

THE EFFECT OF *FEAR OF MISSING OUT* (FOMO), *FLASH SALE*, AND *SOCIAL INFLUENCE* ON *SKINCARE PRODUCT PURCHASE DECISIONS* AT *TIKTOK SHOP* (A STUDY ON GENERATION Z IN SURABAYA)

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Abstract. The increasing use of TikTok Shop has driven changes in consumer purchasing behavior, particularly among Generation Z when buying skincare products. This study aims to analyze the influence of Fear of Missing Out (FoMO), Flash Sales, and Social Influence on purchase decisions for skincare products on TikTok Shop among Generation Z in Surabaya. This study employs a quantitative approach using a survey method. The research sample consisted of 157 respondents determined using the Slovin formula. The sampling technique used non-probability sampling with a purposive sampling method, specifically targeting Generation Z in Surabaya who had previously purchased skincare products on TikTok Shop. Data were collected via a Likert-scale questionnaire and analyzed using multiple linear regression with the aid of SPSS. The results of this study indicate that Fear of Missing Out, Flash Sales, and Social Influence have a positive and significant effect on Purchase Decisions, both partially and simultaneously. This study demonstrates that marketing strategies based on urgency and social influence can increase the purchase of skincare products among Generation Z on TikTok Shop

Keywords: Fear of Missing Out, Flash Sale, Social Influence, Purchase Decision, TikTok Shop.

I. INTRODUCTION

The rapid development of digital technology has transformed the way consumers search for information, evaluate alternatives, and make purchase decisions. In the contemporary digital economy, social media is no longer used merely as a communication and entertainment channel but has also evolved into an interactive commercial ecosystem that integrates content, social interaction, promotion, and direct transaction mechanisms [1]. This transformation has strengthened the emergence of social commerce, a digital business model that combines social networking features with e-commerce activities, enabling consumers to discover, compare, recommend, and purchase products within the same platform [2]. In Indonesia, the high penetration of internet users, particularly among younger generations, has accelerated the adoption of digital shopping behavior and strengthened the role of social media platforms in shaping consumer preferences [3].

TikTok is one of the most influential digital platforms in this transformation because it integrates short-video entertainment, algorithm-based content personalization, creator-driven communication, and embedded shopping features. Unlike conventional e-commerce platforms, TikTok encourages consumers to encounter products through visual storytelling, influencer recommendations, user-generated content, livestreaming, and algorithmic exposure. Previous studies have

shown that TikTok's recommendation system shapes user attention through behavioral signals such as liking, following, viewing duration, and repeated engagement [4]. From a psychological perspective, TikTok use is also associated with entertainment gratification, social interaction, self-presentation, and persuasive exposure to trending content [5]. These characteristics make TikTok Shop a distinctive form of social commerce because purchase decisions may emerge not only from rational product evaluation but also from affective, social, and situational stimuli.

Generation Z represents a strategic consumer segment in the development of TikTok-based social commerce. This generation was born and raised in a digital environment, making them highly familiar with mobile applications, social media interaction, online reviews, and visual-based product information. Prior research on Indonesian social commerce indicates that Generation Z's purchase intention is shaped by information quality, subjective norms, hedonic expectations, utilitarian expectations, and self-efficacy [6]. This suggests that Gen Z consumers do not make purchase decisions solely based on price or product attributes; rather, their decisions are also influenced by the perceived social relevance, emotional appeal, credibility of digital content, and convenience of the shopping platform. In the context of TikTok Shop, these factors become increasingly important because the platform combines entertainment and commerce in a seamless user experience.

The skincare industry provides a relevant context for examining digital purchase decisions among Generation Z. Skincare products are closely related to personal identity, appearance, lifestyle, self-care routines, and social trends, making them highly responsive to visual promotion and peer-based recommendation. The growth of Indonesia's beauty and personal care industry also indicates that consumer demand for skincare products continues to increase, driven by greater awareness of self-care, product quality, and beauty routines [7]. For Gen Z consumers, skincare purchase decisions are often influenced by viral product reviews, before-and-after content, beauty influencers, peer discussions, and promotional campaigns on social media. Therefore, TikTok Shop has become an important channel for skincare brands to stimulate consumer interest and encourage purchase decisions through persuasive digital marketing strategies.

