

## ANALYSIS OF INFLUENTIAL FACTORS ON GENERATION Z'S IMPULSIVE BUYING BEHAVIOUR IN CONTEXT OF E-COMMERCE BEAUTY PRODUCT PURCHASES

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### Abstract

This study aims to analyze the factors that influence Generation Z's impulsive buying behaviour in the context of purchasing beauty products through e-commerce platforms. The rapid growth of digital technology and online shopping has significantly changed consumer purchasing patterns, particularly among Generation Z, who are highly familiar with digital environments and social media. Impulsive buying behaviour is often triggered by various internal and external factors such as promotional offers, ease of access to online platforms, product attractiveness, and social media influence. This research uses a quantitative approach by collecting data from Generation Z consumers who have experience purchasing beauty products through e-commerce. Data were obtained through a structured questionnaire and analyzed using statistical analysis to identify the relationship between influencing variables and impulsive buying behaviour. The findings indicate that promotional strategies, product presentation, convenience of online transactions, and social influence play an important role in encouraging impulsive purchases among Generation Z consumers. Attractive discounts, limited-time offers, and visually appealing product displays on e-commerce platforms significantly increase the likelihood of unplanned purchases. In addition, recommendations from influencers and peer groups also contribute to shaping consumer decisions. Therefore, understanding these factors can help e-commerce businesses and beauty brands develop more effective marketing strategies to target Generation Z consumers while also encouraging more responsible purchasing behaviour.

**Keywords:** Generation Z, Impulsive Buying Behaviour, E-commerce, Beauty Products, Online Consumer Behaviour

## INTRODUCTION

The digital era, dominated by the internet and social media, has significantly reshaped consumer behavior, particularly in the context of e-commerce (Fitriyani, 2024; Erlangga et al., 2024). This transformation is especially evident among Generation Z, a generation characterized by high technological proficiency and habitual engagement with social media platforms (Onjewu et al., 2024). In the current digital environment, the prevalence of impulsive online purchasing has increased considerably. Research shows that approximately 82% of online shoppers have engaged in impulsive buying behavior, indicating that such purchases frequently drive e-commerce activities rather than being motivated by genuine consumer needs (Marjerison et al., 2022). Consequently, Generation Z tends to demonstrate stronger impulsive buying tendencies influenced by social factors such as peers, family, and influencers, in contrast to Generation Y, which tends to make more rational purchasing decisions (Agrawal, 2022; Li & Hassan, 2023). Impulsive buying behavior refers to spontaneous and unplanned purchases driven by emotional impulses, often occurring with minimal deliberation or rational evaluation (Rook & Fisher, 1995; Zhou et al., 2022).

The rise of technology and social media platforms has further intensified impulsive buying behavior, particularly in visually oriented industries such as the beauty sector. External stimuli including sales promotions, social influence, live-streamer credibility, consumer attitudes, and Fear of Missing Out (FOMO) often trigger these impulsive decisions (Aqsa et al., 2024; Dahmiri, 2023; Pratama & Nugroho, 2023). Studies report that the average user spends less than three minutes per session on beauty e-commerce platforms, suggesting a strong potential for impulse-driven purchases rather than deliberate browsing behavior (Salsabila & Suyanto, 2022). The beauty e-commerce sector has experienced rapid development since the COVID-19 pandemic (Chang & Hsu, 2022). The Ministry of Industry of Indonesia has identified the beauty industry as a strategically important sector due to its rapid and sustained growth (Ministry of Industry of the Republic of Indonesia, 2015). The global beauty market is projected to achieve a Compound Annual Growth Rate (CAGR) of 7.5% between 2021 and 2027, potentially positioning Indonesia among the top five global markets (Ferdinand & Ciptono, 2022; Indonesian French Chamber of Commerce and Industry, 2019). This growth is driven by several factors, including the increasing youth population, rising disposable income, and growing health awareness (Amberg & Fogarassy, 2019).

In Indonesia, the Jabodetabek region—an acronym for Jakarta, Bogor, Depok, Tangerang, and Bekasi—represents the country's largest metropolitan area and plays a central role in economic activity and urban development (BPS, 2025). In the era of social media, consumers often compete to purchase trending products to avoid being left behind by online trends. This phenomenon has contributed to the rapid expansion of social commerce. Research by Lina and Ahluwalia (2021) shows that personalized advertising has a positive influence on impulse buying behavior. One interesting aspect of consumer behavior is the tendency to engage in impulsive purchasing on digital platforms. According to the Alvara Research Center (2020), approximately 35% of younger consumers frequently make impulsive purchases, and this figure increased to 42% in 2023 among individuals aged 18–24, indicating a rising trend of impulsive buying behavior among younger generations. However, despite this growing consumption trend, Indonesia experienced an economic

slowdown in 2024, with economic growth recorded at only 1.50% in the third quarter (BPS, 2024).

