

## **Gen Z's Impulse Buying Behavior of Skincare Product: The Role of FOMO, Celebrity Endorser and Hedonism**

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### **ABSTRACT**

*FOMO is a phenomenon that is currently prevalent among Generation Z in the form of fear of being left behind with the experiences felt by their social environment, which often triggers impulse buying behavior to stay on trend. The purpose of this study was to analyze the relationship between Fear of Missing Out (FOMO) and celebrity endorsers on impulsive buying with hedonism as a mediating variable. This quantitative research uses a correlational approach with data collection techniques by means of a survey through distributing questionnaires in the form of google forms to Generation Z consumers of skincare products in Malang City. The study employed a non probability sampling approach, specifically using a purposive sampling method, and included a total of 110 respondents as the sample. This study analyzed the data using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, utilizing SmartPLS software version 3. SmartPLS version 3 software. The results showed that FOMO affects impulsive buying in Generation Z consumers of skincare products in Malang City both directly and indirectly through hedonism as mediation. Meanwhile, celebrity endorsers do not directly affect impulsive buying in Generation Z consumers of skincare products in Malang City, but indirectly through hedonism as mediation. In addition, hedonism affects impulsive buying in Generation Z consumers of skincare products in Malang City.*

**Keywords:** *Fear of Missing Out (FOMO), Celebrity Endorser, Hedonism, Impulsive Buying, Gen Z*

### **INTRODUCTION**

The phenomenon of Fear of Missing Out (FOMO) has become one of the fastest growing trends among Generation Z (Katan, 2023). FOMO reflects the significant influence of technology on individual psychology and communication patterns, especially among adolescents. In addition, the rapid emergence of trends creates anxiety about being left behind or not engaging in activities that peers consider important. Based on surveys by Jawapos (Febriawan, 2024) and Populix (Safitri & Yoga, 2023), Generation Z becomes impulsive in purchasing due to FOMO from their friends' experiences. Impulse purchases are product purchases without in-depth planning and consideration, which are usually triggered by consumers' positive emotions towards a product (Fumar et al., 2023). This FOMO phenomenon is related to the concept of Hierarchy of Effects (HoE) Theory, which explains that in the buying process, customers will go through several mental stages (Batra & Keller, 2016). The Hierarchy of Effects (HoE) theory model in the context of hedonism describes the stages of purchasing decisions that customers go through, starting from emotional reactions (affection), followed by actions or behaviors

(conative), and ending with rational thinking (cognitive) (Shuba et al., 2010). Affection includes all forms of feelings and emotions that are integrated into something, so that a sense of liking and evaluation of a product begins to arise (Andrews & Shimp, 2018). One form of affection or consumer emotion that encourages impulse buying is FOMO (Ascasaputra & Arimbi, 2022).

According to data from Cacaflyindonesia (2023), Generation Z in Indonesia exhibits a strong tendency toward FOMO, with a prevalence rate of 68%, reflecting their fear of missing out on information, trends, or experiences deemed important or popular. Additionally, approximately 75 million members of Generation Z in Indonesia, accounting for about 27% of the total population, are predicted to be vulnerable to FoMO, which often drives consumptive behavior (Laras, 2024). FOMO is an intrapersonal communication syndrome that triggers worry, anxiety, and fear when someone feels left behind by trending information on social media (Aisafitri & Yusriyah, 2020). This psychological phenomenon arises from a continuous desire that can increase the tendency of impulsive buying behavior. Several previous studies have revealed that there is an influence between Fear of Missing Out (FOMO) on impulse buying (Meindieta et al., 2023; Handayani & Haryadi, 2023). However, other studies show the opposite, that FOMO, which is formed from a social need to stay connected to their environment, is unable to create a person's impulsive buying behavior (Santoso et al., 2021).

In addition to Fear of Missing Out (FOMO), forms of affection in impulse buying can also be influenced by celebrity attractiveness, where a sense of admiration or empathy for certain individuals or situations can encourage individuals to make unplanned purchases (Lestari & Hayadi, 2024). As many as 87% of Indonesian consumers decide to make purchases based on recommendations from influencers or celebrity endorsers (Safitri & Yoga, 2023). Celebrity endorsers are celebrities or public figures used in marketing strategies to promote products and influence consumer purchasing decisions (Bramantya & Jatra, 2016). Recommendations from celebrity endorsers of certain products create an emotional impulse that encourages consumers to make impulse purchases, because of the desire to experience a similar moment or own the product (Schouten et al., 2021). This is supported by previous studies which found that there is a significant influence of the attractiveness of celebrity endorsers on consumer impulse buying behavior (Shabrina & Utami, 2022; Azzahra & Nursholehah, 2022). This is in contrast to other studies which found a negative correlation between celebrity endorsers and impulse purchases among adolescents (Ardiantari & Wicaksana, 2019).