Purchase decision refers to the process through which consumers recognize a need, search for information, evaluate alternatives, and decide to buy a particular product. In digital commerce, this process is increasingly complex because consumers are exposed to various persuasive stimuli, including limited-time discounts, influencer recommendations, peer validation, online reviews, and real-time promotional content. Studies on TikTok Shop have demonstrated that flash sales, Fear of Missing Out (FoMO), and live streaming significantly influence purchasing decisions for skincare products [8]. Similarly, research on social commerce and social influence has found that interaction within digital platforms and social recommendation mechanisms significantly affect consumer purchase decisions for beauty products [9]. These findings indicate that purchase decision in social commerce is shaped by both marketing stimuli and social-psychological factors.

Fear of Missing Out (FoMO) is one of the psychological constructs that may influence purchase decisions in social commerce. FoMO refers to a consumer's anxiety or concern about missing valuable information, social experiences, limited opportunities, or trending products enjoyed by others. A systematic literature review explains that FoMO is closely related to social media use, social comparison, psychological need satisfaction, and compulsive digital engagement [10]. In the context of TikTok Shop, FoMO may occur when consumers perceive that a skincare product is viral, widely recommended, available in limited quantity, or promoted through time-sensitive campaigns. This emotional urgency can encourage consumers to make faster purchase decisions in order to avoid regret, social exclusion, or loss of opportunity.

Flash sale is another important promotional strategy in social commerce. Flash sales provide temporary price reductions, limited purchase windows, and scarcity-based offers that create urgency in consumer decision-making. In digital platforms, flash sales are often supported by countdown timers, limited stock indicators, promotional banners, and live selling announcements. Such mechanisms can reduce consumers' decision time and stimulate immediate purchasing behavior. Previous research has shown that flash sales can significantly influence purchasing decisions, particularly when consumers perceive the promotion as attractive, urgent, and economically beneficial [8]. For Generation Z consumers who are highly responsive to digital promotions and price-based incentives,

flash sale strategies may become a strong stimulus for skincare product purchases on TikTok Shop.

Social influence also plays a central role in consumer decision-making within social commerce. Social influence refers to the extent to which individuals' attitudes, preferences, and behaviors are affected by other people, including friends, family members, reference groups, online communities, influencers, and social media users. In digital commerce, social influence may appear through testimonials, ratings, comments, shared experiences, influencer endorsements, and peer recommendations. Research on social commerce confirms that social influence contributes significantly to purchase decisions because consumers often rely on social validation before buying products online [9]. In the case of skincare products, social influence becomes particularly relevant because consumers frequently seek assurance regarding product effectiveness, safety, suitability, and brand credibility before making a purchase.

The relevance of digital literacy and technology-based behavior has also been emphasized in educational and social studies conducted by Suchyadi and colleagues. Suchyadi and Karmila demonstrated that technology-supported learning activities can improve engagement and practical skills, indicating the importance of interactive media in shaping user participation [11]. In another study, Hardinata, Suchyadi, and Wulandari highlighted the importance of technological literacy in the era of the Industrial Revolution 4.0, particularly in strengthening users' capacity to adapt to digital environments [12]. Although these studies were conducted in educational contexts, their conceptual implications are relevant to digital consumer behavior because purchase decisions in social commerce require users to process digital information, interpret online content, evaluate credibility, and respond to persuasive technological stimuli.