Nevertheless, amid this economic slowdown, the beauty industry has continued to demonstrate significant growth. In 2020, the Indonesian skincare market generated revenue of approximately US\$1,991.8 million and is expected to continue growing until 2025 (Fauzia & Sosianika, 2021). The sector's revenue reached US\$7.23 billion in 2022 and is projected to grow at an annual rate of 5.81% until 2027 (Nurfatiha et al., 2025). The facial care segment dominates the market with a share of around 57%, while sun protection products show the fastest growth with a CAGR of 7.8%. By 2025, the widespread adoption of smartphones and internet access is expected to significantly expand Indonesia's e-commerce market, which is projected to reach US\$332 billion (Widodo et al., 2024). The growth of online shopping has also contributed to Fast Moving Consumer Goods (FMCG) sales reaching IDR 57.6 trillion in 2023, supported by increasing demand for local products. This trend indicates that personal care products remain a consumer priority despite broader economic challenges.

Generation Z shows a particularly strong tendency toward impulsive buying behavior, especially in the beauty sector, where emotional engagement with brands is closely linked to self-image and identity (Luhmann, 2020). This phenomenon is strongly influenced by social media trends and the role of influencers. Nielsen (2019) reported that consumers are highly influenced by influencers when making purchasing decisions, particularly for beauty products. Sales promotions such as flash sales, bundling strategies, and large discounts also create a sense of urgency that encourages consumers to make impulsive purchases. These strategies are particularly effective among younger consumers who seek greater value in online transactions (Springer, 2023). As a generation that grew up in the digital environment, Generation Z frequently uses social media for inspiration, and online convenience has become one of the primary drivers of impulsive purchasing behavior. Consumers increasingly prefer virtual shopping as it allows them to spend less time shopping and more time on other activities (Lina et al., 2022).

In addition to promotional strategies, Fear of Missing Out (FOMO) has been identified as a key psychological factor influencing impulsive buying behavior (Field Dinh & Lee, 2021). FOMO is closely associated with consumer behavior and marketing strategies in which businesses attempt to stimulate this psychological response by creating perceptions of scarcity through limited-time campaigns or restricted product availability (Celik & Eru, 2019). This strategy often leads consumers to experience anxiety about missing opportunities, which can trigger impulsive purchasing decisions. Due to their strong connection to social media, Generation Z consumers often purchase products simply to follow trends, even when the products are not truly needed. In many cases, purchasing decisions are driven more by the desire to maintain a certain image on social media rather than by functional needs (Oya Eru, 2019).

Social influence also plays a significant role in shaping Generation Z's impulsive buying behavior (Khan et al., 2022). Influencers and the credibility of live streamers are particularly important in influencing purchasing decisions. Through live streaming, audiences can interact directly with sellers, creating a sense of emotional engagement with the promoted products. A study by Elviana et al. (2024) found that live streaming has a positive and significant impact on consumers' purchase intentions for imported beauty

products on e-commerce platforms, indicating its strong role in encouraging impulsive buying behavior.

According to the Stimulus–Organism–Response (SOR) model proposed by Mehrabian and Russell (1974), external stimuli such as sales promotions, social influence, and live-streamer credibility can trigger emotional and cognitive responses in consumers that ultimately lead to behavioral outcomes such as impulsive buying. Environmental cues, including promotional messages and time-limited offers, influence individuals' internal psychological states, shaping emotions and perceptions that drive purchasing decisions. For example, scarcity messages may trigger Fear of Missing Out (FOMO), which subsequently encourages impulsive purchasing behavior (Shen et al., 2022).

## REVIEW OF LITERATURE

Although many previous studies have examined the effects of sales promotion, social influence, and live streamer credibility on consumer behavior separately (Aqsa, 2024; Dahmiri, 2023; Pratama, 2023), most of them mainly focus on economic determinants or general consumer behavior. Limited attention has been given to the paradox of increasing impulsive purchases during periods of economic slowdown (Yuen et al., 2020). In addition, there is still insufficient understanding of how emotional and social factors such as social influence, Fear of Missing Out (FOMO), and consumer attitudes affect Generation Z's impulsive buying behavior, particularly in the context of beauty product purchases on e-commerce platforms. This gap is particularly visible in the Indonesian youth market, where individuals aged 18–24 continue to demonstrate high levels of impulsive buying despite the ongoing economic slowdown. This phenomenon suggests that emotional and social motivations may outweigh economic considerations for Generation Z consumers. Therefore, this study aims to examine the influence and interaction of sales promotion, social influence, live streamer credibility, attitude, and FOMO on impulsive buying behavior among Generation Z in Indonesia's e-commerce beauty market in order to provide a more comprehensive understanding of the factors driving impulsive purchasing behavior.

