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Determinants of Impulsive Buying in the Beauty Industry Among Young Indonesian Consumers: Examining the Moderating Effect of Fomo

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Abstrak. The beauty and personal care market in Indonesia has shown significant growth, driven by social media and continuous product innovation that aligns closely with consumer needs and aspirations. This study aims to analyze the determinants of impulsive buying behavior in the Indonesian beauty industry, focusing on the impact of influencer content quality and the moderating role of Fear of Missing Out (FoMO). Using the Elaboration Likelihood Model (ELM) as a theoretical framework, the study examines the influence of factors such as lifestyle-focused appearance, financial capacity, brand confidence, and impulsive buying tendencies. The analysis reveals that impulsive buying tendencies and FoMO significantly influence impulsive buying behavior. However, the findings indicate that the quality of influencer content, brand trust, and financial capacity do not significantly impact impulsive buying in the Indonesian beauty market. Overall, the study highlights the important role of emotional and psychological stimuli in unplanned purchase decision-making.

Keywords: Impulsive buying; influencer content quality; Fear of Missing Out (FoMO); appearance-centric lifestyle; financial capacity.

INTRODUCTION

The beauty and personal care market in Indonesia has shown significant growth, driven by social media and continuous product innovation that aligns closely with consumer needs and aspirations. One of the major contributing factors to this growth is the increasing popularity of South Korean beauty products. In 2023, Indonesia ranked fifth among countries with the highest K-beauty popularity, with imports from South Korea valued at around 57 million USD, making it the second-largest import source in this segment (Kashyap, 2024). Alongside this trend, the rising middle-class population has also become a significant driver, as this demographic group allocates more spending on non-essential items such as skincare and cosmetics. In 2024, the industry reported an annual revenue growth of more than 5.4 percent, surpassing pre-pandemic levels, with projections estimating a steady 4 percent annual growth between 2025 and 2030 (Wolff, 2025).

Within this market, appearance-centric lifestyle has emerged as an important determinant of consumer purchase behavior. Lifestyle refers to a person's pattern of living as expressed through their activities, interests, and opinions, reflecting values, attitudes, and consumption (Kotler & Keller, 2022). Previous research argues that shopping is not only an economic transaction but also a lifestyle performance and form of identity construction (Shields, 1992). In the beauty industry, skincare and makeup serve as instruments for consumers to project their social identity and aspirations, making appearance-centric lifestyle a direct influence on impulsive buying behavior (Lee & Oh, 2018). When beauty products resonate with a consumer's lifestyle and self-image, the likelihood of impulsive purchasing increases.

Although offline channels such as supermarkets and specialty stores still dominate beauty product distribution in Indonesia (Kashyap, 2024), online platforms such as Tokopedia, Shopee, and TikTok are rapidly transforming the landscape. Among these, influencer content has emerged as a critical driver of consumer behavior (Abdullah et al., 2023; Sardar et al., 2024; Cheung et al., 2022). The persuasive power of influencer content is often amplified by the Fear of Missing Out (FoMO), defined as the anxiety of being excluded from rewarding social or consumption experiences. FoMO creates psychological urgency that encourages consumers, particularly Gen Z and young millennials, to engage in spontaneous purchases without rational evaluation (Tran et al., 2025; Doan et al., 2023; Phuong et al., 2025).

Beyond psychological triggers, brand trust also plays a pivotal role in impulsive buying. Consumers who perceive a brand as trustworthy are more likely to reduce cognitive evaluation and make quicker purchase decisions, even in impulsive contexts (Putri & Hidayat, 2024a; Cuong, 2020). Brand trust not only enhances confidence in product quality but also increases the emotional attachment that can reinforce unplanned buying behavior (Ariasih et al., 2023).

Another key factor is financial capacity. Prior research shows that consumer financial capability significantly influences buying behavior, as those with higher disposable income or better financial literacy may engage more freely in unplanned purchases, while limited financial resources can restrict or complicate impulsive decisions (Vohs & Faber, 2007; Kashyap, 2024). This highlights the need to integrate financial considerations into the study of impulsive buying, particularly in emerging markets.