Despite the growing body of research on TikTok Shop, social commerce, and digital purchase behavior, several research gaps remain. First, many previous studies have examined TikTok Shop purchase decisions in general e-commerce contexts, while fewer studies have specifically focused on skincare products as a high-involvement and trend-sensitive category. Second, previous studies often analyzed FoMO, flash sale, or social influence separately, whereas the simultaneous influence of these three variables on purchase decisions requires further empirical investigation. Third, although Generation Z is frequently identified as the dominant digital consumer segment, local studies focusing on Generation Z in Surabaya remain limited. This geographical focus is important because urban consumers may have distinctive exposure to digital platforms, beauty trends, peer communities, and online promotional campaigns.

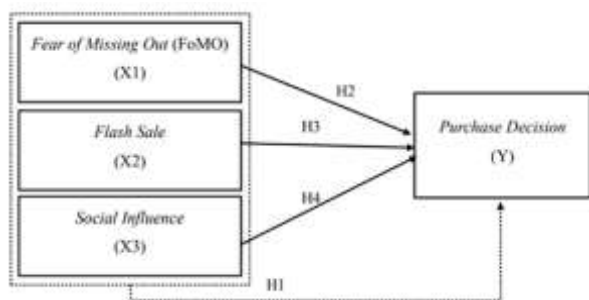
Based on these considerations, this study aims to analyze the influence of Fear of Missing Out, flash sale, and social influence on purchase decisions for skincare products on TikTok Shop among Generation Z consumers in Surabaya. This study is expected to contribute theoretically to the literature on social commerce and digital consumer behavior by integrating psychological, promotional, and social determinants of purchase decision. Practically, the findings may provide insights for skincare brands, digital marketers, and TikTok Shop sellers in

designing more effective marketing strategies that align with the behavioral characteristics of Generation Z consumers.

II. RESEARCH METHODS

In this study, the type of approach used is an associative. This study employed a quantitative associative research design to examine the influence of Fear of Missing Out (FoMO), flash sale, and social influence on purchase decisions for skincare products on TikTok Shop among Generation Z consumers in Surabaya. A quantitative approach was considered appropriate because the study aimed to test hypotheses, measure relationships among variables, and analyze empirical data statistically [16]. The population of this study consisted of Generation Z consumers residing in Surabaya, with the sample determined using the Slovin formula, resulting in 157 respondents. The sampling technique used was non-probability sampling with a purposive sampling method. Respondents were selected based on specific criteria: they belonged to Generation Z, lived in Surabaya, and had previously purchased skincare products through TikTok Shop. The independent variables in this study were Fear of Missing Out (X1), flash sale (X2), and social influence (X3), while the dependent variable was purchase decision (Y). Each variable was measured using indicators adapted from previous studies and operationalized into questionnaire items.

Data were collected through an online questionnaire using a five-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire was designed to capture respondents' perceptions of FoMO, flash sale, social influence, and purchase decision in the context of skincare purchases on TikTok Shop. Before hypothesis testing, the research instrument was evaluated through validity and reliability tests to ensure that all measurement items were statistically acceptable and internally consistent [17]. The data were then analyzed using multiple linear regression with the assistance of IBM SPSS 29. Prior to regression analysis, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met the required statistical assumptions [18]. Hypothesis testing was performed using the t-test to examine the partial influence of each independent variable, the F-test to examine the simultaneous influence of all independent variables, and the coefficient of determination (R^2) to determine the explanatory power of the model. The proposed research model tested whether FoMO, flash sale, and social influence significantly affect purchase decisions for skincare products on TikTok Shop among Generation Z consumers in Surabaya.



Description:

—————▶: A partially influential straight line symbol

-----▶: The dash symbol has a simultaneous effect.

