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Exploration of Beauty-Product Consumptive Buying Tendency among Generation Z: The Roles of Social-Media Exposure and Fear of Missing Out (FoMO)

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ABSTRACT

Purpose – This study examines associations among social-media scores, Fear of Missing Out (FoMO), and self-reported beauty-product consumptive buying tendency among Generation Z. The outcome is defined narrowly as a tendency toward unplanned or insufficiently need-based purchases, rather than consumptive buying tendency in general.
Design/methodology/approach – A cross-sectional quantitative survey was conducted through an online questionnaire with 150 purposively selected Generation Z respondents aged 17–27 who used social media and had purchased or used beauty products. The reported analyses included item–total correlations, Cronbach's alpha, classical assumption tests, and two regression equations.
Findings/Results – The reported coefficients show positive associations between social-media scores and FoMO (B = 0.642, t = 8.731, p < 0.001), and between social-media (B = 0.381, t = 4.912, p = 0.001) and FoMO (B = 0.427, t = 5.376, p < 0.001) scores and the outcome score. The manuscript reports an adjusted R^2 of 0.68. The proposed indirect effect is not confirmed because no bootstrapped indirect-effect estimate or confidence interval is reported.
Originality/Value – The study highlights the need to distinguish broad social-media engagement and FoMO from specific beauty-product purchasing tendencies. Its findings are preliminary because the measures contain potentially overlapping item content and require further construct-validity assessment.

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1. Introduction

Digital platforms have become important environments in which young consumers encounter product information, peer evaluations, influencer recommendations, and rapidly changing trends. In the beauty category, visual demonstrations, reviews, tutorials, and before-and-after content make products highly visible and encourage users to compare their appearance and routines with those presented online. Generation Z is an important group for examining these processes because social media is embedded in many aspects of its everyday communication and information seeking. Nevertheless, frequent exposure does not necessarily mean that every user will purchase a product: the meaning attached to the content and the psychological response to it may also matter. One possible psychological response is Fear of Missing Out (FoMO), commonly understood as concern that others are experiencing rewarding activities or information from which one is absent. In a beauty content environment, FoMO may arise when users repeatedly encounter claims that a product is viral, limited, essential, or widely adopted by peers and influencers. Such messages can make a trend appear socially important and create a perceived urgency to keep informed or participate. FoMO is therefore conceptually distinct from exposure itself: exposure refers to contact with social-media content, whereas FoMO refers to the individual's concern about being left out of socially salient experiences or trends.

On the other hand, the ease of access to information and the intensity of social media use have given rise to a psychological phenomenon known as Fear of Missing Out (FoMO). FoMO is the fear of missing out on experiences, trends, or activities that others find interesting and are experiencing. In Generation Z, this phenomenon often arises when viewing posts about the latest beauty trends, product recommendations, and self-care routines shared on social media. This feeling can encourage individuals to follow trends to remain relevant in their social circles. According to (Nur Kholizha Putri Andini Fahsya, 2025), FoMO is a condition where individuals feel anxious due to the fear of missing out on information, experiences, or current trends in their social circles. In Generation Z, this is greatly influenced by high social media exposure, so individuals tend to constantly monitor the activities of others to reduce the feeling of being left behind.

Consumptive buying tendency in beauty products can be understood as an individual's tendency to excessively purchase products without considering their actual needs. The drive to appear attractive, follow trends, and gain social recognition are factors that influence this behavior. Generation Z, who actively use social media, is susceptible to changes in consumption patterns due to constant exposure to promotional content. As a result, purchasing decisions are often based more on emotional desires than rational needs. shows that Generation Z is heavily influenced by social media and influencers in beauty product purchasing decisions. One of the main findings is that FOMO (Fear of Missing Out) and influencer content encourage impulsive purchases, rather than based on rational needs.(Fathoni, 2025)

Social media has the ability to create certain beauty standards that influence individual self-perception. Content that displays ideal faces, flawless skin, and luxurious lifestyles can create social pressure for social media users, especially Generation Z. This pressure encourages individuals to purchase various beauty products in an effort to increase self-confidence and

gain social acceptance. In this situation, social media is not only a medium of information, but also a factor that reinforces consumptive buying tendency. explains that social media plays a role in shaping the image and ideal beauty standards through the content displayed. This image often becomes a "hyperreality" that is more believable than reality, thus influencing Generation Z's purchasing decisions regarding beauty products. This emphasizes that consumption is not only based on needs, but also on the construction of images built on social media.(Deni Aries Kurniawan, 2025)

The FoMO phenomenon is further amplified by the presence of interactive features on social media such as stories, live streaming, product reviews, and fast-paced challenge trends. Generation Z tends to feel the need to keep up with trends to avoid being considered outdated by their social circle. When a beauty product goes viral, the urge to immediately buy and try the product arises even though it is not necessarily needed. This shows that FoMO can be one of the psychological factors influencing consumptive buying tendency in Generation Z. explains that Fear of Missing Out (FoMO) is a major psychological factor driving impulsive buying in Generation Z. Exposure to social media makes individuals feel afraid of being left behind by trends, so they tend to buy products spontaneously.(Elvil Manik Rinonce, 2025)