One of the motives behind impulse buying is the internal drive to achieve satisfaction, which not only fulfills needs but also creates pleasure, thus reflecting hedonic motivation (Arbaiah et al., 2022). The emotional drive that arises from hedonic motivation can encourage consumers to make spontaneous purchases of products or services, without any prior planning, known as impulse purchases (Parmar et al., 2020). Hedonism is a pattern of behavior that tends to seek pleasure, thus showing consumptive behavior or excessive purchases beyond the limits of their needs (Anggraini & Santhoso, 2019). Several studies have shown the influence of hedonism on impulse buying in adolescents to achieve satisfaction and pleasure (Utami et al., 2021; Haryani et al., 2022). FOMO is a phenomenon in intrapersonal communication which is an internal factor in influencing hedonism in a person (Prastika, 2018). Previous researchers found a positive correlation between FOMO and hedonism (Indrabayu & Destiwati, 2022). The tendency to make purchases to achieve pleasure and self-satisfaction, known as hedonism, arises when consumers do not feel the same pleasure as their friends towards the latest trends. In addition, the role of celebrity endorsers in marketing can be an external factor in influencing a person to feel satisfaction and pleasure in shopping, thus encouraging a hedonic

purchasing attitude (Bailey et al., 2020; Lestari & Hayadi, 2024). Several previous studies support this by finding the ability of celebrity endorsers to influence a person to experience a more hedonic consumption experience (Sakti et al., 2023; Lestari & Hayadi, 2024).

Based on the results of the ZAP Beauty Index 2024 survey, Generation Z tends to make impulse purchases of skincare products compared to Generation X and Generation Y, with a percentage reaching 30.4% (Sisipus.katadata.co.id, 2024). Generation Z also becomes FOMO towards the latest skincare trends due to the phenomenon of anxiety about premature aging, so that skincare routines are increasingly developing in Generation Z to maintain a youthful appearance (Levina, 2023). Apart from FOMO, Generation Z is also easily influenced by the appeal of celebrity endorsers, such as Tasya Farasya, in purchasing skincare products. Tasya Farasya, a celebrity endorser in the beauty industry, has a significant influence in recommending skincare products. The "Tasya Farasya Approved" label indicates that the product has gone through her personal trials and assessments, making it worth recommending to her followers. With a large number of followers on social media, this label is the main reference for consumers in choosing skincare and makeup products. Evidence of the effectiveness of Tasya Farasya's endorsements can be seen from more than 280 million views on the hashtag "#TasyaFarasyaApproved" on TikTok as of September 18, 2024. This confirms Tasya Farasya's impact as a trusted source in the beauty world.

The results of the Insight Factory report by SOCO show that beauty topics are increasingly popular among Generation Z (Candela, 2024). Generation Z is the largest population group in Malang City, which is 213.8 thousand people or 25.44% of the city's total population of 841,810 people based on the results of the 2020 population census by the Central Statistics Agency (BPS). In addition, Malang City, where the majority of the population is Generation Z, has many cosmetic stores mushrooming in various corners of the city (Santoso, 2024). Thus, Malang City as one of the major cities in East Java has a significant population of Generation Z, making it a relevant location for research related to behavior, preferences, or trends related to beauty aspects among this age group.

Based on this background, this research is important to conduct because it can provide in-depth insight into impulse buying behavior among Generation Z, especially related to the phenomenon of FOMO which is increasing along with the rapidly changing trends on social media. In addition, Tasya Farasya's influence as a celebrity endorser in recommending skincare products is also an interesting factor to study, given its impact as the main reference and trusted source in the beauty world. The relevance of this research increases as there is a void in the literature regarding the relationship between Fear of Missing Out (FOMO), celebrity endorsers, and impulse buying behavior, especially among Generation Z. Although research has explored the effects of FOMO and celebrity endorsements on impulse buying, there is a gap in understanding how hedonism interacts within this context. Therefore, the novelty in this study is the use of the role of hedonism mediation to explain how FOMO and celebrity endorsers can influence impulse buying.

The objective of this study is to analyze the relationship between Fear of Missing Out (FoMO), celebrity endorsers, and hedonism on impulsive buying behavior. This study aims to contribute to the marketing literature by providing comprehensive insights into the factors that interact and influence consumer impulsive buying, particularly in relation to Fear of Missing Out (FoMO), celebrity endorsers, and hedonism. It can also serve as a valuable resource for companies in the beauty industry, particularly those selling skincare products targeting Generation Z, to design more effective marketing strategies by utilizing celebrity endorsers in influencing consumer behavior and utilizing both psychological aspects, namely Fear of

Missing Out (FOMO) and hedonism in influencing impulse buying in Generation Z for skincare products.

## LITERATURE REVIEW

### Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is the sensation that others are having more rewarding experiences than oneself, leading to feelings of anxiety (McGinnis, 2020). FOMO is the emotion of worrying about missing out on an opportunity or experience that someone else has had, so it can stimulate consumption behavior by increasingly observing others (Zhang et al., 2022). The indicators that reflect the tendency of Fear of Missing Out (FOMO) in consumers include fear, worry, and anxiety (Deliana et al., 2024). In Islam, consumption should be carried out wisely, based on needs, and not influenced by desires arising from the fear of missing out on social trends. According to Surah Al-A'raf, verse 31, Allah SWT emphasizes the importance of maintaining balance in consumption, self-control in consumption, and avoiding excessive behavior. Consumers who have a high level of FOMO tend to try to pursue the latest products and feel they don't want to be left behind (Good & Hyman, 2020).