Based on these images, the framework of thinking in this study is:

H1: Fear of Missing Out (FoMO), Flash Sale, and Social Influence are simultaneously suspected to have a significant effect on the purchase decision of skincare products at TikTok Shop in Generation Z in Surabaya

H2: Fear of Missing Out (FoMO) is suspected to have a significant effect on the purchase decision of skincare products at TikTok Shop in Generation Z in Surabaya

H3: Flash Sale is suspected to have a significant effect on the purchase decision of skincare products on TikTok Shop in Generation Z in Surabaya

H4: Social Influence is suspected to have a significant effect on the purchase decision of skincare products at TikTok Shop in Generation Z in Surabaya

III. RESULTS AND DISCUSSION

This study involved 157 Generation Z respondents in Surabaya who had previously purchased skincare products through TikTok Shop. The respondent profile indicates that most participants were female and aged between 20 and 24 years, reflecting the demographic characteristics of young digital consumers who are highly exposed to social media-based shopping activities. In terms of purchasing frequency, most respondents purchased skincare products through TikTok Shop two to three times within the last three months. This finding suggests that TikTok Shop has become an important digital shopping channel for skincare products among Generation Z consumers. The distribution of respondents across several areas of Surabaya also strengthens the representativeness of the sample within the local urban consumer context.

Instrument Testing Results

The validity test showed that all questionnaire items for Fear of Missing Out (FoMO), flash sale, social influence, and purchase decision had correlation coefficients higher than the r-table value of 0.156. Therefore, all measurement items were declared valid. This result indicates that each item was able to measure its intended construct appropriately. The reliability test further showed that all variables had Cronbach's Alpha values above 0.60. Specifically, FoMO obtained a Cronbach's Alpha value of 0.917, flash sale obtained 0.892, social influence obtained 0.826, and purchase decision obtained 0.856. These values indicate that the research instrument had acceptable internal consistency and was reliable for further statistical analysis [18].

The classical assumption tests also showed that the regression model met the required statistical criteria. The normality test obtained a significance value of 0.200, which was higher than 0.05, indicating that the data were normally distributed. The multicollinearity test showed that all independent variables had tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10, indicating that there was no multicollinearity among the independent variables. Furthermore, the heteroscedasticity test showed significance values above 0.05, meaning that the regression model did not

experience heteroscedasticity problems. These findings confirm that the regression model was statistically appropriate for hypothesis testing.

Table 1. Summary of Validity and Reliability Test Results

Variable	Number of Items	Validity Result	Cronbach's Alpha	Reliability Result
Fear of Missing Out (FoMO)	9	All items valid	0.917	Reliable
Flash Sale	15	All items valid	0.892	Reliable
Social Influence	9	All items valid	0.826	Reliable
Purchase Decision	15	All items valid	0.856	Reliable

Multiple Linear Regression Results

The multiple linear regression analysis was conducted to examine the influence of FoMO, flash sale, and social influence on purchase decisions. The regression equation obtained from the analysis is as follows:

$$Y = 39.804 + 0.173X_1 + 0.262X_2 + 0.399X_3$$

where Y represents purchase decision, X₁ represents Fear of Missing Out, X₂ represents flash sale, and X₃ represents social influence. The constant value of 39.804 indicates that when FoMO, flash sale, and social influence are assumed to be constant or absent, the purchase decision score remains at 39.804. The regression coefficient of FoMO was 0.173, indicating that an increase in FoMO is associated with an increase in purchase decision. The regression coefficient of flash sale was 0.262, showing that stronger consumer perceptions of flash sale promotions lead to higher purchase decisions. Meanwhile, social influence obtained the highest regression coefficient, namely 0.399, indicating that social influence was the strongest predictor of purchase decisions among the three independent variables.