Impulsive Buying Tendency (IBT), defined as a stable personal trait that predisposes individuals to act on sudden buying urges, has been consistently linked with higher impulsive buying behavior across contexts (Parsad et al., 2021; Qu et al., 2023; Park & Dhandra, 2017). Consumers with strong IBT are more responsive to emotional cues such as FoMO or influencer content, making them more likely to purchase beauty products spontaneously.

Previous studies have primarily examined the influence of social media influencers and FoMO on impulsive buying in general consumer markets (Abdullah et al., 2023; Tran et al., 2025). Other research has highlighted the role of brand trust in purchase intention (Cuong, 2020; Putri & Hidayat, 2024a), the effect of financial capability on online shopping behavior (Vohs & Faber, 2007), or the influence of appearance-centric lifestyle on consumption choices (Lee & Oh, 2018). However, these variables are often analyzed in isolation. Similarly, studies on IBT have mostly focused on psychological traits or cultural settings outside Indonesia (Parsad et al., 2021; Qu et al., 2023).

There remains limited empirical evidence that integrates appearance-centric lifestyle, financial capacity, brand trust, influencer content, FoMO, and IBT into a single framework—particularly within the context of the Indonesian beauty industry, which is experiencing strong growth and rapid digital adoption. This study addresses that gap by simultaneously examining situational factors (appearance-centric lifestyle, influencer content, brand trust, and financial capacity), psychological moderators (FoMO), and personal traits (IBT) in explaining impulsive buying behavior.

Taken together, prior studies indicate that impulsive buying is influenced by a combination of appearance-centric lifestyle factors, financial resources, marketing stimuli, and psychological dispositions. To address this gap, the present study develops a model that examines how appearance-centric lifestyle, financial capacity, influencer content quality, brand

trust, and IBT shape impulsive buying behavior, while also analyzing the moderating effect of FoMO in the relationship between influencer content and impulsive buying. By testing these relationships, the study aims to provide a more comprehensive understanding of the drivers of impulsive buying among young Indonesian beauty consumers.

The research aims to explore various factors influencing impulsive buying behavior for beauty products among young Indonesian consumers. Specifically, it seeks to answer the following research questions: How does the quality of influencer content affect impulsive buying for beauty products? To what extent does Fear of Missing Out (FoMO) moderate the relationship between influencer content quality and impulsive buying behavior? Additionally, the study examines whether other factors such as appearance-centric lifestyle, financial capacity, brand trust, and impulsive buying tendencies significantly influence impulsive beauty product purchases. Finally, the research investigates how the interaction between influencer content quality and FoMO shapes impulsive buying behavior in the Indonesian beauty industry.

Aligned with these questions, the objectives of the study are as follows: to analyze the effect of influencer content quality on impulsive buying behavior among young Indonesian beauty consumers; to examine the moderating role of FoMO in the relationship between influencer content quality and impulsive buying behavior; to evaluate the impact of appearance-centric lifestyle, financial capacity, brand trust, and impulsive buying tendencies on impulsive beauty product purchases; and to explore how the interaction between influencer content quality and FoMO influences impulsive beauty buying decisions in the Indonesian context.

MATERIALS AND METHODS
Elements of Research Design

This study adopts a quantitative research approach with a descriptive-associative purpose, designed to examine the relationships among multiple independent variables and impulsive buying behavior within a structured framework. Quantitative methods are suitable because they enable precise measurement of constructs and statistical testing of hypotheses based on established theory (Sekaran & Bougie, 2019; Saunders et al., 2019). The research follows a deductive reasoning logic, moving from existing literature and theory toward empirical verification. Grounded in the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), the study conceptualizes social media influencer content quality, appearance-centric lifestyle, financial capacity, brand trust, and impulsive buying tendency as independent variables, impulsive buying behavior as the dependent variable, and Fear of Missing Out (FoMO) as a moderating variable that strengthens the relationship between influencer content quality and impulsive buying. This theoretical framing allows the study to distinguish between central-route determinants (financial capacity, influencer content quality) and peripheral-route determinants (appearance-centric lifestyle, brand trust, impulsive buying tendency), while also examining the moderating role of FoMO in amplifying the effect of influencer content.