Research on the consumptive buying tendency of the younger generation has been widely conducted, but most still focus on lifestyle aspects and the influence of digital advertising in general. explains that Theoretically, these findings confirm the cultural embeddedness, Meanwhile, studies that specifically explore the relationship between FoMO, social media, and consumptive buying tendency for beauty products in generation Z are still relatively limited. In fact, these three aspects are closely related in shaping the consumption patterns of today's digital society. Therefore, research is needed that can provide a deeper understanding of this phenomenon. explains that FoMO has a significant influence on the behavior of generation Z consumers in purchasing viral products on social media. This research provides important insights for marketers and entrepreneurs in understanding the factors that influence purchasing decisions in generation Z in the digital era filled with viral products.(Ibnu Kanaha, 2025)(Adrian Rizky, 2024)

Previous studies cited in this manuscript have examined FoMO, social-media exposure, influencer marketing, and impulsive or trend-related purchasing, including within beauty and skincare contexts. Accordingly, the research gap is not that these variables have never been studied together. Rather, the present study offers a context-specific examination of how a broad social-media exposure measure and FoMO are associated with self-reported beauty-product consumption tendencies among a purposively selected group of Generation Z respondents in Indonesia. Its additional analytical question is whether the observed association between social-media scores and the consumption score includes an indirect statistical component through FoMO. This contribution is deliberately framed as contextual and associative, not as a claim that the model is entirely new or that it establishes a causal psychological process. The study therefore has three objectives: (1) to examine the association of social-media exposure with self-reported beauty-product consumption tendencies; (2) to examine the association of FoMO with those tendencies and with social-media exposure; and (3) to assess whether the available data support an indirect association through FoMO. By distinguishing the external information environment, the psychological concern about missing

trends, and the reported purchasing tendency, the study seeks to clarify the relationships among these constructs in the specific context of beauty products. Given the cross-sectional design, all results are interpreted as associations rather than evidence of temporal or causal effects.

2. Literature Review and Hypothesis Development

2.1. Beauty-Product Consumption Tendency

Consumptive buying tendency is the excessive purchase or use of goods and services without considering actual needs. This behavior is generally driven by the desire for emotional satisfaction, social status, or recognition from those around them. In the context of modern society, consumptive buying tendency is increasingly growing due to technological advances, globalization, and easy access to various products through digital media. The younger generation is the group most vulnerable to consumptive buying tendency due to their high exposure to popular trends and lifestyles.

According to , consumptive buying tendency is characterized by the tendency to purchase products not based on need, but rather due to desire, prestige, and status symbols. Individuals who engage in consumptive buying tendency are usually easily influenced by advertising, promotions, and social environments. In Generation Z, consumptive buying tendency is often seen in the purchase of fashion products, gadgets, and beauty products that are viral on social media. In this study, consumptive buying tendency is understood as the tendency of Generation Z to buy beauty products excessively due to the influence of social media and certain psychological drives, especially Fear of Missing Out (FoMO). This behavior can appear in the form of impulsive purchases, following the latest beauty trends, and the desire to try popular products without considering primary needs.(Reny Yuniasanti, 2023)

2.2. Beauty Products

Beauty products are any product used to care for, beautify, and enhance an individual's physical appearance. Beauty products include skincare, makeup, body care, hair care, and various other care products. In recent years, the beauty industry has experienced rapid growth, especially among the younger generation, who are highly concerned about their appearance and personal care.

The increasing use of beauty products is influenced by changes in the lifestyles of modern society. Social media plays a major role in shaping beauty standards and creating new trends that quickly spread among internet users. Many beauty brands utilize influencers and beauty content creators to promote their products, thereby influencing consumer purchasing decisions. (Fera Anggraini, 2025)It explains that influencer marketing has been proven to have a significant influence on beauty product purchasing decisions, especially among the younger generation. It also (Dinda Fathiyyah, 2024)explains that beauty influencers can shape product image and increase consumer trust in brands.

For Generation Z, beauty products serve not only as a means of personal care but also as a means of social identity and self-expression. The use of beauty products is often associated with self-confidence, self-image, and social acceptance. Therefore, beauty products are a product category that is vulnerable to triggering consumptive buying tendency in the digital age.

2.3. Generation Z

Generation Z is a group of individuals born between 1997 and 2012 who grew up in an environment closely connected to digital technology. This generation is known as digital natives because they have been accustomed to using the internet, smartphones, and social media in their daily activities since childhood. Generation Z characteristics include openness to technology, rapid information acquisition, and a high dependence on digital media. In social life, Generation Z tends to use social media as the primary means of interaction, obtaining information, and building their identity. They actively follow emerging trends on the internet, including beauty, fashion, and lifestyle trends. The high intensity of social media use makes Generation Z more susceptible to promotions and consumer content than previous generations. (Nur Annisa Sawitri, 2026)explains that social media is not only a means of communication, but also shapes Generation Z's consumerist lifestyle. Content such as influencers, fashion trends, and digital advertising encourages the desire to purchase items that are not always needed. Furthermore, Generation Z tends to seek social validation through likes, comments, and recognition from the digital environment. This makes them more easily compelled to follow popular trends to avoid being seen as left behind. This makes Generation Z a group vulnerable to Fear of Missing Out (FoMO) and consumptive buying tendency.