This feeling of fear of being left behind encourages consumers to make purchases in an effort to follow existing trends, resulting in a loss of self-control and an increased tendency to make impulse purchases (Harahap et al., 2023). Several previous studies have revealed that there is an influence between Fear of Missing Out (FOMO) on impulse buying (Meindieta et al., 2023; Handayani & Haryadi, 2023). However, other studies show the opposite, that FOMO, which is formed from a social need to stay connected to their environment, is unable to create a person's impulsive buying behavior (Santoso et al., 2021). Given the statement above, the hypothesis proposed in this study is as follows:

H1 : Fear of Missing Out (FOMO) has an influence on impulse buying.

### Celebrity Endorser

Celebrity endorser is a well-known artist, advertising personality, or athlete who is utilized to promote a brand, as they can positively impact consumer attitudes and behaviors toward the endorsed brand (Andrews & Shimp, 2018). According to Kotler & Keller (2020), a celebrity endorser is a popular and attractive figure as a source in an advertisement, aiming to strengthen a certain brand image in the minds of consumers. Indicators that show celebrity endorsers, namely visibility, credibility, attractiveness, and strength. In the Islamic perspective, marketing activities using celebrity endorsers are permitted as long as they aim to convey information or messages related to the product to potential consumers and are carried out in accordance with Islamic principles. Therefore, a celebrity endorser, from the Islamic point of view, must reflect the principles of Rabbaniyah, meaning a figure who demonstrates a character aligned with Islamic principles, conveying information or messages truthfully without endorsing products that are prohibited in Islam (Luthfi, 2024).

Emotional support from the desire to feel similar experiences with celebrities makes it difficult for consumers to refrain from making unplanned purchases (impulsive buying) (Lestari & Hayadi, 2024). This is supported by previous studies which found that there is a significant influence of the attractiveness of celebrity endorsers on consumer impulse buying behavior (Shabrina & Utami, 2022; Azzahra & Nursholehah, 2022). This is in contrast to other studies which found a negative correlation between celebrity endorsers and impulse purchases among adolescents (Ardiantari & Wicaksana, 2019). This is different from the research results

of Rosdiana & Abdurrahman (2023) that the attractiveness and ability of celebrity endorsers in endorsing a product have not been able to increase hedonic motivation in consumers.

H2 : Celebrity endorser have an influence on impulse buying.

### **Hedonism**

Hedonism is a pattern of behavior in which a person spends time and money in the context of consumer values (Engel et al., 2016). Hedonism is an attitude that focuses on fulfilling the desire to feel pleasure, enjoyment, adventure, and self-satisfaction, which often drives a person to act impulsively (Sen & Nayak, 2021). Indicators that can measure hedonism are enjoyment, trends, and excitement (Lestari & Hayadi, 2024). The concept of hedonism in Islam is referred to as *isyraf* (excessiveness) or *tahazzur* (worldly pleasures) (Razali, 2020). Islam forbids hedonistic attitudes that lead to extravagance and wastefulness because they contradict the principle of moderation that is upheld in Islam (Fitria & Iin, 2020). The emotions generated by hedonic experiences can prompt consumers to make impulsive purchases of products or services, without prior planning (Parmar et al., 2020). This shows that the higher a person's level of hedonism, the greater the likelihood of impulsive buying behavior. Several studies have shown the influence of hedonism on impulse buying in adolescents to achieve satisfaction and pleasure (Utami et al., 2021; Haryani et al., 2022). However, these results are different from research by (Sari & Hermawati, 2020), which suggests that hedonic shopping motivation does not significantly impact impulse buying.

FOMO acts as an emotional driver that triggers a person to consume hedonistically to fulfill personal desires and satisfaction (Çelik & Eru, 2019). Previous researchers found a positive correlation between FOMO and hedonism (Indrabayu & Destiwati, 2022). However, this is in contrast to the findings of Syandana & Dhanita (2024) which show that not all individuals with high levels of FOMO will adopt a hedonic lifestyle, thus rejecting the view that the two are always closely related. In addition, celebrity endorsers in marketing can also create hedonic traits due to a sense of excitement or emotional connection with celebrities for the products being promoted (Lestari & Hayadi, 2024). Several previous studies support this by finding the ability of celebrity endorsers to influence a person to experience a more hedonic consumption experience (Sakti et al., 2023; Lestari & Hayadi, 2024). This is different from the research results of Rosdiana & Abdurrahman (2023) that the attractiveness and ability of celebrity endorsers in endorsing a product have not been able to increase hedonic motivation in consumers.

H3 : Hedonism has an influence on impulse buying.

H4 : Fear of Missing Out (FOMO) has an influence on hedonism.

H5 : Celebrity endorser have an influence on hedonism.

### **Impulse Buying**

Impulse buying is a purchase made when consumers already know and like a particular product or brand, so that spontaneously a sense of wanting to own it arises in response to the stimulus received (Utami, 2010). Impulse buying is the tendency of customers to make sudden and hasty purchases that are driven by emotional aspects of a particular product or brand (Sumarwan, 2011). Impulse buying is buying behavior that is carried out without careful planning or consideration, which is often triggered by situational factors (Donavan et al., 2016).