Table 2. Summary of Multiple Linear Regression Results

Variable	Regression Coefficient	Direction of Influence	Significance Result	Interpretation
Constant	39.804	—	—	Baseline purchase decision score
Fear of Missing Out	0.173	Positive	Significant	FoMO increases purchase decision
Flash Sale	0.262	Positive	Significant	Flash sale increases purchase decision
Social Influence	0.399	Positive	Significant	Social influence has the strongest contribution
R Square	0.256	—	—	The model explains 25.6% of purchase decision variance
F-test	17.559	—	0.001	The model is significant simultaneously

The coefficient of determination showed an R Square value of 0.256, meaning that FoMO, flash sale, and social influence collectively explained 25.6% of the variance in purchase decisions. The remaining 74.4% was influenced by other variables outside the model, such as perceived product quality, brand trust, online customer reviews, influencer credibility, price perception, perceived usefulness, perceived ease of use, and consumer lifestyle. This finding is reasonable because purchase decision in social commerce is multidimensional and cannot be explained solely by psychological urgency, promotional stimuli, and social influence. Recent studies on TikTok Shop and social commerce also show that purchase decisions are affected by digital marketing, influencer marketing, customer reviews, trust, content quality, perceived usefulness, and platform convenience [19], [20].

Simultaneous Influence of FoMO, Flash Sale, and Social Influence on Purchase Decision

The F-test result showed a significance value of 0.001, which is lower than 0.05, with an F-value of 17.559. This indicates that FoMO, flash sale, and social influence simultaneously have a positive and significant influence on purchase decisions for skincare products on TikTok Shop among Generation Z consumers in Surabaya. This result supports the first hypothesis of the study. The simultaneous influence of these three variables demonstrates that TikTok Shop purchase decisions are shaped by a combination of emotional urgency, promotional attractiveness, and social validation.

This finding is consistent with the nature of TikTok Shop as a social commerce platform where consumers are exposed to short videos, live selling, peer recommendations, influencer content, discount campaigns, and real-time interactions. Generation Z consumers tend to make purchase decisions within a digital environment that combines entertainment, information, and social persuasion. Previous studies have found that digital marketing through TikTok Shop significantly affects Generation Z purchase decisions because visual content and interactive promotion can stimulate consumer attention and purchase intention [19]. Similarly, studies on FoMO trends, flash sales, and content marketing in TikTok Shop indicate that these factors can increase consumer interest and encourage purchasing behavior [20].

Influence of Fear of Missing Out on Purchase Decision

The partial test result showed that FoMO has a positive and significant effect on purchase decisions. This finding supports the second hypothesis of the study. The positive regression coefficient indicates that the higher the level of FoMO experienced by consumers, the higher their tendency to make purchase decisions for skincare products on TikTok Shop. In the context of this study, FoMO may arise when consumers perceive skincare products as viral, limited, recommended by many users, or widely discussed by influencers and peers. This psychological condition encourages consumers to buy products immediately in order to avoid missing trends, discounts, or social experiences.

The finding is consistent with recent research explaining that FoMO can influence consumer behavior by creating emotional pressure, urgency, and a desire to remain socially connected with current trends [21]. In TikTok Shop, FoMO is

amplified by algorithmic exposure, viral hashtags, creator recommendations, live selling sessions, and social proof in the form of comments, likes, and product reviews. Studies on online FoMO and e-commerce behavior also show that FoMO can strengthen impulsive tendencies and accelerate consumer decision-making, especially when consumers perceive that a product is popular or temporarily available [22]. Therefore, FoMO functions as a psychological trigger that converts exposure to digital content into actual purchasing behavior.

Influence of Flash Sale on Purchase Decision

The partial test result also showed that flash sale has a positive and significant effect on purchase decisions. This supports the third hypothesis of the study. Flash sale promotions encourage consumers to make faster purchase decisions because they combine price attractiveness, time limitation, and scarcity cues. In TikTok Shop, flash sale strategies are often presented through countdown timers, limited stock information, livestream promotions, and creator-based product demonstrations. These features create a sense of urgency and reduce the time consumers spend evaluating alternatives.

This result is in line with studies showing that flash sale promotions are effective in stimulating consumer purchase decisions and impulse buying because they create perceived scarcity and economic benefit [23]. Research on flash sales in digital commerce also explains that limited-time promotions can increase purchase intention by strengthening consumers' perception of opportunity and reducing hesitation during the buying process [24]. For Generation Z consumers, flash sale is particularly persuasive because this group is highly responsive to digital promotions, affordable pricing, and interactive shopping experiences. In skincare purchases, flash sales can be even more influential because consumers often compare product prices and seek promotional offers before buying.