2.4. Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is a psychological condition characterized by the fear of being left behind by the experiences, activities, or trends of others. The concept of FoMO was first introduced by Przybylski et al., who explained that individuals with high levels of FoMO have a strong desire to stay connected to others' social activities. This phenomenon is growing with the increasing use of social media in everyday life. FoMO often arises when individuals see posts about interesting experiences, viral products, or certain lifestyles on social media. This fear of missing out can trigger anxiety, the urge to follow trends, and even impulsive consumptive buying tendency. In the context of beauty products, FoMO can drive Generation Z to purchase certain products out of fear of being seen as out of touch with the latest beauty trends. Generation Z is the group that uses social media most intensively, making them more susceptible to FoMO. Exposure to content such as "beauty trends," influencer reviews, and viral products can make them feel the need to keep up to date.(Dor Shilton, 2020), High levels of FoMO among Generation Z are influenced by their intense social media use and their need for social acceptance. Individuals experiencing FoMO tend to constantly monitor social media for the latest trends and other people's activities. As a result, they are more easily compelled to purchase beauty products for a sense of relevance and social recognition.

2.5. Social Media

Social media is a digital platform that allows individuals to communicate, share information, and build social networks online. Platforms like Instagram, TikTok, YouTube, and Twitter are extremely popular among Generation Z. Besides serving as a means of entertainment and communication, social media is also an effective marketing tool for various industries, including the beauty industry. Social media has a significant potential to influence consumptive buying tendency through product visualizations, user reviews, influencer endorsements, and viral content. Engaging and interactive content can create an emotional urge for users to try a particular product. In the beauty industry, social media is often used to

shape ideal beauty standards, which then influence consumer perceptions and behavior. explains that social media has a significant influence on consumer purchase intentions and purchasing decisions. This occurs through content such as influencers, reviews, and visual promotions that shape positive perceptions of products.(Anggita Dwi Rusti, 2024)

Extensive social media use can increase consumptive buying tendency tendencies because individuals are constantly exposed to new advertisements and trends. Gen Z, who actively use social media, tends to be more easily influenced by influencer recommendations and product reviews that constantly appear on their feeds. Therefore, social media is a major factor influencing consumptive buying tendency regarding beauty products.

2.6. The Relationship Between FoMO, Social Media, and Consumptive Buying Tendency

Social media and FoMO are closely linked in shaping consumptive buying tendency among Generation Z. Intense social media use allows individuals to be constantly exposed to various trends and activities of others, increasing the fear of being left behind. When individuals see a beauty product going viral or being used by a famous influencer, they are compelled to buy it to stay relevant in their social circles. Fomo acts as a psychological factor that strengthens the influence of social media on consumptive buying tendency. Individuals with high levels of FoMO tend to be more impulsive in making purchasing decisions due to fear of missing out on trends. In the context of beauty products, this behavior can be seen in the habit of purchasing popular skincare or makeup products even though they may not necessarily suit their personal needs. The phenomenon of Fear of Missing Out (FoMO) is increasingly becoming a concern in the digital era, especially among the younger generation who are active on social media. This study analyzes the impact of FoMO on consumptive buying tendency and its implications for individual mental health and finances.(Alfian, 2024)

Thus, social media and FoMO are interconnected in influencing Generation Z's consumptive buying tendency. Social media serves as a means of spreading beauty trends and standards, while FoMO is an internal drive that triggers individuals to follow these trends through consumption activities. Therefore, research exploring Generation Z's beauty product consumptive buying tendency from the perspective of FoMO and social media is important for understanding the consumption patterns of today's digital society.

2.7. Hypothesis Development

The proposed relationships are examined as associations among self-reported scores. Social-media exposure may be positively associated with consumptive buying tendency because beauty-related reviews, demonstrations, advertisements, and influencer content increase product visibility and provide purchase cues. FoMO may also be positively associated with consumptive buying tendency when concern about missing a popular trend coincides with an urge to participate. In addition, repeated exposure to updates about other users, products, and trends may be associated with higher FoMO. These propositions do not establish causal or temporal relationships because the study uses cross-sectional data.

The conceptual model specifies social-media exposure as the predictor (X), FoMO as the proposed mediator (Z), and self-reported beauty-product consumptive buying tendency as the outcome (Y). The outcome is deliberately narrower than general consumer behavior: it concerns reported inclinations toward unplanned or unnecessary beauty-product purchases.

The available indicators include trend- and influencer-related reasons that may overlap with the predictor measures; this limitation is considered when interpreting the findings.

2.8. Research Hypothesis

- H1: Social-media exposure is positively associated with beauty-product consumptive buying tendency among Generation Z.
- H2: FoMO is positively associated with beauty-product consumptive buying tendency among Generation Z.
- H3: Social-media exposure is positively associated with FoMO among Generation Z.
- The overall F-test is reported as a model-level diagnostic and is not treated as a separate substantive hypothesis.
- H4 (formerly H5): FoMO carries an indirect statistical association between social-media exposure and beauty-product consumptive buying tendency. This hypothesis can only be evaluated after estimating the indirect effect (a × b) and its bootstrapped 95% confidence interval. The individual regression-path p-values are not sufficient evidence of mediation.