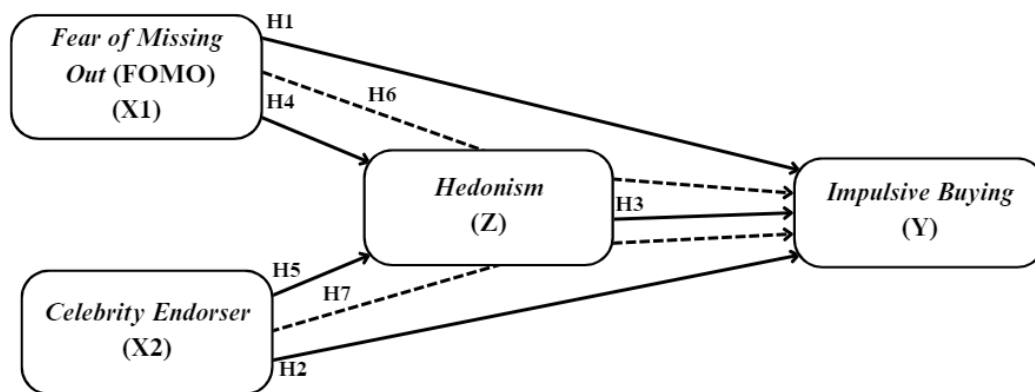


Indicators that can measure impulsive buying include spontaneity, desire, and tendency (Lestari & Hayadi, 2024). Impulsive buying contradicts the principles of consumption in Islam, which require consideration of the *maslahah* (benefit) aspect. This means that every consumption must meet needs and provide benefits for both the individual and the community. From the perspective of *maslahah*, it is important to consider long-term interests and principled values (Nasution et al., 2023).

Someone who has FOMO or is worried about being left behind by their environment will make unplanned and excessive purchases to fulfill personal satisfaction and pleasure. Thus, FOMO acts as an emotional driver that triggers hedonic behavior, and ultimately drives a person to make impulse purchases. This is affirmed by the results of the research conducted by Indrabayu & Destiwati (2022) that the feeling of fear of being left behind to follow existing trends or FOMO can give rise to hedonism in a person to achieve social satisfaction and pleasure. The research results of Utami et al. (2021) also show that hedonic motivation in the form of the desire to fulfill social and emotional satisfaction will lead someone to make impulsive purchases. Impulse purchases often occur suddenly, triggered by positive emotions towards products endorsed by celebrity endorsers, without considering costs or consequences, and driven by the hedonic temptation to gain instant gratification through consumption (Leong, 2019). This aligns with the findings of (Lestari & Hayadi, 2024), which suggest that a celebrity endorser can generate a hedonic experience for consumers, subsequently prompting impulsive buying behavior.

H6 : Fear of Missing Out (FOMO) has an influence on impulse buying through hedonism.

H7 : Celebrity endorser have an influence on impulse buying through hedonism.



Source: Data processed by researchers (2024)

Figure 1. Research Model

## RESEARCH METHOD

Quantitative methodology was used in this research with a correlational approach. This research was conducted in Malang City, which is divided into five districts, namely Klojen, Sukun, Lowokwaru, Kedungkandang, and Blimbing. Generation Z who are consumers of skin care products in Malang City became the population in this study. This study uses the Hair Jr. et al. (2021) formula in determining the sample size because of the unknown population size, by multiplying the total number of statement items by 5. This study included 22 statement items, which resulted in a sample size of 110 respondents. The distribution of samples was divided

evenly for each sub-district in Malang City, with a total of 22 respondents per sub-district. In this study, a non-probability sampling technique was used, specifically the purposive sampling method. Therefore, there are certain characteristics of the population to be selected as a sample. The characteristics of this research sample are respondents who are included in the Generation Z population group aged 18-27 years, live in Malang City, are followers on one of Tasya Farasya's social media accounts as a celebrity endorser in the beauty field, and have purchased skincare products at least once. A questionnaire in the form of a google form was used for the survey in collecting primary data for this study. Each statement item is measured using a five-point Likert scale. This research uses Partial Least Squares Structural Equation Modeling (PLS-SEM) data analysis. The PLS-SEM model consists of an outer model and an inner model. To test the measurement model (outer model), validity and reliability tests were carried out. Furthermore, the inner model test was conducted, which included the R-Square test, F-Square test, model fit test, and hypothesis testing. This study also performed mediation tests to assess the mediating role in the relationship between the independent and dependent variables. PLS-SEM data analysis was carried out using SmartPLS version 3 software.

## RESULTS AND ANALYSIS

### Respondent Characteristics

Respondent characteristics provide a brief description of the demographic profile and other attributes related to the research sample. These characteristics are presented to facilitate analysis of patterns that may affect the variables and objects of research. The characteristics of the respondents in this study are as follows:

**Table 1. Research Results**

| Description                | Frequency | Percentage |
|----------------------------|-----------|------------|
| <b>Gender</b>              |           |            |
| Male                       | 23        | 20,9%      |
| Female                     | 87        | 79,1%      |
| Total                      | 110       | 100%       |
| <b>Age</b>                 |           |            |
| 18-21                      | 46        | 41,8%      |
| 22-24                      | 44        | 40%        |
| 25-27                      | 20        | 18,2%      |
| Total                      | 110       | 100%       |
| <b>Domicile</b>            |           |            |
| Lowokwaru                  | 22        | 20%        |
| Blimbing                   | 22        | 20%        |
| Klojen                     | 22        | 20%        |
| Kedungkandang              | 22        | 20%        |
| Sukun                      | 22        | 20%        |
| Total                      | 110       | 100%       |
| <b>Occupation</b>          |           |            |
| Student                    | 2         | 1,8%       |
| College Student            | 76        | 69,1%      |
| Entrepreneur/Self-Employed | 10        | 9%         |
| Private Employee           | 9         | 8,2%       |

|  |     |       |
|--|-----|-------|
| PNS  | 1   | 0,9%  |
| BUMN   | 6   | 5,5%  |
| Lainnya  | 6   | 5,5%  |
| Total  | 110 | 100%  |
| <b>Income</b>  |     |       |
| <= Rp1.000.000   | 16  | 14,5% |
| Rp1.000.001 - Rp3.000.000  | 51  | 46,4% |
| Rp3.000.001 - Rp5.000.000  | 23  | 20,9% |
| Rp5.000.001-Rp10.000.000   | 17  | 15,5% |
| > Rp10.000.000   | 3   | 2,7%  |
| Total  | 110 | 100%  |
| <b>Frequency of respondents who are followers on any of Tasya Farasya's social media</b> |     |       |
| Yes  | 110 | 100%  |
| No   | 0   | 0     |
| Total  | 50  | 100%  |
| <b>Tasya Farasya's social media that respondents follow</b>                              |     |       |
| Instagram  | 54  | 49,1% |
| TikTok   | 24  | 21,8% |
| Instagram dan TikTok   | 32  | 29,1% |
| Total  | 110 | 100%  |
| <b>Budget for buying skincare products during the month</b>                              |     |       |
| <= Rp100.000   | 11  | 10%   |
| Rp100.001 - Rp300.000  | 59  | 53,7% |
| Rp300.001 - Rp500.000  | 33  | 30%   |
| Rp500.001 - Rp1.000.000  | 5   | 4,5%  |
| > Rp1.000.000  | 2   | 1,8%  |
| Total  | 110 | 100%  |
| <b>Frequency of purchase of skincare products in a month</b>                             |     |       |
| 1-2 times  | 83  | 75,5% |
| 3-4 times  | 25  | 22,7% |
| > 4 times  | 2   | 1,8%  |
| Total  | 110 | 100%  |
| <b>Place of purchase of skincare products</b>  |     |       |
| Beauty shop  | 34  | 30,9% |
| E-commerce   | 76  | 69,1% |
| Total  | 110 | 100%  |

Source: Data processed by researchers (2024)

Based on the table of respondent characteristics above, Generation Z female gender dominates this research with 87 respondents out of a total of 110 respondents. The majority of respondents are 18-21 years old and are dominated by students. Based on income, the majority of respondents have incomes ranging from Rp1,000,001 - Rp3,000,000. All respondents are followers on one of Tasya Farasya's social media accounts with the most social media followed being Instagram. The majority of respondents have a budget to buy skincare products for a month is Rp100,001 - Rp300,000. In addition, the majority of respondents purchase skincare products 1-2 times a month. Meanwhile, most respondents buy skincare products through e-commerce compared to beauty stores.



### Validity Reliability

Outer model tests, including validity and reliability, were carried out before conducting the inner model test. The outer model test is conducted to assess the relationship between latent variables and the indicators that measure them (Rahadi, 2023). Below are the results of the validity and reliability tests, which serve as the outer model test for this study:

**Table 2. Validity and Reliability**

| Variable                   | Item   | Outer Loading | Cronbach's Alpha | Composite Reliability | AVE   |
|----------------------------|--------|---------------|------------------|-----------------------|-------|
| Fear of Missing Out (FOMO) | X1.1.1 | 0,827         | 0,955            | 0,963                 | 0,787 |
|                            | X1.1.2 | 0,908         |                  |                       |       |
|                            | X1.2.1 | 0,891         |                  |                       |       |
|                            | X1.2.2 | 0,910         |                  |                       |       |
|                            | X1.2.3 | 0,894         |                  |                       |       |
|                            | X1.3.1 | 0,849         |                  |                       |       |
|                            | X1.3.2 | 0,926         |                  |                       |       |
| Celebrity Endorser         | X2.1.1 | 0,877         | 0,933            | 0,949                 | 0,788 |
|                            | X2.2.1 | 0,892         |                  |                       |       |
|                            | X2.3.1 | 0,894         |                  |                       |       |
|                            | X2.3.2 | 0,898         |                  |                       |       |
|                            | X2.4.1 | 0,878         |                  |                       |       |
| Impulsive Buying           | Y.1.1  | 0,779         | 0,880            | 0,913                 | 0,678 |
|                            | Y.1.2  | 0,903         |                  |                       |       |
|                            | Y.2.1  | 0,816         |                  |                       |       |
|                            | Y.3.1  | 0,750         |                  |                       |       |
|                            | Y.3.2  | 0,859         |                  |                       |       |
| Hedonism                   | Z.1.1  | 0,794         | 0,862            | 0,900                 | 0,644 |
|                            | Z.1.2  | 0,841         |                  |                       |       |
|                            | Z.2.1  | 0,789         |                  |                       |       |
|                            | Z.3.1  | 0,769         |                  |                       |       |
|                            | Z.3.2  | 0,816         |                  |                       |       |

Source: Data processed by SmartPLS 3 (2024)

Based on Table 2 above, each item in the variable has met the validity standards with an outer loading value  $> 0,7$  and an AVE value  $> 0,5$ , so all items are declared valid. Moreover, all constructs have satisfied the reliability criteria, indicated by a composite reliability value greater than  $0,7$  ( $> 0,7$ ) and a Cronbach's alpha above  $0,6$  ( $> 0,6$ ).