### SOR Model

The Stimulus Organism Response (S-O-R) model explains that external stimuli (S) influence an individual's internal emotional or cognitive states (O), which subsequently lead to behavioral responses (R) (Mehrabian & Russell, 1974). This model provides a valuable framework for understanding consumer behavior in digital commerce environments. Within the context of online shopping, external stimuli such as live streamer credibility, sales promotions, and social influence can trigger internal psychological responses, including emotions like Fear of Missing Out (FOMO), which ultimately lead to behavioral outcomes such as impulsive buying. Empirical studies support this framework. Aini and Yuana (2023) found that promotional stimuli significantly increase impulsive buying by triggering emotional responses. Similarly, Zhao and Wang (2022) emphasized that FOMO serves as a key psychological mechanism linking social cues to unplanned purchases. Furthermore, Liu et al. (2023) demonstrated that FOMO mediates the relationship between social influence and impulsive buying behavior in mobile commerce, reinforcing the relevance of the S-O-R model in explaining emotional and behavioral responses to digital marketing stimuli.

### **Live Streamer Credibility**

Live streamer credibility refers to the level of trust consumers place in live streaming hosts who are able to build authentic and credible relationships with their audience. The credibility of live streamers plays an important role in influencing consumer behavior. According to Song and Liu (2021), credible streamers can reduce consumers' perceived risk and strengthen their intention to make a purchase. Lee and Chen (2021) further highlighted that the expertise, authenticity, and empathetic communication of streamers are critical in fostering strong connections with consumers. High credibility can also strengthen the Fear of Missing Out (FOMO) effect and encourage impulsive purchases, especially when exclusive offers are presented during live streaming sessions. In the context of e-commerce, trust in live streamers has become an important factor in attracting Generation Z consumers and increasing their purchase intentions. Therefore, live streamer credibility represents a strategic element in live streaming-based marketing.

### **Sales Promotion**

Sales promotion refers to various marketing strategies used by companies to stimulate product sales, including discounts, coupons, bundling offers, and free gifts. According to Kinski et al. (2023), promotional activities influence consumer consumption behavior by presenting attractive product and service advertisements that encourage consumers to consider purchasing decisions. Recent research by Lee and Chen (2021) indicates that sales promotions play a significant role in driving consumer purchasing behavior by increasing purchase intentions and creating a sense of urgency. In digital marketing environments, strategies such as flash sales and limited-time offers are designed to capture consumer attention and encourage quick purchasing decisions (Mulyani et al., 2023). Exclusive promotions in e-commerce platforms—such as flash sales, bundling deals, and cashback offers—have been shown to significantly increase impulse purchase intentions, particularly when combined with marketing strategies that trigger FOMO (Park et al., 2021). Zhang et al. (2022) also found that Generation Z consumers, who are highly dependent on digital platforms, are particularly responsive to urgency-based marketing strategies on social media, including flash sales and limited offers.

### **Attitude**

Attitude refers to an individual's psychological tendency to evaluate a particular object, idea, or behavior with a certain degree of favor or disfavor. It plays an important role in influencing consumer behavior, including impulsive buying decisions. Among Generation Z consumers, particularly in urban regions such as Jabodetabek, positive attitudes toward sales promotions such as flash sales and exclusive deals can significantly increase their attractiveness. Trust in credible live streamers can further strengthen consumers' engagement and purchasing intentions. Additionally, favorable attitudes toward FOMO-based marketing strategies often lead consumers to perceive such offers as exciting opportunities rather than manipulative tactics. Hoang and Khoa (2022) found that positive attitudes toward platform

interactivity and hedonic shopping experiences significantly influence impulsive buying behavior by enhancing emotional engagement and consumer enjoyment. As a mediating variable, attitude connects external stimuli such as promotions and social influence with impulsive buying behavior, providing important insights into how Generation Z's preferences shape their purchasing decisions.

### **Social Influence**

Social influence refers to the impact that other individuals or groups have on a person's attitudes, behaviors, and decision-making processes. In the digital era, social influence plays a crucial role in shaping online purchasing decisions, particularly on social media and e-commerce platforms. Mubdir et al. (2024) identified subjective norms, trust, and perceived usefulness as important factors influencing online buying behavior, emphasizing the importance of leveraging social influence in marketing strategies. Social influence often appears in the form of online reviews, peer recommendations, and endorsements from influencers, all of which can increase consumer trust in a product or brand. The effect becomes stronger when consumers feel that their purchasing choices are supported by people around them, including friends, family, and social media personalities.

Moreover, social influence is closely related to Fear of Missing Out (FOMO), where consumers feel compelled to follow the actions of others in order to avoid social exclusion or missed opportunities. Flecha Ortiz et al. (2024) highlighted that social media usage and anticipated emotional responses can trigger FOMO, which significantly affects consumer purchase intentions. Their findings emphasize that FOMO acts as an important psychological driver in consumer decision-making within digital environments.