3. Methodology

3.1. Types and Approaches of Research

This study used a quantitative, cross-sectional survey design to examine associations among social-media scores, FoMO scores, and self-reported beauty-product consumptive buying tendency among Generation Z. Although the original draft described the approach as causal, a cross-sectional questionnaire cannot establish causal effects or temporal ordering. The analyses therefore concern statistical associations rather than causal impacts.(Sugiyono, 2023)

3.2. Location and Time of Research

This study was conducted on Generation Z, who actively use social media and beauty products. Data collection was conducted online through a digital questionnaire distributed using Google Forms. The study was conducted in the 2026 academic year.

3.3. Population and Research Sample

3.3.1 Population

The population in this study was all Generation Z individuals who use social media and have purchased or used beauty products. The Generation Z in this study were aged approximately 17–27 years.

3.3.2 Sample

The sampling technique used was purposive sampling, which is a technique for determining samples based on specific criteria in accordance with the research objectives. The respondent criteria in this study were:

a. Included in the Generation Z category.
b. Actively use social media such as Instagram, TikTok, or YouTube.
c. Have purchased or used beauty products in the last six months.
d. Willing to fill out the research questionnaire.

The sample size can be determined using the Hair et al. formula, which is a minimum of 5–10 times the number of research indicators. If there are 20 research indicators, the minimum sample size is 100–200 respondents.

3.4. Data collection technique

The data collection techniques in this study use primary data and secondary data.

3.4.1 Primary Data

Primary data was obtained by distributing questionnaires to respondents online. The questionnaires were structured using a five-point Likert scale, as follows:

1 = Strongly Disagree

2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

3.4.2 Secondary Data

Secondary data was obtained from scientific journals, books, articles, and previous research relevant to consumptive buying tendency, social media, Fear of Missing Out (FoMO), and Generation Z.

3.5. Operational Definition of VariablesIndependent Variable (X)

3.5.1 Social Media (X1)

Social-media exposure refers to respondents' reported contact with and engagement with beauty-related content on digital platforms. The five indicators used in the original questionnaire cover intensity of social-media use, frequency of viewing beauty content, influencer/content-creator influence, interest in beauty trends, and exposure to beauty-product advertisements. These indicators combine exposure, engagement, interest, and perceived persuasion; accordingly, the scale should be interpreted as a broad, exploratory index rather than a unidimensional measure of exposure intensity.

Social media indicators:

a. Intensity of social media use
b. Frequency of viewing beauty content
c. The influence of influencers or beauty content creators
d. Interest in beauty trends on social media
e. Exposure to beauty product advertisements

3.5.2 Mediating Variable (Z)

Fear of Missing Out / FoMO (Z)

FoMO refers to concern about missing experiences, information, or trends that are salient within one's social environment. The five indicators in the questionnaire cover fear of missing beauty trends, desire to follow the latest information, anxiety when not following trends, urge to monitor social media continuously, and desire for social recognition. Because monitoring behavior and social recognition may be consequences or adjacent motives rather than core FoMO experiences, the scale's construct validity requires further assessment.

FoMO Indicators:

a. Fear of missing out on beauty trends
b. The desire to always follow the latest information
c. Anxiety when not following trends
d. The urge to constantly monitor social media
e. Desire to gain social recognition

3.5.3 Dependent Variable (Y)

Beauty-Product Consumptive Buying Tendency (Y)

The outcome is defined narrowly as a self-reported tendency toward excessive or insufficiently need-based purchasing of beauty products, rather than consumer behavior in its general sense.

Indicators reported in the questionnaire:

a. Unplanned or impulsive beauty-product purchasing
b. Purchasing beauty products in response to trends
c. Purchasing beauty products in response to influencer recommendations
d. Purchasing beauty products to increase self-confidence
e. Difficulty controlling the urge to purchase beauty products

3.6. Data Analysis Techniques

The data were analyzed using descriptive statistics and two regression equations. The first equation examined the association between social-media scores and FoMO. The second examined the associations of social-media and FoMO scores with the outcome score. Item–total correlations and Cronbach's alpha were used in the original analysis; these are preliminary diagnostics and do not establish convergent validity or discriminant validity. Because the questionnaire indicators may overlap conceptually, the three constructs should be subjected to exploratory and confirmatory factor analysis, or an equivalent measurement-model assessment, before strong construct-level conclusions are drawn.

3.7. Research Instrument Testing

a. Validity Test : Used to determine whether the statement items in the questionnaire are valid or not.
b. Reliability Test: Used to determine the consistency of respondents' answers to question items.

3.8. Classical Assumption Test

a. Normality Test
b. Multicollinearity Test
c. Heteroscedasticity Test

3.9. Regression Analysis

Regression analysis was used to estimate the associations of social-media exposure and FoMO scores with the outcome score. Given the cross-sectional design, coefficients are interpreted as associations and not causal effects.

The regression equation used:

a. Equation I
   $Z=a+b1X1+eZ = a + b_1X_1 + eZ=a+b1X1+e$
b. Equation II
   $Y=a+b1X1+b2Z+eY = a + b_1X_1 + b_2Z + eY=a+b1X1+b2Z+e$

Information:

a. Y = Beauty-product consumptive buying tendency
b. X1X_1X1 = Social media
c. ZZZ = Fear of Missing Out (FoMO)
d. aaa = Constant
e. bbb = Regression coefficient
f. eee = Error

3.10 Hypothesis Testing

a. The t test is used to determine the partial effect between variables.

b. The F test is used to determine the simultaneous influence between variables.
c. The Coefficient of Determination Test (R 2)(R^ 2)(R2) is used to determine the extent of the contribution of the independent variable to the dependent variable.
d. Mediation Test is used to determine the role of FoMO in mediating the influence of social media on consumptive buying tendency for beauty products.

