the remaining 33.43% is explained by other variables outside the research model that were not examined in this study. The relatively high Q Square value demonstrates that the proposed model has good explanatory power in understanding consumer purchase intention toward skincare products on Tik Tok Shop.

Discussion

The Effect of Influencer Involvement on Purchase Intention

The results of this study indicate that influencer involvement has a positive and significant effect on purchase intention toward skincare products on TikTok Shop. This finding is consistent with Agustin & Amron (2022), who found that influencer marketing significantly influences consumers' purchase intention for skincare products on TikTok Shop. Sicilia & López (2023) explained that influencers are individuals who build audiences through digital content and exert influence through social media platforms such as TikTok, Instagram, and YouTube. Likewise, Hidayatullah et al., (2025) stated that influencers are public figures on social media who can shape followers' behavior through intensive interactions and large follower bases.

Influencer involvement increases consumer trust and emotional attachment to promoted products, thereby encouraging purchase intention. Consumers, especially Generation Z, often perceive influencers as more authentic and relatable than traditional advertisements. Therefore, influencer involvement becomes an important marketing strategy in encouraging skincare product purchases on TikTok Shop because influencers are capable of shaping consumer perceptions and stimulating emotional purchasing behavior.

The Effect of Influencer Involvement on FOMO

The findings show that influencer involvement positively affects FOMO. This result supports Ramadhan et al., (2025), who found that influencer credibility and popularity increase social pressure and create fear among consumers of being left behind from trends or viral products. Influencers frequently promote skincare products attractively, causing followers to feel compelled to purchase products to remain socially relevant.

In addition, influencers not only function as information providers but also as emotional triggers that stimulate impulsive buying behavior. The interactive nature of TikTok, including live streaming, reviews, and comments, further strengthens emotional engagement between influencers and followers, which ultimately intensifies the emergence of FOMO among consumers.

The Effect of Content Attractiveness on Purchase Intention

The results reveal that content attractiveness has a positive and significant effect on purchase intention. This finding aligns with Terho et al., (2022), who stated that content marketing involves creating and distributing valuable and relevant content to attract consumers. Sari et al., (2024) also explained that content marketing influences consumer behavior toward products and services, while Yang (2024) emphasized that attractive content can shape consumer purchasing decisions through videos, articles, testimonials, and infographics.

This finding is also supported by Suwondo & Andriana (2023), who found that attractive content on TikTok Shop significantly influences skincare purchasing decisions. Engaging visual displays

and informative short videos can increase consumers' curiosity and confidence toward skincare products. Therefore, attractive content becomes an effective strategy for encouraging purchase intention because it can simultaneously provide entertainment, information, and emotional stimulation to consumers.

The Effect of Content Attractiveness on FOMO

The findings indicate that content attractiveness positively affects FOMO. (Hussain et al., 2023) explained that viral promotional content featuring positive testimonials and reviews can create feelings of exclusion among social media users, thereby encouraging them to follow purchasing trends. Visual elements such as countdown timers, limited offers, and "today only" promotions increase perceptions of urgency and scarcity.

Furthermore, unboxing videos and haul content from influencers strengthen consumers' perceptions that products are highly popular and worth purchasing immediately. The TikTok algorithm also continuously exposes users to trending skincare content through the "For You Page" (FYP), which intensifies consumers' fear of missing out on viral products and ongoing social trends.

The Effect of FOMO on Purchase Intention

The results confirm that FOMO has a positive and significant effect on purchase intention. This finding is consistent with Hussain et al., (2023) and Ramadhan et al., (2025), who found that FOMO directly influences impulsive purchasing behavior. Good & Hyman (2020) further explained that FOMO reduces self-control and increases consumers' desire to immediately own trending products.

Consumers experiencing FOMO tend to make purchases to avoid feeling excluded from social trends and online communities. This indicates that emotional and psychological factors strongly influence purchasing behavior in digital marketplaces, particularly among Generation Z consumers who are highly active on social media platforms such as TikTok Shop.

The Effect of Influencer Involvement on Purchase Intention Through FOMO

The findings show that FOMO mediates the relationship between influencer involvement and purchase intention. This result supports Ramadhan et al., (2025), who found that credible influencers can trigger fear of missing trends, which subsequently encourages purchasing behavior. Consumers who admire influencers often feel motivated to imitate influencers' lifestyles and product choices.

As a mediating variable, FOMO strengthens the influence of influencer involvement on purchase intention by creating emotional pressure to follow trends. This finding suggests that influencer marketing becomes more effective when consumers experience feelings of urgency and fear of being left behind from popular skincare trends on TikTok Shop.

The Effect of Content Attractiveness on Purchase Intention Through FOMO

The results indicate that FOMO mediates the effect of content attractiveness on purchase intention. This finding is in line with (Gopal et al., 2024), who found that content emphasizing popularity and urgency can trigger FOMO, which then influences purchasing decisions. Viral and engaging TikTok content can stimulate consumers emotionally and encourage immediate purchase intention.

Attractive content combined with urgency-based marketing strategies increases consumers' fear of missing opportunities to obtain trending skincare products. Therefore, FOMO serves as an important psychological mechanism that strengthens the relationship between content attractiveness and consumers' purchase intention on TikTok Shop.

CONCLUSION

Based on the overall results of the study, it can be concluded that influencer involvement and content attractiveness play an important role in shaping consumers' purchase intention toward skincare products on TikTok Shop. The findings indicate that influencer involvement positively affects purchase intention directly and also increases consumers' FOMO. Likewise, content attractiveness was found to positively influence both purchase intention and FOMO. These results demonstrate that attractive, informative, and engaging content, combined with active influencer participation, can encourage stronger consumer interest in purchasing skincare products through social commerce platforms. Furthermore, FOMO was proven to have a significant positive effect on purchase intention, indicating that consumers tend to make purchasing decisions more quickly when they perceive the possibility of missing trends, promotions, or popular products circulating on social media.

In addition, the study confirms that FOMO acts as a mediating variable in the relationship between influencer involvement and purchase intention, as well as between content attractiveness and purchase intention. This finding suggests that emotional and psychological factors are important elements in consumer purchasing behavior within digital marketing environments. Therefore, businesses and marketers are encouraged to develop more interactive marketing strategies by collaborating with credible influencers and creating appealing content capable of stimulating consumer engagement and emotional responses. For future research, it is recommended to expand the scope of the study by involving larger and more diverse samples from different regions or demographic groups. Future studies may also consider additional variables such as consumer trust, electronic word of mouth, impulsive buying behavior, or brand image in order to develop a more comprehensive understanding of consumer behavior in social commerce platforms.

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