Influence of Social Influence on Purchase Decision

Social influence was found to have a positive and significant effect on purchase decisions, supporting the fourth hypothesis. Among the three independent variables, social influence had the highest regression coefficient, indicating that it was the most dominant factor affecting purchase decisions in this study. This finding suggests that Generation Z consumers in Surabaya are strongly influenced by recommendations, testimonials, peer opinions, family suggestions, influencer content, and online community discussions when purchasing skincare products on TikTok Shop.

This result aligns with previous research showing that social influence plays an important role in shaping purchase decisions in social commerce because consumers rely on social validation before making online purchases [25]. In skincare consumption, social influence becomes highly relevant because consumers need assurance regarding product suitability, effectiveness, safety, and credibility. Online reviews, influencer demonstrations, and peer experiences help reduce perceived risk and increase confidence in purchasing decisions. Social commerce studies also highlight that interaction, trust, electronic word-of-mouth, and community engagement can significantly affect consumer behavior in digital platforms [26], [27]. Therefore, TikTok Shop's social environment strengthens purchase decisions by transforming product information into socially validated recommendations.

Discussion and Implications

The results of this study confirm that purchase decisions for skincare products on TikTok Shop among Generation Z consumers are influenced by psychological, promotional, and social factors. FoMO stimulates emotional urgency, flash sale provides economic and time-based incentives, while social influence offers social validation and credibility. These three mechanisms work together in TikTok Shop's social commerce ecosystem, where consumers are continuously exposed to viral content, user recommendations, promotional campaigns, and algorithmically personalized product information.

From a theoretical perspective, this study contributes to the literature on digital consumer behavior by integrating FoMO, flash sale, and social influence into a single empirical model of purchase decision. The findings support the view that consumer behavior in social commerce is not only rational but also affective and socially constructed. From a practical perspective, skincare brands and TikTok Shop sellers should design marketing strategies that combine credible social proof, limited-time promotions, and relevant trend-based content. However, marketers should also apply these strategies ethically by avoiding manipulative scarcity claims or excessive emotional pressure. Trust, transparency, product quality, and authentic consumer engagement remain essential for maintaining long-term consumer loyalty [28], [29].

Overall, this study demonstrates that FoMO, flash sale, and social influence significantly affect purchase decisions for skincare products on TikTok Shop among Generation Z consumers in Surabaya. Social influence emerged as the strongest predictor, followed by flash sale and FoMO. These findings indicate that although urgency and promotion are important, social validation remains the most influential factor in shaping digital purchase decisions among Generation Z consumers.

IV. CONCLUSION

Referring to the findings and analysis along with the description above, it can be concluded that Fear of Missing Out (FoMO), Flash Sale, and Social Influence simultaneously have a significant effect on the Purchase Decision of skincare products at TikTok Shop in Generation Z in Surabaya. This shows that these three variables have contributed to improving consumer purchasing decisions for skincare products on TikTok Shop. Meanwhile, when viewed partially, Fear of Missing Out (FoMO) has a positive and significant effect on the Purchase Decision of skincare products at TikTok shops in Generation Z in Surabaya. This shows that the higher the FoMO that consumers feel will lag behind trends, promos, and skincare product information on TikTok Shop, the higher the purchase decisions made by consumers. Flash Sale has a positive and significant effect on the Purchase Decision of skincare products in TikTok shops in Generation Z in Surabaya. This shows that this promotional program with dedicated time is able to encourage consumers to immediately buy skincare products at TikTok Shop. Social Influence also has a positive and significant effect on the Purchase Decision of skincare products in TikTok shops in Generation Z in Surabaya. This shows that the influence of the social environment, friends, family, and social media can

increase consumer purchasing decisions for skincare products at tikTok Shop.

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