### **Sales Promotion on Impulsive Buying Behavior**

In the digital era, which is characterized by numerous discount offers, flash sales, and bundling strategies, sales promotions often create a sense of urgency that encourages consumers to make purchases more quickly, even without careful planning (Zhang et al., 2022). Such promotional offers frequently stimulate impulsive buying decisions because consumers perceive that they are obtaining significant benefits from the deals. Khatimah et al. (2022) found that sales promotions significantly influence impulsive buying behavior among Generation Z consumers, particularly on e-commerce platforms. They argue that promotional offers generate a sense of urgency and momentum, which directly encourages impulsive purchasing behavior. Therefore, sales promotions play an important role in influencing impulsive buying behavior among Generation Z consumers.

### **H1: Sales Promotion has a positive effect on Impulsive Buying Behavior among Generation Z.**

### **Social Influence on Impulsive Buying Behavior**

Social influence, such as recommendations from friends, family members, or influencers, can significantly affect impulsive buying decisions, particularly among Generation Z consumers who are highly active on social media platforms. Nguyen (2024)

found that online reviews and electronic word-of-mouth (eWOM) positively influence the impulsive buying tendencies of Generation Z consumers. The study highlights that consumers tend to trust the opinions and recommendations of individuals within their social networks, which strengthens the role of social influence in shaping purchasing behavior. Furthermore, social influence reinforces purchasing decisions that are driven by Fear of Missing Out (FOMO) or trending promotional campaigns. Gu et al. (2023) also demonstrated that social norms and peer recommendations significantly affect consumers' purchase intentions on e-commerce platforms. When consumers observe others purchasing or recommending certain products, they are more likely to follow the same behavior.

## **H2: Social Influence has a positive effect on Impulsive Buying Behavior among Generation Z.**

### **Live Streamer Credibility on Impulsive Buying Behavior**

Live streamer credibility has a strong influence on impulsive buying behavior, especially among Generation Z consumers. Viewers are more likely to follow purchasing recommendations from streamers whom they trust and feel emotionally connected to. Research shows that when a live streamer is perceived as knowledgeable, honest, and engaging, it increases audience interaction and encourages impulsive purchasing behavior. Zhang and Li (2023) found that emotional connection and enjoyable experiences during live streaming sessions significantly drive impulsive buying behavior. Similarly, Wang and Kim (2023) revealed that streamers who are perceived as credible and engaging can encourage Generation Z viewers to make quick purchase decisions without extensive deliberation. These findings highlight the important role of streamer credibility in shaping Generation Z's purchasing behavior.

## **H3: Live Streamer Credibility has a positive effect on Impulsive Buying Behavior among Generation Z.**

### **Fear of Missing Out (FOMO) on Impulsive Buying Behavior**

In digital marketing, Fear of Missing Out (FOMO) refers to a psychological condition in which consumers feel anxious about missing opportunities or experiences that others may be enjoying (Zhang et al., 2022). Scarcity, on the other hand, arises when demand exceeds supply, resulting in limited product availability (Kristofferson et al., 2016). Previous studies have empirically demonstrated that FOMO significantly influences impulsive buying behavior (Hajar & Musadik, 2023). Furthermore, research has shown that FOMO plays a mediating role in the relationship between sales promotion and impulsive purchasing behavior (Zhang et al., 2021; Zhang et al., 2022).

FOMO is also highly relevant in live streaming-based marketing, where consumers may fear missing exclusive offers that are available only during live sessions (Chen & Lin, 2020). Therefore, integrating FOMO-based strategies with live streaming and promotional activities can increase consumer engagement and accelerate purchasing decisions.

Aydin (2018) found that perceived scarcity increases consumers' feelings of FOMO, which subsequently leads to higher levels of impulsive buying behavior. Similarly, research focusing on Generation Z's consumptive behavior indicates that FOMO significantly influences their tendency to purchase viral products on social media platforms. The desire to remain updated with trends and avoid missing out on popular experiences often drives Generation Z toward impulsive purchasing decisions. In addition, Sadhat and Sisilia (2023) found that FOMO has a significant influence on impulsive buying behavior, explaining approximately 37.6% of the variance in such behavior. Their findings suggest that FOMO mediates the relationship between sales promotions and impulsive buying behavior, highlighting its importance in shaping consumer behavior in the digital era. Moreover, consumers are often attracted to live streaming e-commerce because streamers create entertaining shopping experiences. The excitement of making purchases and sharing those experiences enhances consumer enjoyment, illustrating how a streamer's appeal can influence purchasing behavior (Lee & Chen, 2021).