3.11 The conceptual framework proposes that social-media exposure is associated with beauty-product consumptive buying tendency directly and indirectly through FoMO. The indirect pathway is a proposed statistical mechanism and must be tested using a bootstrapped indirect effect; it cannot be inferred from the significance of the component regression paths alone.

This study has a conceptual framework explaining that social media influences Generation Z's beauty-product consumptive buying tendency, both directly and through Fear of Missing Out (FoMO) as a mediating variable. The higher the intensity of social media use, the higher the FoMO level and the tendency for an individual's consumptive buying tendency toward beauty products.

4. Result and Discussion

4.1. Respondent Overview

This study was conducted on 150 Generation Z respondents who actively use social media and have purchased beauty products in the past six months. The questionnaire was distributed online using Google Forms. Based on the data collection, the majority of respondents were female, as beauty products are more commonly used by women, although some male respondents also use skincare and personal care products. Based on age, the majority of respondents were between 18 and 23 years old. This age group represents Generation Z, which has a high social media usage rate. The most frequently used social media platforms were TikTok and Instagram, as these platforms frequently feature beauty content, product reviews, and the latest skincare trends. Furthermore, most respondents reported purchasing beauty products at least one to three times a month. The most frequently purchased products include skincare, lip products, sunscreen, and cushions. This demonstrates that beauty products have become a part of the Generation Z lifestyle.

4.2. Research Instrument Test Result

4.2.1 Validity Test

The original item–total analysis reported corrected item–total correlations above the stated critical value of 0.160 for all items. This indicates that the items were positively associated with their respective total scores under that procedure. However, item–total correlations alone do not establish construct validity, dimensionality, or discriminant validity among social-media exposure, FoMO, and consumptive buying tendency. In particular, the trend- and influencer-related outcome indicators may overlap with predictor content. Therefore, the instrument's construct validity remains provisional pending item-level factor analysis and a direct assessment of discriminant validity.

Table 1. Validity Test Results

Variables	Number of Items	r Count	r Table	Information
Social media	5	> 0.160	0.160	Valid
FoMO	5	> 0.160	0.160	Valid

Variables	Number of Items	r Count	r Table	Information
Consumptive Buying Tendency	5	> 0.160	0.160	Valid

4.2.2 Reliability Test

The original reliability analysis reported Cronbach's alpha values above 0.70 for all three scales. These values indicate internal consistency in the sample, but alpha does not demonstrate that the scales measure distinct constructs or that each scale is unidimensional.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Reliability Standards	Information
Social media	0.873	0.70	Reliable
FoMO	0.861	0.70	Reliable
Consumptive Buying Tendency	0.889	0.70	Reliable

The reported Cronbach's alpha values were 0.873 for social media, 0.861 for FoMO, and 0.889 for the outcome scale. These estimates provide evidence of internal consistency only. They should not be interpreted as proof of construct validity, and the possible semantic overlap between predictor and outcome items requires further measurement assessment. Accordingly, the scales show acceptable internal consistency based on the reported alpha coefficients. However, the manuscript does not contain item-level factor loadings, convergent-validity statistics, discriminant-validity statistics, or comparisons of alternative factor structures. The distinction among the three constructs therefore has not yet been empirically established.

Table 3. Reliability Results

Variables	Cronbach's Alpha	Information
Social media	0.873	Reliable
FoMO	0.861	Reliable
Consumptive Buying Tendency	0.889	Reliable

These results indicate that the research instrument has a good level of consistency.

4.2.3 Descriptive Analysis Results

Based on descriptive analysis, the social media variable obtained a high average score. This indicates that respondents have a fairly high social media usage intensity and are frequently exposed to beauty content. Respondents also reported frequently viewing product reviews, makeup tutorials, and skincare recommendations from influencers on TikTok and Instagram. Regarding the FoMO variable, most respondents agreed that they fear missing out on viral beauty trends on social media. Respondents also admitted to frequently monitoring social media for the latest popular beauty products. Meanwhile, regarding consumptive buying tendency, many respondents admitted to impulsively purchasing beauty products after seeing promotions or reviews on social media. This indicates a tendency toward consumptive buying tendency influenced by social media and FoMO.

4.2.4 Classical Assumption Test Results

Normality Test

Table 4. Normality Test Results

Variables	Significance	Standard	Information
Residual Data	0.200	> 0.05	Normal

The reported normality-test significance value was 0.200, above 0.05. The original manuscript does not identify the specific normality procedure or clarify whether the test was applied to regression residuals. This result should therefore be interpreted cautiously; the final report should name the test and specify the variable or residuals assessed.

4.2.5 Multicollinearity Test

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Social media	0.681	1,468	No Multicollinearity Occurs
FoMO	0.681	1,468	No Multicollinearity Occurs

The reported tolerance values were 0.681 and VIF values were 1.468 for both predictors. These values do not indicate problematic multicollinearity under the commonly used thresholds reported by the authors.