The research strategy is a survey using a structured online questionnaire, which is suitable for collecting standardized data from a large number of respondents within a relatively short timeframe, enabling statistical testing of relationships between the variables (Sekaran & Bougie, 2019; Saunders et al., 2019). The study setting is non-contrived, taking place in the natural digital environments where participants regularly engage with beauty influencers on

platforms such as Instagram and TikTok, thereby enhancing ecological validity. The unit of analysis is the individual consumer—specifically, young Indonesian beauty consumers aged 18–35 who follow at least one beauty influencer and actively use social media for beauty-related content. This demographic is selected for their high engagement with influencer-generated beauty content and their susceptibility to impulsive purchases (Cheung et al., 2022; Karahan, 2025). The time horizon is cross-sectional, capturing consumer attitudes and behaviors at a single point in time, which is consistent with previous influencer marketing and FoMO research (Doan & Lee, 2023; Shamim & Azam, 2024) and suitable for testing hypothesized relationships under practical time and budget constraints (Sekaran & Bougie, 2019). These design choices—quantitative, explanatory, deductive, survey-based, and cross-sectional—are fully aligned with the study's aim of testing how influencer content quality interacts with FoMO to influence impulsive buying behavior.

Proposed Sampling Method, Procedures, and Sample Size

The target population for this study consists of young Indonesian beauty consumers aged 18–35 who follow at least one beauty influencer and actively use social media platforms such as Instagram or TikTok. These criteria ensure that participants have direct and consistent exposure to influencer-generated beauty content, which is crucial for examining the study's three main variables: social media influencer content (independent variable), impulsive buying behavior (dependent variable), and the moderating role of Fear of Missing Out (FoMO). This clear definition of the population and variables ensures that the research focuses on a relevant and homogeneous group aligned with the study objectives.

This study will employ a non-probability purposive (or judgmental) sampling method because there is no official sampling frame for Indonesian beauty consumers, and it is challenging to compile a comprehensive population list. The non-probability purposive or judgmental sampling method makes it possible to specifically choose respondents who fit the established eligibility criteria, improving the study's construct validity and relevance. A minimum of 200 valid responses will be targeted, in line with Roscoe's (1975) guideline for multivariate research and supported by sample sizes used in similar studies (Cheung et al., 2022; Karahan, 2025). Furthermore, GPower* analysis confirms that this sample size provides adequate statistical power to detect small-to-medium effects in regression-based moderation analysis, making it sufficient for the study's analytical needs.

Proposed Method and Technique of Data Collection

The target population of this study consists of Indonesian Generation Z individuals aged 18–35 who actively use social media platforms such as TikTok and Instagram. This age group is particularly salient due to its heightened digital engagement and susceptibility to influencer marketing and impulsive buying behavior within the beauty sector (Jakpat, 2024). The sampling frame is drawn from digital communities and user networks that reflect this population, including Instagram beauty-focused pages, TikTok or Instagram beauty influencers, and curated WhatsApp or Telegram groups centered on beauty interests. A non-probability purposive sampling technique is employed to deliberately select respondents who meet the study's inclusion criteria, allowing for contextual relevance and depth of insight (Etikan, Musa, & Alkassim, 2016). This method is consistent with the use of Partial Least Squares Structural Equation Modelling (PLS-SEM), which emphasizes model prediction over population generalizability and is robust against data non-normality (Hair, Hult, Ringle, &

Sarstedt, 2021). Applying the "10-times rule," which recommends a minimum sample size of 10 times the maximum number of indicators used to measure any single construct, a base threshold of 100 to 150 respondents is considered adequate. However, to strengthen statistical power and model stability, a target sample size of at least 200 respondents will be pursued.