### R-Square Test

Researchers conducted an inner model test after the outer model test to determine the value and relationship between latent variables or constructs (Rahadi, 2023). The R-Square test is a part of the inner model designed to indicate the strength of the relationship between variables. The R-Square test in this study is as follows:

**Table 3. R-Square Test**

|                  | R-Square | R-Square Adjusted |
|------------------|----------|-------------------|
| Hedonism         | 0,481    | 0,471             |
| Impulsive Buying | 0,495    | 0,481             |

Source: Data processed by SmartPLS 3 (2024)

Based on Table 3, the  $R^2$  value for hedonism is 0,481. This shows the contribution or ability to influence the independent variables, namely FOMO and celebrity endorsers on the mediating variable, namely hedonism of 48,1% or means that there is a weakly indicated relationship between variables ( $\geq 0,25$  to  $0,50$ ). For the Impulsive Buying variable, the  $R^2$  value is 0,495, meaning that the independent variable explains 49,5% of the variation in the dependent variable, impulsive buying. This indicates a weak relationship between the variables, as the value falls within the range of  $\geq 0,25$  to  $0,50$ .

### F-Square Test

The F-Square test is performed to measure the extent of the independent variable's impact on the dependent variable and to demonstrate the practical significance of this influence (Sholihin & Ratmono, 2020). The results of the F-Square test in this study are presented as follows:

**Table 4. F-Square Test**

|                               | Fear of Missing Out<br>(FOMO) | Celebrity<br>Endorser | Hedonism | Impulsive Buying |
|-------------------------------|-------------------------------|-----------------------|----------|------------------|
| Fear of Missing Out<br>(FOMO) |                               |                       | 0,807    | 0,058            |
| Celebrity Endorser            |                               |                       | 0,199    | 0,018            |
| Hedonism                      |                               |                       |          | 0,270            |
| Impulsive Buying              |                               |                       |          |                  |

Source: Data processed by SmartPLS 3 (2024)

Table 4 shows that the  $F^2$  value for the relationship between FOMO and impulsive buying is 0,058. This shows a small influence, meaning that FOMO is not too strong in influencing impulsive buying. However, the effect of celebrity endorsers on impulsive buying is smaller, with an  $F^2$  value of 0,018, indicating that this relationship is not very strong. Meanwhile, hedonism shows a very strong influence on impulsive buying, with an  $F^2$  value of 0,270, indicating that an increase in hedonism can significantly increase impulsive buying behavior. In addition, FOMO has a great influence on hedonism, with the  $F^2$  value reaching 0,807, indicating that an increase in FOMO in a person can lead to a substantial increase in the attitude of hedonism in the aspect of consumption. Celebrity endorsers also showed a strong influence on hedonism with an  $F^2$  value of 0,199. It indicates that the involvement of celebrity endorsers in marketing can significantly increase consumer hedonism attitudes.

### Model Fit Test

The model fit test is conducted to assess how well the proposed model aligns with the data collected, evaluating the appropriateness of the model being studied (Sholihin & Ratmono, 2020). The results of the model fit test in this study are presented as follows:

**Tabel 5. Uji Model Fit**

|      | Saturated Model | Estimated Model |
|------|-----------------|-----------------|
| SRMR | 0,113           | 0,113           |
| NFI  | 0,775           | 0,775           |

Source: Data processed by SmartPLS 3 (2024)

Based on Table 5, the SRMR value  $> 0,8$  and the NFI value  $< 0,9$  indicate that this research model has not met the optimal fit criteria and there are differences between the hypothesized model and the observed data.

### Hypothesis Test

After examining the relationships between variables through the R-Square, F-Square, and model fit tests, the researcher performs hypothesis testing to further analyze the interactions between the variables. The hypothesis test conducted in this study is as follows:

**Table 6. Hypothesis Test**

|   | Standard<br>Deviation<br>(STDEV) | T<br>Statistics | P<br>Values | Description |
|---|----------------------------------|-----------------|-------------|-------------|
| FOMO -> Impulsive Buying                  | 0,097                            | 2,389           | 0,017       | H1 Accepted |
| Celebrity Endorser -> Impulsive<br>Buying | 0,087                            | 1,222           | 0,222       | H2 Rejected |
| Hedonism -> Impulsive Buying              | 0,110                            | 4,653           | 0,000       | H3 Accepted |
| FOMO -> Hedonism                          | 0,062                            | 10,530          | 0,000       | H4 Accepted |
| Celebrity Endorser -> Hedonism            | 0,082                            | 3,968           | 0,000       | H5 Accepted |

Source: Data processed by SmartPLS 3 (2024)

Based on Table 6, the results of this research hypothesis test are as follows:

- T-statistics = 2,389  $> 1,96$  and P-value = 0,017  $< 0,05$ , so it can be interpreted that Fear of Missing Out (FOMO) has a significant effect on impulsive buying and the first hypothesis (H1) is accepted.
- T-statistics = 1,222  $< 1,96$  and P-value = 0,222  $> 0,05$ , which means that celebrity endorsers have no effect on impulsive buying and the second hypothesis (H2) is rejected.
- T-statistics = 4,653  $> 1,96$  and P-value = 0,000  $< 0,05$ , which means that hedonism has a significant effect on impulsive buying and the third hypothesis (H3) is accepted.

