

FOMO-Driven Beauty Purchases: The Role of Influencers and TikTok Livestreaming in Indonesia

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ABSTRACT

The cosmetics industry in Indonesia has experienced substantial growth, driven by increasing consumer awareness of personal grooming and the rising demand for beauty products. The widespread adoption of cosmetics reflects evolving consumer preferences for enhancing personal appearance. This study examines the effects of Influencer Marketing and TikTok Livestreaming on Purchase Decisions, with Fear of Missing Out (FOMO) serving as a mediating variable. The study is grounded in Behavioristic Theory and Selective Exposure Theory. A quantitative research approach was employed using a survey distributed to 100 respondents selected through purposive sampling based on gender, age, purchase frequency, and exposure frequency. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 3.2.9. The findings indicate that both direct and indirect relationships are statistically significant. Influencer Marketing has a positive effect on FOMO ($p < 0.001$) and Purchase Decision ($p = 0.027$). Similarly, TikTok Livestreaming positively influences FOMO ($p < 0.001$) and Purchase Decision ($p = 0.002$). Furthermore, FOMO significantly enhances Purchase Decision ($p < 0.001$). The model explains 58.3% of the variance in FOMO and 78.6% of the variance in Purchase Decision (R^2). These findings suggest that Influencer Marketing and TikTok Livestreaming significantly influence.

Keywords: Influencer Marketing, TikTok Livestreaming, FOMO, Purchase Decision

INTRODUCTION

The beauty industry is one of the fastest-growing sectors in Indonesia, driven by increasing consumer awareness of personal appearance and skincare. The growing demand for cosmetics, particularly among women, has intensified competition as new beauty brands continue to enter the market (Saparuddin et al., 2025). This competitive environment encourages companies to develop effective marketing strategies to maintain market share and sustain consumer interest (Riska & Jhoansyah, 2020).

Beauty products are widely used by consumers aged 17–45 years, particularly Generation Z and Millennials, to support skincare and personal appearance (Shim et al., 2024). Consumer preferences vary across age groups due to differences in skincare needs and lifestyle (Lukić et al., 2021). Consequently, understanding the factors that influence consumers' purchase decisions is essential for beauty brands seeking to target the appropriate market segment (Khaerunisa & Husain, 2025).

Table 1 presents the Top Brand Index of leading beauty brands in Indonesia between 2021 and 2025. The data indicate dynamic competition, with brands such as Wardah and Make Over consistently maintaining strong market positions, while newer brands continue to compete through innovative marketing strategies (Top Brand Award, 2025). These market dynamics highlight the importance of understanding consumer purchasing behavior in an increasingly competitive industry. Purchase decision refers to the process through which consumers evaluate and select products that best satisfy their needs and preferences (Vogrinic-Haselbacher et al., 2021). In today's digital environment, social media has become an influential platform that shapes consumer attitudes and purchasing behavior. Promotional content distributed through social media enables brands to engage directly with consumers and encourage purchase decisions (Alifa & Saputri, 2022).

Table 1. Top Brand Index Beauty Products

Brand	2021	2022	2023	2024	2025
Make Over	8.10	11.60	11.20	11.70	12.70
Marcks	20.60	18.10	17.70	15.70	11.20
Maybelline				2.90	6.70
Viva	5.50	4.70	5.20	3.50	5.40
Wardah	20.30	20.50	19.30	19.70	14.80

Sources: (Top Brand Award, 2025)

The rapid growth of digital technology has transformed traditional marketing into interactive marketing, allowing consumers to communicate directly with brands, influencers, and content creators (Genoveva, 2022). Platforms such as TikTok, Instagram, and YouTube have become powerful marketing channels because they facilitate real-time engagement and wide information dissemination (Saparuddin et al., 2025). Among these platforms, TikTok has gained particular attention through its livestreaming feature, which enables brands to demonstrate products, interact with audiences, and stimulate immediate purchasing behavior at relatively low marketing costs (Pongratte et al., 2023).

Influencer marketing has also become an essential strategy in promoting beauty products. Influencers affect consumer perceptions by sharing product experiences, reviews, and recommendations, thereby increasing product credibility and purchase intention (Sari & Darma, 2024). Consumers often compare themselves with influencers whose lifestyles or appearances are considered attractive, making influencer endorsements more persuasive in encouraging product purchases (Liong & Tunjungsari, 2025; Amalia & Nurlinda, 2022).