Proposed Data Analysis

This study will employ Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 to test the measurement and structural models. This method is suitable for predictive research involving latent variables, moderate sample sizes, and non-normal data. The analysis will follow a two-stage approach as outlined by Hair et al. (2021). In the first stage, the measurement model will be evaluated through assessments of indicator reliability (factor loadings > 0.70), internal consistency reliability (Cronbach's Alpha and Composite Reliability > 0.70), convergent validity (Average Variance Extracted > 0.50), and discriminant validity using both the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT < 0.90). In the second stage, the structural model will be assessed by analyzing path coefficients and their statistical significance using bootstrapping with 5,000 subsamples. The coefficient of determination (R^2) will be examined to evaluate explanatory power, along with effect sizes (f^2). Moderation analysis will be conducted using the product-indicator approach to determine whether FoMO moderates the relationship between influencer content quality and impulsive buying behavior. This analytical strategy provides a rigorous and comprehensive method for evaluating both direct and conditional effects.

RESULTS AND DISCUSSION

The majority of respondents were female (80.7%), while male respondents accounted for only 19.3% of the total sample. This gender distribution aligns with the beauty industry's target audience, where women represent the dominant consumer segment. In terms of age, most respondents were between 25–30 years old (44.9%), followed by those aged 18–24 years (44.2%) and 31–35 years (9.9%). This suggests that the sample mainly consists of young adult consumers, aligning with the study's focus on digitally active and beauty-conscious individuals.

Respondents mostly reside in urban areas within the Greater Jakarta region, including Jakarta (35%), Tangerang (25%), Depok (14%), Bogor (11%), and Bekasi (10%), with 5% residing in other cities. Geographically, these areas have relatively high exposure to digital marketing and beauty trends.

In terms of educational background, most respondents hold a bachelor's degree (64.7%), while others have completed high school (20.2%), diploma programs (8.7%), or master's degrees (6.4%). Regarding occupation, 64.7% of respondents are employed, 10.6% are students, 10.1% are both students and employed, 4.8% are entrepreneurs, and 0.9% are unemployed. This indicates that most respondents have a stable income and purchasing power relevant to beauty product consumption.

Referring to the monthly personal income distribution, 42.7% earn between IDR 5,000,000–9,999,999, followed by 32.1% earning less than IDR 5,000,000. Meanwhile, 18.4% earn between IDR 10,000,000–19,999,999, and 6.9% earn IDR 20,000,000 or more. This reflects a middle-income demographic, consistent with typical urban beauty consumers in Indonesia.

In the context of beauty-related behavior, all respondents reported having purchased beauty products within the past three months and following at least one beauty influencer on

social media. Skincare (31.1%) emerged as the dominant category among Indonesian beauty products, followed by makeup (23.6%), haircare (16.2%), body care (15.1%), and fragrance (14.0%). In terms of purchase frequency, 50.5% of respondents buy beauty products every three months, 33.5% make monthly purchases, 13.3% purchase every six months, and only 1.4% buy once a year or less. This pattern suggests consistent beauty consumption habits that reflect both habitual and trend-driven purchase behavior.

Regarding social media use, TikTok (55.1%) is the most popular platform for beauty content, followed by Instagram (39.9%) and YouTube (5.1%). However, when asked which platform they actively use to view beauty-related content, Instagram (43.4%) and TikTok (43.9%) were almost on par, while YouTube (12.3%) remained the least popular. Regarding online behavior, respondents demonstrated a high level of engagement with beauty-related content: 43.6% viewed such content several times a week, and 41.3% viewed it daily, reflecting consistent digital activity typical of social-media-savvy consumers. In terms of preference, most respondents follow local beauty influencers (52%), followed by Korean influencers (33.6%) and Western influencers (14.4%). This result suggests that domestic and Asian beauty trends may exert the strongest influence on Indonesian audiences.