- T-Statistics = 10,530 > 1,96 and P-Value = 0,000 < 0,05, which means that Fear of Missing Out (FOMO) has a significant effect on hedonism and the fourth hypothesis (H4) is accepted.
- T-Statistics = 3,968 > 1,96 and P-Value = 0,000 < 0,05, which means that celebrity endorsers have a significant effect on impulsive buying and the fourth hypothesis (H5) is accepted.

### Mediation Test

The mediation test was carried out to assess the effectiveness of the mediation of the relationship between the independent and dependent variables (Hair Jr. et al., 2021). The mediation test conducted in this study is as follows:

**Table 7. Mediation Test**

|  | T-Statistics | P-Values |
|--|--------------|----------|
| FOMO -> Hedonism -> Impulsive Buying               | 4,321        | 0,000    |
| Celebrity Endorser -> Hedonism -> Impulsive Buying | 2,874        | 0,004    |

Source: Data processed by SmartPLS 3 (2024)

Based on Table 7, hedonism is proven to be a significant mediating variable in the relationship between Fear of Missing Out (FOMO), celebrity endorser, and Impulsive Buying. The first finding shows that FOMO has a significant effect on impulsive buying through hedonism (T-Statistics = 4,321 > 1,96, P-Value = 0,000 < 0,05) which indicates that the sixth hypothesis (H6) is accepted, Furthermore, celebrity endorser also has a significant influence on impulsive buying through hedonism (T-Statistics = 2,874 > 1,96, P-Value = 0,004 < 0,05), which indicates that the seventh hypothesis (H7) is accepted, Overall, hedonism in this study acts as a partial mediation variable. This shows that hedonism significantly mediates the relationship between the independent variables (FOMO and celebrity endorsers) and the dependent variable (impulsive buying) both directly and indirectly.

### Analysis

The first hypothesis (H1) is accepted which states that Fear of Missing Out (FOMO) affects impulsive buying in Generation Z consumers of skincare products. Based on the demographics of the respondents, the majority of respondents are women aged 18-24 years who feel afraid of losing the same experience as others, so this feeling encourages Generation Z consumers in Malang City to make impulsive purchases of skincare products. That means the higher the level of FOMO in a person, the higher the tendency to make impulse purchases. High FOMO in the tendency to chase the latest trending products so as not to miss out on getting the same experience as his environment, thus encouraging unplanned purchases (impulsive). This is in line with Handayani & Haryadi's research (2023) which found that FOMO which refers to a person's fear of not being involved in social events and experiences has an effect on impulse buying tendencies. Other research also shows that anxiety arising from concerns about missing trends and losing the opportunity to experience the experiences enjoyed by others makes a person experience FOMO, which encourages them to make impulsive and unplanned purchases (Muharam et al., 2023).

On the other hand, the second hypothesis (H2) is rejected, indicating that the influence of celebrity endorsers on skincare products does not affect Generation Z in Malang City to make impulsive purchases. In this study, the popularity of Tasya Farasya as a celebrity endorser who has a large number of followers and her strength as an inspirational figure in the beauty field has not been able to make her followers directly make impulse purchases of the products she supports. The demographic results of the respondents indicate that there are other factors influencing impulse purchases beyond celebrity endorsers. One such factor is the budget allocated for skincare purchases. Most respondents in this study allocate a monthly budget for skincare between IDR 100,001 and IDR 300,000, and they usually purchase skincare products 1 to 2 times a month. This finding supports the results of research by Ardiantari & Wicaksana (2019) which found that trait openness to experience and attitudes towards celebrities as endorsers do not affect impulse buying behavior among adolescents.

Furthermore, the third hypothesis (H3) is accepted, which means that hedonism has a significant effect on impulsive buying in Generation Z consumers of skincare products in Malang City. The higher the attitude of hedonism in a person, the higher the impulsive buying behavior shown. This finding indicates that the feeling of pleasure after shopping for skincare products makes Generation Z tend to make sudden or impulsive purchases. This can happen because consumers have the belief that buying skincare products can provide a sense of emotional pleasure. In hedonism, pleasure is above needs in a person's consumption pattern. Therefore, the emotional impulse from the hedonic experience can encourage consumers to make products without prior planning. This result is consistent with the findings of Utami et al. (2021) which found that hedonic motivation in the form of a person's desire to achieve satisfaction or pleasure affects impulse buying decisions. The results of other studies also show that a hedonic lifestyle that leads to activities in achieving feelings of pleasure and pleasure can lead to impulsive buying tendencies in adolescents (Haryani et al., 2022).