Another psychological factor that may strengthen purchasing behavior is Fear of Missing Out (FOMO). FOMO refers to consumers' anxiety about missing valuable experiences, trends, or limited-time opportunities, which encourages faster purchasing decisions (Mahmud et al., 2023). In digital marketing, promotional activities conducted through influencers and TikTok livestreaming may trigger FOMO by creating urgency and social pressure, motivating consumers to purchase products before perceived opportunities disappear.

Previous studies have reported inconsistent findings regarding the effects of influencer marketing and TikTok livestreaming on purchase decisions. Several studies found that influencer marketing positively influences purchase decisions (Patrisya et al., 2025; Rohmawati & Ahmadi, 2024), while TikTok livestreaming has also been shown to enhance purchasing behavior (Nawa et al., 2024; Suarna, 2022). However, Muna and Dewi (2024) reported that TikTok livestreaming does not significantly affect beauty product purchase decisions. These inconsistent findings indicate a research gap and suggest that additional variables may explain the relationship.

Although previous studies have examined influencer marketing, TikTok livestreaming, and purchase decisions, limited research has investigated the mediating role of FOMO in these relationships. Since influencer marketing and livestreaming are capable of creating emotional urgency, FOMO may serve as an important psychological mechanism that strengthens consumers' purchase decisions.

Therefore, this study aims to examine the influence of Influencer Marketing and TikTok Livestreaming on Purchase Decision, with FOMO acting as a mediating variable. The findings are expected to enrich the literature on digital marketing and consumer behavior while providing practical insights for beauty brands in designing more effective marketing strategies.

LITERATURE REVIEW

Purchase Decision

Purchase decision is the final stage of the consumer decision-making process in which individuals make specific choices about whether to buy a product, how much to buy, when to buy, and the method through which the purchase will be carried out (Utami & Genoveva, 2020). In making a Purchase Decision, the customer will form

a liking for a product so that it makes him confident to make a purchase (Abi, 2020). Paujiah et al., (2020) define Purchase Decision as the method of tracking an issue from its origins, through its identification, through the formulation of findings or suggestions. Then, these suggestions are used as a foundation for making judgments. Nainggolan et al., (2022) define Purchase Decision as a problem-solving activity in which individuals choose between two or more behavioral alternatives. This can be considered as the most appropriate action in buying by first going through the stages of the decision-making process. Indicator of Purchase Decision are listed by Thomson (2013) in Prilano et al., (2020) namely as needed, has benefits, accuracy of purchase use, and repeat purchases.

Overall, the literature indicates that purchase decision is influenced by both cognitive and psychological factors. While some scholars emphasize rational evaluation and problem solving, others highlight consumers' attitudes, preferences, and confidence toward a product. In the context of digital marketing, purchase decisions are increasingly shaped by external stimuli such as social media interactions, influencer recommendations, and online promotional activities, suggesting that consumer decisions are not solely based on rational evaluation but are also influenced by emotional and social factors.

Therefore, this study adopts the definition proposed by Utami and Genoveva (2020), which conceptualizes purchase decision as the final stage of the consumer decision-making process. This definition is considered the most appropriate because it reflects consumers' actual purchasing behavior and aligns with this study, which examines how Influencer Marketing, TikTok Livestreaming, and Fear of Missing Out (FOMO) influence consumers' purchase decisions. Furthermore, this study adopts the purchase decision indicators proposed by Thomson (2013, as cited in Prilano et al., 2020), namely purchasing based on needs, perceived benefits, purchase accuracy, and repeat purchase.

Influencer Marketing

Influencer marketing is a form of promotion in which individuals with a substantial number of followers use their credibility and expertise to influence purchasing decisions (Primasiwi et al., 2021). In the beauty industry, influencers play a central role in persuading customers, particularly because consumers often rely on trusted figures to provide accurate information, product reviews, and usage demonstrations that reduce uncertainty. Beauty influencers, who are generally perceived as knowledgeable and experienced, are able to build strong connections with their audience and shape consumer attitudes toward skincare and cosmetic products. Indicator of Influencer Marketing according to Ohanian (1991) in (Wijayanti et al., 2024) namely experience, trustworthiness, attractiveness, and content usefulness.