4.2.6 Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Variables	Significance	Standard	Information
Social media	0.284	> 0.05	No Heteroscedasticity Occurs
FoMO	0.391	> 0.05	No Heteroscedasticity Occurs

The reported significance values were 0.284 for social media and 0.391 for FoMO, both above 0.05. The manuscript should identify the specific heteroscedasticity test used and provide the corresponding test statistic or model output.

4.3 Regression Analysis Results

4.3.1 The Influence of Social Media on FoMO

Table 7. Results of Social Media Regression Analysis on FoMO

Variables	Regression Coefficient	t Count	Significance	Information
Constant	5,214	-	-	-
Social media	0.642	8,731	0,000	Significant Influence

The reported regression output indicates a positive association between the social-media score and FoMO (B = 0.642, t = 8.731, reported $p < 0.001$). The manuscript does not provide the standard error, standardized coefficient, confidence interval, model R^2, F-statistic, degrees of freedom, or residual standard error; these should be added from the original statistical output rather than estimated or inferred.

Regression equation:

$$Z = 5.214 + 0.642X + e$$

The unstandardized coefficient of 0.642 indicates that a one-unit higher social-media score is associated with a 0.642-unit higher FoMO score in this sample. This is an association and should not be described as evidence that social-media use causes FoMO.

4.4 The Influence of Social Media and FoMO on Consumptive Buying Tendency

Table 8 Results of Regression Analysis of Social Media and FoMO on Consumptive Behavior

Variables	Regression Coefficient	t Count	Significance	Information
Constant	4,873	-	-	-
Social media	0.381	4,912	0.001	Significant Influence
FoMO	0.427	5,376	0,000	Significant Influence

Regression equation:

$$Y = 4.873 + 0.381X + 0.427Z + e$$

The reported regression output indicates positive associations of social-media and FoMO scores with beauty-product consumptive buying tendency. The coefficients should be interpreted as conditional associations, not causal effects.

Regression equation:

$$Y = 4.873 + 0.381X + 0.427Z + e$$

The unstandardized coefficient for social media (B = 0.381) indicates that, holding FoMO constant, a one-unit higher social-media score is associated with a 0.381-unit higher outcome score. The FoMO coefficient (B = 0.427) indicates that, holding social media constant, a one-unit higher FoMO score is associated with a 0.427-unit higher outcome score. Standard errors and confidence intervals are not reported in the source manuscript and must be retrieved from the statistical output.

4.5. Hypothesis Test Results

4.5.1 t-test (Partial)

a. The reported social-media coefficient in the outcome equation was positive and statistically significant (B = 0.381, t = 4.912, p = 0.001). This supports an association between the social-media score and the outcome score in the achieved sample.
b. The reported FoMO coefficient in the outcome equation was positive and statistically significant (B = 0.427, t = 5.376, reported $p < 0.001$). This supports an association between FoMO and the outcome score in the achieved sample.
c. The reported social-media coefficient in the FoMO equation was positive and statistically significant (B = 0.642, t = 8.731, reported $p < 0.001$). This supports an association between social-media scores and FoMO scores.

The three component regression paths are statistically significant according to the reported output. These results do not, by themselves, establish an indirect or mediated effect.

4.5.2 F Test (Simultaneou)

The reported F-test significance value was below 0.001. This indicates that the regression model containing social media and FoMO was statistically significant overall. The F-test is

treated as a model-level diagnostic, not as a separate substantive hypothesis, and the F-statistic, degrees of freedom, and full ANOVA table should be supplied.

4.5.3 Coefficient of Determination (R^2) Test

The manuscript reports an adjusted R^2 of 0.68 for the outcome model. This suggests that 68% of the sample variance in the outcome score is accounted for by the predictors included in that regression model. Because the complete model summary and measurement-validity evidence are not provided, this value should be interpreted cautiously and not taken as proof of strong construct-level explanatory power.

4.5.6 Mediation Test

The mediation hypothesis cannot be evaluated from the statistics currently reported. The manuscript provides no indirect-effect estimate (a × b), bootstrap standard error, or bootstrapped 95% confidence interval. Accordingly, FoMO cannot be said to mediate the association on the basis of the available results, and the mediation hypothesis remains unconfirmed. The indirect effect must be estimated using the respondent-level dataset and an appropriate bootstrapping procedure.

The findings reported in the regression tables indicate positive associations between social-media scores, FoMO scores, and the outcome score. These associations should be interpreted in light of the operational definitions. In particular, the outcome scale includes trend- and influencer-related purchase statements that may overlap with the social-media and FoMO measures. This potential criterion contamination may inflate observed relationships and limits the strength of substantive interpretation.

FoMO may be relevant to understanding self-reported purchasing tendencies in a digital beauty-content environment. However, the current questionnaire combines core FoMO experiences with trend-following, continuous monitoring, and social-recognition motives. The findings therefore do not establish that a distinct FoMO mechanism explains the outcome. Further measurement validation is required before drawing that conclusion.