#### **H4: Fear of Missing Out (FOMO) has a positive effect on Impulsive Buying Behavior among Generation Z.**

##### **Impulsive Buying Behavior among Generation Z**

In the digital era, sales promotions have become highly effective in capturing consumer attention. For Generation Z, who are accustomed to online shopping, promotional strategies such as discounts, bundling offers, and flash sales often trigger impulsive buying behavior. Aqsa et al. (2024) found that promotional strategies such as flash sales and free shipping significantly influence impulsive purchases among Generation Z consumers, emphasizing the role of emotional responses in driving such behavior. These promotional tactics create a sense of urgency that encourages consumers to make purchases without careful planning.

Zhang et al. (2022) also stated that Generation Z tends to make impulsive purchases due to their high dependence on technology and digital platforms in daily life, as well as their exposure to social media marketing. Their strong emotional responses to urgency-based marketing strategies, such as flash sales and limited-time offers, further increase the likelihood of impulsive purchases. In addition, Fear of Missing Out (FOMO) plays an important role in explaining why Generation Z frequently engages in impulsive buying behavior. Promotional events such as "twin date sales" (e.g., 11.11 or 12.12) often utilize limited-time offers and restricted product availability to trigger FOMO among consumers (Fumar et al., 2023). Zhang et al. (2022) also found that social pressure from friends or influencers on social media can intensify FOMO among Generation Z, motivating them to purchase products to avoid feeling excluded. Furthermore, Hou et al. (2021) showed that real-time interactions with streamers during live streaming sessions enhance consumers' positive emotions, which subsequently increases the likelihood of impulsive purchasing behavior. These findings suggest that FOMO acts as a mediating mechanism between

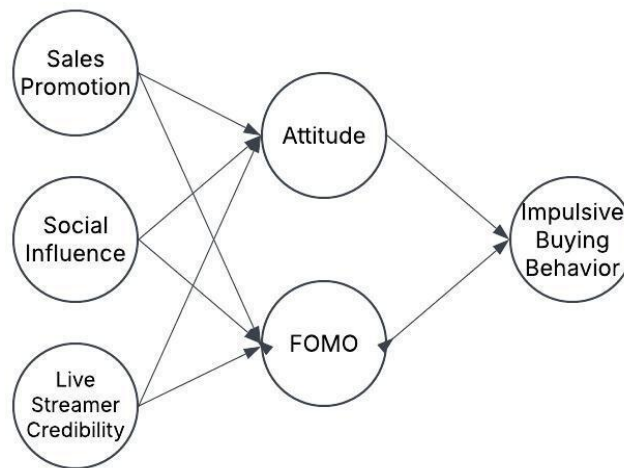
external stimuli such as promotions, social influence, and live streamer credibility and consumers' impulsive buying decisions.

H5: Fear of Missing Out (FOMO) mediates the relationship between Sales Promotion and Impulsive Buying Behavior among Generation Z.

H6: Fear of Missing Out (FOMO) mediates the relationship between Social Influence and Impulsive Buying Behavior among Generation Z.

H7: Fear of Missing Out (FOMO) mediates the relationship between Live Streamer Credibility and Impulsive Buying Behavior among Generation Z.

### Hypotheses



**Figure 1.**  
**Theoretical Framework of the Study**

### RESEARCH METHOD

This study adopts a quantitative approach with a descriptive and causal research design to examine the impulsive buying behavior of Generation Z consumers on e-commerce platforms within the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) region. Data were collected through an online questionnaire distributed to individuals who actively purchase beauty products via e-commerce platforms. Jabodetabek, recognized as the most densely populated metropolitan area in Indonesia, plays a significant role in the country's economic and digital commerce development (BPS, 2025; Ministry of Trade of the Republic of Indonesia, 2024).

The research employs a cross-sectional design in which data were collected at a single point in time, specifically between April and May 2025. The target population consists of Generation Z individuals aged 18 to 27 who have made at least one impulsive purchase of beauty products through e-commerce platforms within the past six months. A non-probability purposive sampling technique was applied to select respondents who meet the specified criteria. Prior to the main survey, a pilot test was conducted to ensure the reliability and validity of the measurement instruments. The results showed that Cronbach's alpha and

Composite Reliability values exceeded 0.7, indicating strong internal consistency in accordance with the reliability standards proposed by Nunnally (1978) and Nunnally and Bernstein (1994). Furthermore, the Average Variance Extracted (AVE) values were greater than 0.5, satisfying the validity criteria suggested by Hair et al. (2010).