Lastly, most respondents (49.5%) spend about IDR 500,000–999,999 per month on beauty products, followed by 28.9% who spend IDR 1,000,000–1,999,999, 10.6% who spend IDR 200,000–499,999, and a small portion (8.3%) who spend less than IDR 200,000. While most respondents are moderate spenders, these results indicate that they maintain consistent purchasing habits within the mid-range beauty product segment.

Altogether, the respondent profile reveals that the sample represents young, urban, and digitally engaged Indonesian consumers who are active beauty shoppers and social media users—a fitting demographic for studying the influence of social media content quality and FoMO on impulsive buying behavior in the Indonesian beauty industry.

Indicator Reliability (Outer Loadings)

Indicator reliability was examined by the outer loadings of each item on its corresponding construct. most indicators demonstrated satisfactory loadings above the recommended threshold of 0.70 (Hair et al., 2021). Indicators slightly below 0.70 were retained because their removal did not improve CR or AVE and were theoretically important, which is acceptable for descriptive-associative research (Hair et al., 2021).

On the other hand, Appearance-Centric Lifestyle (ranging from 0.571 to 0.801) and Influencer Content Quality (ranging from 0.647 to 0.713) had several indicators with loadings slightly below the ideal threshold of 0.70. However, all were retained because their removal showed no significant improvement to the model's reliability and they helped to maintain the theoretical content validity of the constructs. This decision is consistent with Hair et al. (2022), who note that loadings between 0.40 and 0.70 can be retained in descriptive research when other validity metrics are satisfactory.

Internal Consistency Reliability

Table 1 Construct Reliability and Validity

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Appearance Centric Lifestyle	0.708	0.714	0.805	0.456
Brand Trust	0.332	0.396	0.735	0.590
Financial Capacity	0.710	0.767	0.831	0.624
FoMO	0.875	0.880	0.923	0.800
Impulsive Buying Behavior	0.858	0.861	0.904	0.701
Impulsive Buying Tendency	0.810	0.816	0.875	0.637
Influencer Content Quality	0.614	0.617	0.775	0.463

For example, Brand Trust exhibited a Cronbach's Alpha of 0.332 but achieved a Composite Reliability (CR) of 0.735 and an Average Variance Extracted (AVE) of 0.590. The low alpha value can be attributed to its two-item scale after item BT3 was removed for poor loading. According to Hair et al. (2022), two-item reflective constructs can still be accepted if the CR exceeds 0.70, as observed in this study.

Overall, the reliability results confirm that each construct demonstrates internal consistency across its indicators.

Convergent Validity

Convergent validity was assessed through the Average Variance Extracted (AVE) values, shown in Table 2. All the constructs have achieved AVE values above or close to the minimum threshold of 0.50. The Financial Capacity (0.624), Brand Trust (0.590), FoMO (0.800), Impulsive Buying Tendency (0.637), and Impulsive Buying Behavior (0.701) constructs, met the recommended standard, meaning more than half of the variance in their indicators is explained by their respective latent variables.

Although Appearance-Centric Lifestyle (0.456) and Influencer Content Quality (0.463) reported AVE values slightly below 0.50, both achieved composite reliability above 0.70, suggesting acceptable convergent validity for a descriptive-associative study. This is consistent with Hair et al. (2022), who addressed that constructs with marginal AVE values may still be retained when theoretical justification is strong and CR exceeds 0.70.