Based on the results of the analysis, the fourth hypothesis (H4) is accepted, which means that Fear of Missing Out (FOMO) affects hedonism in Generation Z consumers of skincare products in Malang City. This finding shows that the higher the FOMO felt by Generation Z, the higher their hedonism attitude towards skincare products. The emotional drive from FOMO to get involved in following trends or having experiences that are considered interesting and fun can make consumers tend to be hedonistic. The worries and anxieties arising from FOMO trigger Generation Z to make hedonic consumption of skincare products to fulfill satisfaction and pleasure above their needs. The findings of this study align with the research by Indrabayu & Destiwati (2022) which suggests that the Fear of Missing Out (FOMO), characterized by the fear of falling behind on current trends, can lead to hedonistic behavior in an individual.

Furthermore, the fifth hypothesis (H5) is accepted, confirming that celebrity endorser involvement has a significant impact on the hedonistic attitude of Generation Z consumers of skincare products in Malang City. This indicates that the higher the involvement of celebrity endorsers in supporting skincare products, the higher the attitude of hedonism that arises in a person. In this study, Tasya Farasya's popularity and power as an inspirational figure in the beauty field who has a large number of followers is able to influence Generation Z to act hedonistically in purchasing skincare products. Tasya Farasya's involvement in marketing strategies makes consumers who are exposed to these promotions tend to make purchases to feel satisfaction and pleasure rather than actual needs. This finding supports the results of

research by Lestari & Hayadi (2024) which shows that the role of celebrity endorsers in promotions can feel satisfaction and pleasure when shopping or using products endorsed by these celebrities, so they tend to make more hedonic consumption. Other studies have also found that the inclusion of celebrity endorsers in marketing campaigns can influence consumers' hedonic attitudes and perceptions (Liu et al., 2020).

The analysis results support the acceptance of the sixth hypothesis (H6), which demonstrates that Fear of Missing Out (FOMO) indirectly affects impulsive buying through hedonism as a mediating factor in Generation Z consumers of skincare products in Malang City. This shows that hedonism is able to significantly mediate the effect of FOMO on impulsive buying. The fear of Generation Z consumers in Malang City of being left behind having the same skincare product shopping experience as other people is not only able to increase the attitude of hedonism in these consumers, but also later can encourage these consumers to make impulse purchases on skincare products.

In addition, the seventh hypothesis (H7) is accepted, which means that Celebrity endorsers have an indirect effect on impulsive buying through hedonism for generation Z consumers of skincare products in Malang City. Although celebrity endorsers are unable to influence impulse purchases directly, celebrity endorsers can influence impulse purchases indirectly and significantly by using the mediating role of hedonism. In this research, the involvement of Tasya Farasya as a celebrity endorser who has a large number of followers in supporting skincare products can increase the hedonistic attitude of Generation Z consumers in Malang towards skincare products, thereby encouraging consumers to make impulse purchases. These results align with the study by Zhu et al. (2022) which discovered that hedonic behavior plays a significant mediating role in the relationship between marketing factors involving celebrity endorsers and impulsive buying behavior. Thus, hedonism can mediate the relationship between celebrity endorsers and impulsive buying.

## CONCLUSION AND RECOMMENDATION

### Conclusion

This study shows that Fear of Missing Out (FOMO) has a significant effect on impulse purchases among Generation Z consumers of skincare products in Malang City. In contrast, celebrity endorser involvement does not directly influence impulsive buying. However, hedonism is found to have a significant impact on impulsive buying. Both FOMO (Fear of Missing Out) and celebrity endorser involvement significantly affect the hedonistic attitude of Generation Z consumers of skincare products in Malang City. The findings also reveal that FOMO plays an important role in impulsive buying behavior, both directly and through hedonism as a mediator. The involvement of celebrity endorsers, although it does not affect impulsive buying directly, can increase the attitude of hedonism which contributes to impulsive buying through a mediating role.

### Recommendation

Limitations in this study include the use of a relatively small sample and limited to a specific population in Malang City in the Generation Z age group. Furthermore, this study solely employed a quantitative method, limiting a deeper analysis of the topic. Future research should consider using different methods to enhance the findings. Considering the results of the model



fit test, future research should reconsider the research model and assess the theoretical framework used. Re-examine the suitability of the relationship between hypothesized variables with existing theory or consider other factors that may need to be included in the relationship model between FOMO, hedonism, celebrity endorsers, and impulse buying behavior. For example, demographic, psychographic, or economic situation factors may contribute to consumers' impulse purchases. In addition, the use of different objects also needs to be considered for future research.

Meanwhile, the practical suggestion from this research is that companies should improve marketing communication strategies that can build consumers' fear of missing out on the experience of getting the product, for example launching limited edition product campaigns or holding limited-time promotions to encourage customers to buy immediately. However, companies need to build comfort and trust in the product so as not to cause consumer anxiety when buying a new product, for example by providing a trial sample, tester, or after-sales service. Moreover, it is insufficient for companies to rely solely on celebrity endorsers with a large following to boost consumers' impulse buying behavior, but also need to pay attention that the content uploaded by celebrities must be able to support the promotion of the product. Marketers also need to convince consumers that skincare is a necessity that has long-term benefits to increase impulse purchases, such as through educational content related to the benefits of using the product. Companies can focus on creating a more satisfying experience, for example by creating a comfortable and aesthetic store atmosphere to increase consumers' positive impressions when shopping, as well as facilitating consumer access in making online purchases with attractive website visuals. In addition, marketing campaigns should emphasize conveying the benefits of using the product, namely to increase personal confidence and comfort, rather than simply to be seen or judged by others.

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