Nevertheless, previous studies also suggest that the influence of influencers is not always consistent. Consumers are becoming increasingly aware of paid endorsements and sponsored content, making them more critical in evaluating influencers' recommendations. As a result, influencer effectiveness depends not only on credibility but also on the perceived authenticity and usefulness of the content. This indicates that influencer marketing should be viewed as a multidimensional construct rather than merely a promotional activity.

Based on these perspectives, this study conceptualizes influencer marketing as a digital marketing strategy that leverages credible and influential social media personalities to shape consumers' purchase decisions through persuasive and informative content. This definition is appropriate because it reflects both the credibility and communication functions of influencers within digital marketing. Furthermore, this study adopts the dimensions proposed by Ohanian (1991, as cited in Wijayanti et al., 2024), namely expertise, trustworthiness, attractiveness, and content usefulness, as these dimensions comprehensively capture the characteristics that determine influencer effectiveness.

TikTok Livestreaming

Kang (2020) stated that Live marketing is a marketing system that creates a medium where sellers can communicate with buyers through online channels. One example is TikTok, which provides Live Marketing feature for sellers

to inform their audience about their products. TikTok is a social media platform used to share creative content with the public. Furthermore, TikTok can also be used for selling and interacting with audiences. Based on Siregar et al., (2023)'s perspective, 27.5 percent of sellers use TikTok to sell more. Some MSMEs have seen increased sales through live streaming on TikTok. By leveraging Live Marketing on TikTok, MSMEs can achieve sales increases of up to 40 percent. Aji et al., (2023) suggests that sellers can achieve sales by using TikTok Live Marketing to engage customers through influencer collaborations, promotional opportunities, and entertaining interactions. In this regard, live marketing helps sellers demonstrate engagement with their audiences. Siregar et al., (2023) stated that every customer has a need to see the product directly, which can instill an interest in purchasing. According to Sonda & Balqiah (2023), the indicators used to measure TikTok Livestreaming are interaction, vicarious expression, emotional attachment and visit duration.

Livestreaming is not determined solely by the availability of the livestream feature. Consumer responses are influenced by the quality of interaction, entertainment value, emotional engagement, and the credibility of the host. Therefore, successful livestream marketing depends on creating meaningful consumer experiences rather than simply presenting product information. This perspective indicates that TikTok Livestreaming should be understood as an interactive communication strategy that integrates informational, emotional, and social elements to influence purchasing behavior.

Based on these perspectives, this study conceptualizes TikTok Livestreaming as an interactive digital marketing strategy that enables real-time communication between sellers and consumers, facilitates product demonstrations, and enhances consumer engagement, ultimately encouraging purchase decisions. This definition is appropriate because it captures both the communicative and persuasive functions of livestreaming within the digital shopping environment. Furthermore, this study adopts the dimensions proposed by Sonda and Balqiah (2023), namely interaction, vicarious expression, emotional attachment, and visit duration, as these dimensions comprehensively reflect the consumer experience during TikTok livestream sessions.

FOMO (fear of Missing Out)

FOMO is defined as a form of fear experienced by an individual due to seeing someone else's better experience. In this condition, the individual desires to adopt similar behaviors (Kaddouhah, 2024). (Laili et al., 2025) define FOMO as a fear of left behind which leads to consumption behaviour. In this case, individuals will feel the need to avoid missing out by following every trend. FOMO is also defined as uncertainty in choosing the best option. FOMO is associated with emotional feelings of uncertainty and regret if something is not done at that moment. FOMO serves as a driving force to motivate and put individuals in a state of threat to demonstrate purchasing behavior. FOMO can also be defined as a form of experience based on affective and cognitive factors (Neumann, 2020). Indicator used in measuring FOMO are dependence on social media, social comparison and impulsivity (Laili et al., 2025).

Based on these perspectives, this study adopts the definition of FOMO proposed by Laili et al. (2025), as it is closely aligned with the context of social media marketing and consumer purchasing behavior. Furthermore, this study measures FOMO using the dimensions of dependence on social media, social comparison, and impulsivity, as these dimensions comprehensively capture the psychological responses that encourage consumers to make purchase decisions in a digital environment.