Table 9. Hypothesis Test Results

Hypothesis	Statement	Results
H1	Social media influences consumptive buying tendency for beauty products	Accepted
H2	FoMO influences consumptive buying tendency for beauty products	Accepted
H3	Social media influences FoMO	Accepted
H4	Social media and FoMO have a simultaneous influence on consumptive buying tendency.	Accepted
H5	FoMO mediates the influence of social media on consumptive buying tendency	Accepted

4.6. Discussion

4.8.1. Association Between Social-Media Scores and Beauty-Product Consumptive Buying Tendency

The reported regression result indicates a positive association between social-media scores and beauty-product consumptive buying tendency in the sample. Respondents with higher scores on the social-media scale also tended to report higher scores on the outcome scale. The social-media measure, however, combines intensity of use, beauty-content exposure, influencer influence, interest in trends, and advertising exposure. Consequently, the coefficient cannot be attributed specifically to time spent on social media or to exposure alone.

Table 10. Respondent Characteristics Based on Gender

Gender	Number of Respondents	Percentage
Woman	118	78.7%
Man	32	21.3%
Total	**150**	**100%**

Table 11. Respondent Characteristics Based on Age

Age	Number of Respondents	Percentage
17–19 Years	38	25.3%
20–23 Years	79	52.7%
24–27 Years	33	22.0%
Total	**150**	**100%**

Platforms such as TikTok and Instagram provide visual product demonstrations, reviews, tutorials, and promotional content. Such content can increase product awareness and make purchasing cues more salient. Nevertheless, the present study did not isolate exposure from persuasion or personal interest, and it did not measure verified purchasing records. The findings should therefore be framed as an association between composite questionnaire scores rather than evidence that a particular platform or content type causes excessive purchasing.

Table of 12 Most Frequently Used Social Media Platforms

Social Media Platforms	Number of Respondents	Percentage
TikTok	72	48.0%
Instagram	56	37.3%
YouTube	14	9.3%
X	8	5.4%
Total	**150**	**100%**

Beauty trends can spread rapidly through social platforms, and repeated visibility may make particular products more salient to users. Yet the outcome scale itself includes buying because of trends and influencer influence. These items overlap with the predictor scale, which also includes influencer influence and interest in beauty trends. This overlap creates a risk of criterion contamination: part of the observed relationship may reflect similar wording or content across measures rather than a relationship between empirically distinct constructs.(Siska Handayani, 2026)

The results are consistent with the possibility that digital beauty content is associated with purchasing tendencies among respondents. However, the current measurement design does not permit a strong conclusion about the independent effect of social-media exposure. Future work should separate exposure frequency, engagement, influencer persuasion, and trend interest, and measure purchasing tendency with items that do not repeat the content of the predictors.

4.8.2. Association Between FoMO and Beauty-Product Consumptive Buying Tendency

The reported regression results indicate a positive association between FoMO scores and the outcome score. Respondents reporting greater concern about missing beauty trends also tended to report a greater inclination toward consumptive buying. This association should be interpreted cautiously because the FoMO measure includes trend-following, continuous social-media monitoring, and social-recognition items, which may represent adjacent motives or behavioral responses rather than the core FoMO construct alone.

Table 13. Frequency of Beauty Product Purchases in a Month

Purchase Frequency	Number of Respondents	Percentage
1–3 Times	89	59.3%
4–6 Times	43	28.7%
> 6 Times	18	12.0%
Total	**150**	**100%**

In the beauty-product context, concern about being left behind by a popular trend may coincide with a desire to try products that are widely discussed. However, the outcome scale also directly asks about purchasing because of trends and influencer influence. The conceptual proximity of these items means that the observed association may partly arise from overlapping item content. The present results therefore do not establish that FoMO independently causes impulsive or excessive purchasing.

Continuous monitoring of social media may be one response to concern about missing updates, but it is not necessarily equivalent to the psychological experience of FoMO. Similarly, desire for social recognition may be a related social motive. Future research should adapt an established FoMO instrument carefully, report the exact item wording, and test its factor structure before treating the scale as a distinct mediator.(Khaida Rahayu Oktora, 2026)(Josephine Chandra, 2026)

The theoretical account of FoMO as concern about missing others' experiences provides a useful starting point. Nevertheless, the current beauty-specific measure requires further validation. The findings are best described as an association between the FoMO questionnaire score and the outcome score, rather than definitive evidence of a validated psychological mechanism.

4.8.3. Association Between Social-Media Scores and FoMO

The first regression equation reports a positive and statistically significant association between social-media scores and FoMO scores ($B = 0.642$, $t = 8.731$, $p < 0.001$). Respondents with higher scores on the composite social-media measure tended to report higher FoMO scores. Because

the design is cross-sectional, the direction of the relationship is theoretically proposed but temporal precedence cannot be established.

Social platforms provide frequent updates about other people, products, and trends. Such repeated exposure may make social comparison and perceived participation more salient. However, the current social-media measure combines exposure, interest, and perceived influencer influence, while the FoMO scale includes continuous monitoring of social media. The overlap between these measures should be considered when interpreting the coefficient.

The finding is consistent with an association between engagement with beauty-related social-media content and concern about missing trends. It does not demonstrate that social-media use causes FoMO. Longitudinal designs and more clearly differentiated measures would be needed to establish temporal ordering and to examine whether exposure predicts subsequent changes in FoMO.(Karina Gusriani, 2026)(Caroline Jessica Wijaya, 2026)

4.8.4. FoMO as a Proposed Indirect Pathway

The proposed mediation pathway suggests that social-media exposure may be associated with consumptive buying tendency partly through FoMO. The current results, however, do not establish this indirect association. Although the component regression paths are reported as statistically significant, mediation requires a direct estimate of the product of paths (a × b) and a bootstrapped confidence interval.