The questionnaire was distributed through Google Forms and shared via various social media platforms. To ensure that respondents met the study criteria, three screening questions were included: (1) Do you live in the Jabodetabek area? (2) Are you between 18 and 27 years old (Generation Z)? and (3) Have you ever made an impulsive purchase of beauty products through e-commerce (at least once)? The research instrument consisted of a structured questionnaire divided into seven sections. Each section contained measurement items adapted from validated scales used in previous studies. Specifically, three items measured sales promotion (Aqsa et al., 2024), three items measured social influence (Chen & Yang, 2023), three items assessed live streamer credibility, six items measured Fear of Missing Out (FOMO) (Pratama & Nugroho, 2023), six items assessed consumer attitude, and six items measured impulsive buying behavior.

The collected data were analyzed using SmartPLS 4.0 to examine the relationships among variables and evaluate both direct and indirect effects. SmartPLS is considered appropriate for exploratory and predictive research, particularly when working with small to medium sample sizes. The use of 230 respondents in this study satisfies the minimum sample size requirement for PLS-SEM, following the 10-times rule recommended by Hair et al. (2017).

## RESULTS AND DISCUSSION

### A. Respondent Profile

Based on the gender distribution, female respondents represented the majority, accounting for 72.85% (N = 110) of the sample, while male respondents comprised 27.15% (N = 41). Regarding educational background, the results indicate that most participants, 54.30% (N = 82), had obtained a bachelor's degree. In terms of occupation, students formed the largest group of respondents, representing 45.70% (N = 69) of the total sample. Concerning marital status, the vast majority of respondents, 88.08% (N = 133), reported that they were single. Furthermore, with regard to monthly expenditure, more than half of the respondents, 53.79% (N = 78), reported spending less than IDR 5 million per month. The detailed demographic characteristics of the respondents are presented in Table 1.

**Table 1**  
**Profile of the Respondents**

Category	Subcategory	Number (N)	Percentage (%)
<b>Education Level</b>	High School	59	39.10%
	Bachelor's Degree	82	54.30%
	Master's/PhD	10	6.60%
<b>Marital Status</b>	Single	133	88.10%
	Married	16	10.60%
	Widow/Divorced	2	1.30%

Category	Subcategory	Number (N)	Percentage (%)
<b>Occupation</b>	Student	70	46.40%
	Unemployed	4	2.60%
	Entrepreneur	31	20.50%
	Housewife	8	5.30%
	Employee	31	20.50%
	Retired	1	0.70%
	Other	6	4.00%
<b>Monthly Shopping Expenditure</b>	< Rp5,000,000	78	51.70%
	Rp5,000,000 – Rp10,000,000	37	24.50%
	Rp10,000,000 – Rp15,000,000	21	13.90%
	> Rp15,000,000	9	6.00%
	Other	6	4.00%

### B. Measurement Model

Discriminant validity was assessed using the Fornell–Larcker criterion, which states that the square root of the Average Variance Extracted (AVE) for each construct should be greater than its correlations with other latent constructs (Fornell & Larcker, 1981). As presented in Table 3, the diagonal elements represent the square roots of the AVE values for each construct, and these values are higher than the inter-construct correlations displayed in the corresponding rows and columns. This result indicates that each construct shares more variance with its own indicators than with other constructs in the model, confirming adequate discriminant validity. Overall, these findings demonstrate that the latent variables used in this study are empirically distinct, supporting the validity and structural robustness of the measurement model.

**Table 2**  
**Discriminant Validity-Fornell-Larcker Criterion**

Constructs	Attitude FOMO	Impulsive Buying Behavior	Live Streamer Credibility	Social Influence	Sales Promotions
<b>Attitude</b>	<b>0.864</b>				
<b>FOMO</b>	0.709	<b>0.855</b>			
<b>Impulsive Buying Behavior</b>	0.817	0.778	<b>0.878</b>		

Constructs	Attitude FOMO	Impulsive Buying Behavior	Live Streamer Credibility	Social Influence	Sales Promotions
<b>Live Streamer Credibility</b>	0.800	0.761	0.819	<b>0.866</b>	
<b>Social Influence</b>	0.818	0.762	0.849	0.828	<b>0.886</b>
<b>Sales Promotions</b>	0.806	0.757	0.840	0.843	0.815
					<b>0.883</b>

This study was conducted using a two-phase analytical approach. First, the measurement model was evaluated to assess its reliability and validity, followed by an examination of the structural model to analyze the relationships among the constructs. In the measurement model assessment, item reliability was evaluated using Cronbach’s alpha and Composite Reliability (CR). The results indicate that the Cronbach’s alpha values ranged from 0.816 to 0.863, while the Composite Reliability values ranged from 0.890 to 0.917. Both values exceed the recommended threshold of 0.70 suggested by Nunnally (1967) and Nunnally and Bernstein (1994), indicating strong internal consistency among the measurement items. Furthermore, convergent validity was evaluated using the Average Variance Extracted (AVE). The AVE values ranged from 0.730 to 0.786, exceeding the minimum threshold of 0.50 as recommended by Hair et al. (2009), thereby confirming adequate convergent validity. The detailed results of these tests are presented in Table 2.