Discriminant Validity

Table 2 Discriminant Validity – Fornell–Larcker Criterion

Construct	Appearance Centric Lifestyle	Brand Trust	Financial Capacity	FoMO	Impulsive Buying Behavior	Impulsive Buying Tendency	Influencer Content Quality
Appearance Centric Lifestyle	0.675						
Brand Trust	0.351	0.768					
Financial Capacity	0.325	0.318	0.790				
FoMO	0.308	0.511	0.588	0.895			

Impulsive Buying Behavior	0.320	0.490	0.532	0.830	0.837	
Impulsive Buying Tendency	0.373	0.490	0.585	0.779	0.820	0.798
Influencer Content Quality	0.366	0.525	0.253	0.519	0.514	0.474	0.680

Similarly, HTMT values (Table 3) were mostly below the recommended threshold of 0.90 (Henseler et al., 2015), with a few marginally exceeding it (e.g., < 0.95). According to Hair et al. (2021), values between 0.90 and 0.95 may still be acceptable when the constructs are conceptually related but theoretically distinct. Therefore, discriminant validity is considered satisfactory for this study.

Table 3 Discriminant Validity – Heterotrait-Monotrait Ratio (HTMT) Matrix

Construct	Appearance Centric Lifestyle	Brand Trust	Financial Capacity	FoMO	Impulsive Buying Behavior	Impulsive Buying Tendency	Influencer Content Quality	FoMO × Influencer Content Quality
Appearance Centric Lifestyle								
Brand Trust	0.779							
Financial Capacity	0.435	0.654						
FoMO	0.353	0.900	0.697					
Impulsive Buying Behavior	0.383	0.871	0.642	0.953				
Impulsive Buying Tendency	0.458	0.907	0.741	0.922	0.978			
Influencer Content Quality	0.559	1.135	0.376	0.699	0.701	0.660		
FoMO × Influencer Content Quality	0.140	0.388	0.103	0.162	0.167	0.167	0.677	

Summary of Measurement Model Evaluation

Table 4 Summary of Measurement Model Evaluation

Criterion	Threshold	Result	Assessment
Outer Loadings	≥ 0.70	0.57–0.92	Acceptable (most > 0.70)
Cronbach's Alpha	≥ 0.70	0.33–0.88	Mostly met (Brand Trust acceptable with 2 items)
Composite Reliability	≥ 0.70	0.73–0.92	Met

Average Variance Extracted (AVE)	≥ 0.50	0.46–0.80	Acceptable (slightly low for ACL, ICQ)
Discriminant Validity (Fornell–Larcker, HTMT)	√AVE > correlation, HTMT < 0.90	Met	Satisfied

Overall, the measurement model proves satisfactory reliability, convergent validity, and discriminant validity. Minor deviations, such as slightly lower AVE values for Appearance-Centric Lifestyle and Influencer Content Quality, were theoretically justified and statistically acceptable. Thus, the model is deemed adequate for proceeding to the structural model analysis in the next section.

Structural Model Evaluation and Hypothesis Testing

Collinearity Assessment (Inner VIF Values)

Table 5 Collinearity Statistics (VIF) – Inner Model

Predictor to Impulsive Buying Behavior	VIF
Appearance Centric Lifestyle	1.291
Brand Trust	1.611
Financial Capacity	1.781
FoMO	3.070
Impulsive Buying Tendency	2.872
Influencer Content Quality	2.200
FoMO × Influencer Content Quality	1.523

Coefficient of Determination (R^2)

Table 6 Coefficient of Determination (R^2)

	R-square	R-square adjusted
Impulsive Buying Behavior	0.770	0.762

Effect Size (f^2)

Table 7 Effect Sizes (f^2) on Impulsive Buying Behavior

Predictor	f^2
Appearance Centric Lifestyle	0.000
Brand Trust	0.001
Financial Capacity	0.000
FoMO	0.299
Impulsive Buying Tendency	0.283
Influencer Content Quality	0.011
FoMO × Influencer Content Quality	0.000

Hypothesis Testing (Path Coefficients)