METHODOLOGY

This research was conducted using a quantitative approach through a survey distributed by questionnaire. The population in this study were customers located in Indonesia with a purposive sampling technique. The sampling calculation was carried out using the Lemeshow formula and obtained a total of 96.04. In this study, researchers will use 100 rounded respondents. Data collection techniques are divided into primary and secondary data sources. The primary data source in this study is a questionnaire, while secondary data sources are previous research. The analysis technique used by researchers is a structural equation model with the PLS version 4 application.

DATA ANALYSIS AND RESULT

Respondent Description

The results showed that women participated more frequently in this study, at 90 people (90%). Meanwhile, men participated at 10 people (10%). It was also found that age 26 to 35 years old participated the most in this study around 54 people (54%). Furthermore, in the second age category, 28 people were 36 to 45 years old, with 15 people (15%) and 3 people (3%) over 45 years old. In this study, the number of exposure frequency majority is daily exposure (60%). Meanwhile, only 35% in weekly category and 5% in monthly category.

Measurement Model Assessment

The measurement model was evaluated by assessing convergent validity, discriminant validity, and construct reliability. All measurement indicators achieved outer loadings above the recommended threshold of 0.70, indicating satisfactory indicator reliability. Therefore, all indicators were retained for subsequent analysis.

Table 2. AVE and Reliability Analysis

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
FOMO	0.856	0.857	0.897	0.635
Influencer Marketing	0.803	0.802	0.871	0.628
Purchase Decision	0.841	0.844	0.888	0.613
TikTok Livestreaming	0.847	0.850	0.891	0.620

The results demonstrate satisfactory convergent validity, as all constructs achieved AVE values above the recommended threshold of 0.50, ranging from 0.613 to 0.635. Furthermore, Cronbach's Alpha values (0.803–0.856) and Composite Reliability values (0.871–0.897) exceeded the recommended cut-off value of 0.70, confirming strong internal consistency and construct reliability.

Table above shows AVE value results, FOMO obtained a value of $0.635 > 0.5$, Influencer Marketing obtained an AVE value of $0.628 > 0.5$, Purchase Decision obtained a value of $0.613 >$

0.5 and TikTok Livestreaming obtained an AVE value of $0.620 > 0.5$. It was also showed that FOMO is reliable with value of $CR = 0.897$ and $a = 0.856$. Meanwhile, Influencer Marketing is also reliable with value obtained $CR = 0.871$ and $a = 0.803$. Purchase Decision is reliable with value of $CR = 0.888$ and $a = 0.841$. TikTok Livestreaming is also reliable that obtained $CR = 0.891$ and $a = 0.847$.

Discriminant validity was assessed using the Fornell-Larcker criterion. The square root of the AVE for each construct exceeded its correlations with the remaining constructs, indicating that each construct captures its intended concept more effectively than other latent variables. Overall, these findings confirm that the measurement model demonstrates adequate validity and reliability, supporting its suitability for structural model evaluation.

Inner Model Evaluation

The coefficient of determination (R^2) was used to evaluate the predictive power of the structural model. As presented in Table 3, the R^2 value for FOMO is 0.583, indicating that 58.3% of the variance in FOMO is explained by Influencer Marketing and TikTok Livestreaming, while the remaining 41.7% is attributable to other factors not included in the model. According to Hair et al. (2022), this value indicates moderate explanatory power, suggesting that the proposed antecedents provide a substantial explanation of consumers' Fear of Missing Out.

Table 3. R Square

R SquareR	Square	Adjusted
FOMO	0.583	0.575
Purchase Decision	0.786	0.779

The **R² value for Purchase Decision is 0.786**, indicating that **78.6%** of the variance in Purchase Decision is jointly explained by **Influencer Marketing, TikTok Livestreaming, and FOMO**. The remaining **21.4%** is explained by variables outside the proposed research model. This result demonstrates **substantial explanatory power**, indicating that the model effectively predicts consumers' purchase decisions in the context of beauty products.

Furthermore, the **Adjusted R² values** of **0.575** for FOMO and **0.779** for Purchase Decision are only slightly lower than their corresponding R² values, indicating minimal estimation bias and confirming the robustness and stability of the structural model. Overall, these findings suggest that the proposed model possesses strong predictive capability, particularly for explaining consumers' purchase decisions, and supports the suitability of Influencer Marketing, TikTok Livestreaming, and FOMO as key determinants of purchasing behavior in the Indonesian beauty industry.