**Table 3**  
**Standardized Factor Loadings, Composite Reliability, and Average Variance Extracted (AVE) of the Measurement Model**

Construct / Items	Loading	Cronbach’s Alpha	Composite Reliability (CR)	AVE
<b>Sales Promotion</b>		<b>0.859</b>	<b>0.914</b>	<b>0.780</b>
SP2	0.892			
SP3	0.880			
SP4	0.878			
<b>Social Influence</b>		<b>0.863</b>	<b>0.917</b>	<b>0.786</b>
SI1	0.908			
SI2	0.856			
SI4	0.894			
<b>Live Streamer Credibility</b>		<b>0.834</b>	<b>0.900</b>	<b>0.751</b>
LS2	0.865			
LS3	0.877			
LS5	0.857			

Construct / Items	Loading	Cronbach's Alpha	Composite Reliability (CR)	AVE
<b>Attitude</b>		<b>0.830</b>	<b>0.898</b>	<b>0.746</b>
A1	0.835			
A3	0.874			
A4	0.882			
<b>FOMO</b>		<b>0.816</b>	<b>0.890</b>	<b>0.730</b>
F1	0.854			
F2	0.863			
F4	0.847			
<b>Impulsive Buying Behavior</b>		<b>0.852</b>	<b>0.910</b>	<b>0.771</b>
IB1	0.882			
IB3	0.869			
IB4	0.883			

### C. Structural Model

The structural model was assessed using the coefficient of determination ( $R^2$ ) to evaluate the extent to which the dependent constructs are explained by the independent constructs. According to Hair et al. (2017), an  $R^2$  value of  $\geq 0.75$  indicates substantial explanatory power,  $\geq 0.50$  indicates moderate explanatory power, and  $\geq 0.25$  indicates weak explanatory power. As shown in Table 4, the  $R^2$  values for the key variables are as follows: attitude (0.740), FOMO (0.652), and impulsive buying behavior (0.747). These values fall within the moderate to substantial categories, suggesting that the proposed model demonstrates a strong ability to explain variations in impulsive buying behavior, which is influenced by FOMO and consumer attitudes.

**Table 4.**  
**R-Square Values**

Constructs	R-Square	Adjusted R-Square
Attitude	0.740	0.734
FOMO	0.652	0.645
Impulsive Buying Behavior	0.747	0.744

The bootstrap resampling technique was applied to evaluate the significance of the structural relationships within the model. The findings presented in the table reveal several statistically significant relationships among the variables. Specifically, attitude significantly influences impulsive buying behavior ( $\beta = 0.533$ ,  $t = 6.651$ ,  $p = 0.000$ ), and FOMO also has a significant effect on impulsive buying behavior ( $\beta = 0.401$ ,  $t = 4.958$ ,  $p = 0.000$ ).

In addition, live streamer credibility shows a significant impact on both attitude ( $\beta = 0.230$ ,  $t = 2.287$ ,  $p = 0.022$ ) and FOMO ( $\beta = 0.268$ ,  $t = 2.188$ ,  $p = 0.029$ ). Social influence is also found to significantly affect attitude ( $\beta = 0.384$ ,  $t = 3.811$ ,  $p = 0.000$ ) and FOMO ( $\beta =$

0.321,  $t = 3.104$ ,  $p = 0.002$ ). Furthermore, sales promotion significantly influences attitude ( $\beta = 0.299$ ,  $t = 2.706$ ,  $p = 0.007$ ) as well as FOMO ( $\beta = 0.270$ ,  $t = 2.230$ ,  $p = 0.026$ ). Overall, these results demonstrate that all proposed relationships are statistically significant at the level of  $p < 0.05$ , indicating that every hypothesized path in the model is supported.

**Table 5.**  
**Path Coefficient Analysis**

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
A → IB	0.533	0.531	0.080	6.651	0.000
F → IB	0.401	0.401	0.081	4.958	0.000
LS → A	0.230	0.231	0.101	2.287	0.022
LS → F	0.268	0.264	0.122	2.188	0.029
SI → A	0.384	0.390	0.101	3.811	0.000
SI → F	0.321	0.325	0.103	3.104	0.002
SP → A	0.299	0.292	0.110	2.706	0.007
SP → F	0.270	0.268	0.121	2.230	0.026

Table 6 presents the total indirect effects and the corresponding significance levels of the main constructs on impulsive buying behavior. The findings indicate that all three predictors live streamer credibility, social influence, and sales promotions have significant indirect effects on impulsive buying behavior through the mediating role of FOMO. Specifically, the indirect effect of live streamer credibility on impulsive buying behavior is significant ( $\beta = 0.230$ ,  $t = 3.220$ ,  $p = 0.001$ ). This result suggests that when viewers perceive a live streamer as credible, it increases their Fear of Missing Out (FOMO), which subsequently encourages impulsive purchasing behavior.