The manuscript does not report an indirect-effect coefficient, bootstrap standard error, or 95% confidence interval. Therefore, the claim that FoMO mediates the relationship must be withdrawn pending reanalysis of the respondent-level data. Even if a bootstrapped indirect effect is statistically different from zero, a cross-sectional design would support only an indirect statistical association, not a causal process or temporal mechanism.

The present evidence supports further investigation of FoMO as a possible explanatory pathway, but not a confirmed mediation conclusion. Future research should use validated and discriminant measures, collect longitudinal data where possible, and report the indirect effect with its bootstrap confidence interval and relevant model diagnostics.(Challista Najwa Ghinarahima, 2024)

5. Conclusion

This study examined associations among social-media scores, FoMO scores, and self-reported beauty-product consumptive buying tendency among 150 purposively selected Generation Z respondents. The reported regression results indicate that social-media scores were positively associated with FoMO scores and that both social-media and FoMO scores were positively associated with the outcome score. The manuscript reports an adjusted R^2 of 0.68 for the outcome model, although the full model summary is required for independent verification. These findings apply to the achieved sample and should not be interpreted as evidence that social-media exposure causes excessive spending or that ordinary beauty-product purchasing is inherently problematic. The interpretation is further limited by potential overlap between predictor and outcome items. The proposed FoMO mediation remains unconfirmed because no indirect-effect estimate or bootstrapped confidence interval is reported. A cross-sectional survey cannot establish temporal order or causal mediation even if an indirect association is later found to be statistically significant.

The practical implications should be viewed as suggestions rather than proven interventions. Digital literacy, critical evaluation of influencer content, transparent marketing practices, and budgeting awareness may help consumers make more informed decisions, but their effectiveness was not tested here. Future research should refine the measures, remove semantically overlapping items, establish convergent and discriminant validity, and use behavioural indicators such as purchase frequency, spending beyond budget, or verified purchase records. Longitudinal or experimental designs could help clarify temporal relationships.

6. Research Limitations

Several limitations should guide interpretation. First, the sample comprised 150 purposively recruited online respondents aged 17–27 who used social media and had purchased or used beauty products. The sample is non-probability based, and the manuscript does not report geographic coverage, recruitment groups, the number approached, refusals, or response rate. The findings therefore cannot be generalised to all Generation Z consumers. Second, the outcome measure combines impulsive purchasing with trend- and influencer-driven purchasing, creating potential overlap with the predictor measures. Third, the social-media scale combines exposure, usage intensity, interest, and perceived persuasion, while the FoMO scale includes monitoring and social-recognition content. Fourth, item–total correlations and Cronbach's alpha do not establish construct validity or discriminant validity. Fifth, the manuscript does not report the indirect-effect test required to evaluate mediation. Finally, the cross-sectional self-report design is vulnerable to common-method and response biases and does not support causal conclusions.

The study focused on Generation Z respondents who actively use social media and have purchased or used beauty products. Its purposive, non-probability sample limits generalisation to other age groups or to all members of Generation Z.

The online questionnaire relied on self-reported answers, which may be affected by recall, interpretation, and social-desirability biases. Actual purchase records and spending data were not independently verified.

Only social-media scores and FoMO scores were included as predictors. Other factors, including self-control, income, financial literacy, peer influence, lifestyle, and product involvement, were not examined.

The study reflects responses collected during a specific period, whereas social-media platforms, beauty marketing, and product trends change rapidly.

The social-media measure included several distinct dimensions and the FoMO measure included adjacent social motives. The study did not report factor analysis or discriminant-validity tests, so construct distinctiveness remains uncertain.

Future research should recruit more diverse samples, refine and validate each construct, remove overlapping item content, and use longitudinal or mixed-method designs. Mediation should be tested using a bootstrapped indirect effect and reported with its confidence interval.

Further research should develop a more precise understanding of beauty-product consumptive buying tendency among Generation Z while addressing the measurement and design limitations identified in this study.

First, future studies should use larger and more diverse samples across geographic areas and recruitment groups, while clearly reporting the sampling frame, number approached, refusals, and response rate.

Second, future studies should measure the outcome independently of its proposed predictors. Suitable indicators may include unplanned purchases, purchase frequency, spending beyond a pre-established budget, and purchases of products respondents later identify as unnecessary. Trend and influencer references should not be repeated in the outcome scale if they are already measured as predictor content.

Third, future studies should validate the measurement model through exploratory and confirmatory factor analysis or an equivalent approach. They should report factor loadings, convergent validity, discriminant validity, and comparisons of plausible alternative factor structures.

Fourth, social-media exposure should be distinguished from usage intensity, engagement, influencer persuasion, and trend interest. FoMO should be measured using an established scale or a clearly justified adaptation that preserves the core construct.

Fifth, longitudinal or experimental designs could help examine temporal ordering and strengthen inferences about the relationships among social-media exposure, FoMO, and purchasing tendencies.

Finally, future research should test the indirect effect directly using bootstrapping and report the unstandardized indirect effect, bootstrap standard error, and 95% confidence interval. Verified purchase frequency and spending data would strengthen the behavioural measurement.

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