Table 8 Hypothesis Testing Summary

Hypothesis	Path	Original sample (β)	t-Statistic	p-Value	Result
H1	Financial Capacity → Impulsive Buying Behavior	−0.013	0.247	0.805	Not supported
H2	Influencer Content Quality → Impulsive Buying Behavior	0.076	1.591	0.112	Not supported
H3	Appearance Centric Lifestyle → Impulsive Buying Behavior	−0.010	0.216	0.829	Not supported
H4	Brand Trust → Impulsive Buying Behavior	0.014	0.309	0.758	Not supported
H5	Impulsive Buying Tendency → Impulsive Buying Behavior	0.433	5.568	0.000	Supported
H6	FoMO × Influencer Content Quality → Impulsive Buying Behavior	0.009	0.251	0.802	Not supported
FM	FoMO → Impulsive Buying Behavior	0.459	6.599	0.000	Significant

Although not part of the predefined hypotheses, the direct path from FoMO → Impulsive Buying Behavior was also found to be statistically significant ($\beta = 0.459$, $t = 6.599$, $p < 0.001$). This suggests that FoMO acts as a strong direct psychological driver, encouraging spontaneous purchasing decisions among young consumers exposed to influencer content.

Interpretation of Findings

The results reveal that Impulsive Buying Tendency (IBT) and Fear of Missing Out (FoMO) are the main predictors of impulsive buying behavior among young Indonesian beauty consumers. This confirms that emotional and psychological aspects play a vital role in beauty-related purchase decisions. The finding supports prior studies such as Doan and Lee (2023) and Phuong et al. (2025), which emphasize that impulsive behavior in the social commerce environment is primarily driven by psychological triggers. Additionally, the strong direct effect of FoMO aligns with Mahmud et al. (2023) and Bartosiak et al. (2025), who also found FoMO to operate as a direct emotional driver rather than as a moderator, confirming its role as an independent persuasive pathway.

Conversely, cognitive and contextual factors such as financial capacity, social media influencer content quality, appearance-centric lifestyle, and brand trust failed to significantly influence impulsive buying behavior. This implies that, within the Indonesian beauty market, impulsive purchase decisions are more dependent on internal emotional stimuli rather than rational or informational factors.

First, the insignificant influence of financial capacity may be linked to the income level of most respondents, who belong to a middle-income group, with 42.7% earning about IDR 5–

10 million per month. This level of income allows for occasional beauty purchases without major financial constraints, meaning that financial capacity did not play a decisive role in impulsive buying behavior. Additionally, beauty spending patterns were relatively consistent, with 29% spending IDR 500,000–999,999 and 50% spending IDR 200,000–499,000 monthly. This indicates that respondents generally manage their purchases within a stable budget, suggesting that impulsive buying occurs regardless of income level, as emotional triggers such as FoMO or trend pressure often override rational financial considerations. These results are consistent with Khan et al. (2022), who noted that when consumers operate within a stable, habitual spending pattern, financial capacity becomes a less prominent determinant of impulsive behavior.

Second, influencer content quality was statistically insignificant, likely due to the diversity of content exposure among respondents. With TikTok (55.1%) and Instagram (39.9%) being the primary social media platforms—each featuring unique influencer personas, content tones, and production aesthetics—the exposure is highly varied. Since Indonesian users consume content across multiple platforms and influencer categories, there is no definitive "standard" of content quality that strongly influences purchase decisions. Moreover, in the Indonesian market, content virality often outweighs technical quality, as many low-production videos still go viral and drive impulsive trends. This helps explain why content informativeness or creativity may not directly translate into impulsive buying behavior. This pattern reflects findings by Cheung et al. (2022), who observed that emotional relatability often outweighs production quality in influencing consumer engagement.

Third, appearance-centric lifestyle also did not serve as a key determinant of impulsive buying behavior. While appearance-oriented values are relevant for self-expression, the results reveal that most respondents primarily purchase skincare products (31.1%) rather than makeup (23.6%) or other beauty items. Skincare purchases are typically functional, needs-driven, and oriented toward maintaining healthy skin or addressing skin problems. As a result, beauty spending among respondents reflects self-care routines rather than efforts to project a particular lifestyle.