Similarly, social influence demonstrates a strong and statistically significant indirect effect ( $\beta = 0.333$ ,  $t = 4.818$ ,  $p = 0.000$ ). This indicates that recommendations or opinions from peers and social networks can intensify FOMO, ultimately leading to spontaneous purchasing decisions. Sales promotions also exhibit a significant indirect effect ( $\beta = 0.267$ ,  $t = 3.377$ ,  $p = 0.001$ ), supporting the notion that limited-time offers or exclusive promotional deals can stimulate FOMO and trigger impulsive buying behavior. Overall, these findings confirm that live streamer credibility, social influence, and sales promotions significantly influence impulsive buying behavior indirectly through the mediating effect of FOMO.

**Table 6.**  
**Specific Indirect Effects**

Path	$\beta$ (Beta)	T Statistics	P Values
Live Streamer Credibility → Impulsive Buying Behaviour	0.230	3.220	0.001
Social Influence → Impulsive Buying Behaviour	0.333	4.818	0.000
Sales Promotion → Impulsive Buying Behaviour	0.267	3.377	0.001

### **Practical Implications**

To optimize marketing strategies in the e-commerce industry, particularly in the beauty sector targeting Generation Z, businesses should carefully consider the factors that stimulate impulsive buying behavior, including psychological and social mechanisms. Understanding these drivers can help companies remain competitive and develop marketing strategies that not only capture consumer attention but also effectively encourage purchasing decisions. Brands should design marketing strategies that successfully trigger the Fear of Missing Out (FOMO) among consumers. Rather than relying solely on large discounts, brands should focus on creating a sense of urgency through limited-time offers, exclusive promotions, and scarcity-based campaigns. Generation Z consumers often strive to maintain relevance within their social circles and tend to feel anxious about being excluded from trends or shared experiences. As a result, this psychological motivation can lead them to make impulsive purchase decisions. To effectively reach this segment, brands can capitalize on viral marketing strategies by initiating relevant trends, sharing testimonials, encouraging user-generated content, and collaborating with influencers.

In addition, consumers are more likely to engage in impulsive buying when they hold a positive attitude toward a brand. Therefore, businesses should prioritize building a strong and positive brand image by delivering values that resonate with Generation Z characteristics. Creating a sense of exclusivity is particularly important, as many consumers within this generation place greater emphasis on social capital rather than purely financial considerations. This finding aligns with the study by Ratnaningsih and Halidy (2025), which highlights that social recognition and group belonging often play a stronger role than economic motives in influencing Gen Z purchasing behavior.

### **D. Theoretical Implications**

This study contributes to the existing literature on consumer behavior by providing a more comprehensive understanding of the psychological and social factors that influence impulsive buying behavior among Generation Z in the e-commerce beauty market. By integrating variables such as sales promotion, social influence, live streamer credibility, attitude, and Fear of Missing Out (FOMO) within a single framework, this research highlights the importance of emotional and social drivers in shaping purchasing decisions in digital environments. The findings also strengthen previous studies that emphasize the mediating role of FOMO in connecting marketing stimuli and impulsive buying behavior.

### **E. Limitations and Future Research Suggestions**

Despite its contributions, this study has several limitations. First, the research focuses only on Generation Z consumers in the Jabodetabek area, which may limit the generalizability of the findings to other regions or demographic groups. Second, the data were collected using a cross-sectional approach, meaning that consumer behavior was observed at a single point in time. Future studies could adopt longitudinal designs to better understand how impulsive buying behavior evolves over time.

Additionally, future research could expand the scope of variables by incorporating other psychological or technological factors such as perceived enjoyment, trust in e-commerce platforms, or the role of artificial intelligence in digital marketing. Expanding the research to different product categories beyond beauty products may also provide broader insights into Generation Z's online purchasing behavior.

## CONCLUSION

This study concludes that impulsive buying behavior among Generation Z in the e-commerce beauty market is strongly influenced by psychological and social factors, particularly sales promotions, social influence, live streamer credibility, attitude, and Fear of Missing Out (FOMO). The findings highlight that FOMO plays a crucial mediating role in encouraging impulsive purchasing decisions, especially when consumers are exposed to limited-time promotions, social recommendations, and credible live streamers. Additionally, a positive consumer attitude toward a brand further strengthens the likelihood of impulsive buying. These results emphasize the importance for businesses to design marketing strategies that create urgency, leverage social engagement, and build a strong brand image to effectively attract Generation Z consumers. Despite its contributions, the study is limited to the Jabodetabek region and a cross-sectional design; therefore, future research should expand the geographic scope and include additional psychological or technological variables to provide a broader understanding of Generation Z's online purchasing behavior.

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