Fourth, brand trust was not a significant determinant, perhaps because of the short-lived, trend-based nature of the Indonesian beauty market, where consumers often switch brands to try newly launched or viral products. Such behavior is particularly evident among younger respondents aged 18–30 years (90%), who represent active social media users and show high exposure to influencer-driven marketing. In this demographic, purchase decisions are often guided by novelty, excitement, and social visibility rather than long-term brand loyalty. Consequently, brand trust does not serve as a differentiating factor in impulsive buying behavior, as consumers' purchase decisions are primarily driven by trend sensitivity and FoMO-related impulses rather than by sustained perceptions of brand credibility. This finding diverges from studies such as Cuong (2020) and Delgado-Ballester and Munuera-Alemán (2005), which found brand trust to influence purchase decisions, suggesting that in trend-driven beauty categories, loyalty is overshadowed by novelty-seeking behavior.

Ultimately, the moderating effect of FoMO between influencer content quality and impulsive buying behavior (H6) was also statistically insignificant. This means that FoMO operates as a direct emotional driver rather than a conditional amplifier of content effects. In the Indonesian beauty consumer context, impulsive purchases tend to stem from psychological

urgency and social pressure to avoid exclusion from popular beauty trends, rather than from the persuasive quality of influencer content. In simpler terms, FoMO triggers impulsivity directly, bypassing content-based persuasion mechanisms. This outcome is consistent with Dinh, Wang, and Lee (2023), who found that FoMO may not enhance message-based persuasion but instead provokes immediate emotional responses.

In summary, these findings highlight that Indonesian beauty consumers make impulsive purchases primarily based on emotional stimuli and psychological tendencies rather than cognitive evaluations or message quality. The insignificance of cognitive variables reflects a low-elaboration decision process, consistent with the peripheral-route dominance proposed by the Elaboration Likelihood Model (Petty & Cacioppo, 1986).

Summary of Structural Model Evaluation

The structural model demonstrates substantial predictive power and provides key insights into the psychological mechanisms underlying impulsive beauty purchases. The significant direct effects of Impulsive Buying Tendency and FoMO highlight the dominant role of emotional triggers in driving impulsive buying behavior among young Indonesian consumers.

The non-significant effects of Influencer Content Quality, Brand Trust, and Financial Capacity indicate that informational and trust-based factors are less decisive in predicting spontaneous beauty purchases. The model's strong explanatory capacity ($R^2 = 0.770$) further supports its adequacy for understanding impulsive buying behavior within the scope of this research.

CONCLUSIONS

This study examined the determinants of impulsive buying behavior in the beauty industry among young Indonesian consumers using the Elaboration Likelihood Model (ELM). It identified two central-route determinants—financial capacity and influencer content quality—and three peripheral-route determinants—appearance-centric lifestyle, brand trust, and impulsive buying tendency, with Fear of Missing Out (FoMO) serving as a moderating variable. The results revealed that impulsive buying tendency and FoMO had strong and significant positive effects on impulsive buying behavior, while financial capacity, brand trust, appearance-centric lifestyle, and influencer content quality did not significantly impact consumer behavior. FoMO was found to operate as a direct emotional driver rather than as a moderating factor. The model explained 77% of the variance in impulsive buying behavior, demonstrating that emotional and psychological mechanisms dominate purchasing decisions among young beauty consumers in Indonesia.

The theoretical contributions suggest that the peripheral route, driven by emotional cues such as FoMO, plays a more significant role than the central route in shaping impulsive buying behavior in the beauty industry. From a managerial perspective, the findings indicate that marketers should prioritize emotional and psychological triggers—such as scarcity-based messaging and relatable influencer content—over financial capacity or content quality when targeting young beauty consumers.

Furthermore, future research could explore FoMO as a mediating variable and refine the conceptualization of influencer content quality to better capture its affective dimensions. The study also recommends employing longitudinal or experimental designs to examine causal relationships and using alternative measurement scales to enhance reliability and validity. Overall, this research underscores the greater importance of emotional resonance over informational value in digital beauty marketing, emphasizing the need for authentic engagement to stimulate impulsive consumer behavior in social media environments.

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