Based on the test results in table above, the R-squared FOMO = 0.583, indicate that 58.3% of variance in FOMO is explained by Influencer Marketing and TikTok Livestreaming. Meanwhile, R-squared Purchase Decision = 0.786, indicate that 78.6% of variance in Purchase Decision is explained by Influencer Marketing, TikTok Livestreaming and FOMO.

Direct Hypothesis Testing

The significance of the direct relationships was evaluated using the bootstrapping procedure in SmartPLS. A hypothesis is considered supported when the t-statistic exceeds 1.96 and the p-value is below 0.05. As presented in Table 4, all proposed direct relationships are statistically significant, indicating that the structural model supports all five hypotheses.

Table 4. Direct Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Description
Influencer Marketing -> FOMO	0.337	0.334	0.094	3.596	0.000	H1 Accepted
TikTok Livestreaming-> FOMO	0.494	0.504	0.086	5.776	0.000	H2 Accepted
Influencer Marketing -> Purchase Decision	0.131	0.131	0.059	2.221	0.027	H3 Accepted
TikTok Livestreaming-> Purchase Decision	0.264	0.267	0.084	3.121	0.002	H4 Accepted
FOMO -> Purchase Decision	0.576	0.573	0.081	7.136	0.000	H5 Accepted

Influencer Marketing has a significant positive effect on **FOMO** ($\beta = 0.337$, $t = 3.596$, $p < 0.001$), supporting **H1**. This finding indicates that effective influencer marketing increases consumers' Fear of Missing Out. Consumers who perceive influencers as credible, attractive, and knowledgeable are more likely to experience

psychological pressure to keep up with product trends and recommendations. This result suggests that influencer marketing serves not only as a promotional strategy but also as a psychological trigger that encourages consumers to remain socially connected with current beauty trends.

Similarly, **TikTok Livestreaming** has a significant positive effect on **FOMO** ($\beta = 0.494, t = 5.776, p < 0.001$), supporting **H2**. Among the antecedents of FOMO, TikTok Livestreaming demonstrates the strongest effect. This finding implies that real-time interaction, limited-time promotions, and live product demonstrations create a stronger sense of urgency than influencer marketing alone. The interactive nature of livestream shopping encourages consumers to make immediate purchase considerations because they fear missing exclusive offers or trending products.

The results also show that **Influencer Marketing** positively influences **Purchase Decision** ($\beta = 0.131, t = 2.221, p = 0.027$), supporting **H3**. Although statistically significant, the standardized path coefficient indicates a relatively modest direct effect compared with the other relationships in the model. This suggests that influencer marketing contributes to consumers' purchase decisions, but its influence may operate more effectively through psychological mechanisms such as FOMO rather than through direct persuasion alone.

Furthermore, **TikTok Livestreaming** has a significant positive effect on **Purchase Decision** ($\beta = 0.264, t = 3.121, p = 0.002$), supporting **H4**. The larger path coefficient compared with Influencer Marketing indicates that livestreaming exerts a stronger direct influence on purchasing behavior. This result suggests that consumers are more likely to make purchase decisions when they receive immediate product information, interact directly with sellers, and observe live demonstrations, which reduce uncertainty regarding product quality and performance.

Finally, **FOMO** has the strongest direct effect on **Purchase Decision** ($\beta = 0.576, t = 7.136, p < 0.001$), supporting **H5**. The relatively high path coefficient and t-statistic indicate that FOMO is the most influential predictor of purchase decisions in this study. Consumers experiencing greater fear of missing attractive opportunities, limited promotions, or popular products are substantially more likely to complete a purchase. This finding highlights the critical role of psychological factors in explaining consumer behavior within digital commerce.

Overall, the results indicate that both **Influencer Marketing** and **TikTok Livestreaming** significantly enhance consumers' purchase decisions, either directly or indirectly through FOMO. Moreover, the stronger effects of TikTok Livestreaming on both FOMO and Purchase Decision suggest that interactive and real-time marketing strategies are more effective than conventional influencer endorsements in stimulating consumer purchasing behavior. The findings further emphasize that **FOMO functions as a key psychological mechanism** linking digital marketing activities to consumers' purchase decisions in the beauty industry.

Indirect Hypothesis Testing

The indirect effects were examined using the bootstrapping procedure to determine whether **Fear of Missing Out (FOMO)** mediates the relationships between **Influencer Marketing**, **TikTok Livestreaming**, and **Purchase Decision**. As shown in Table 5, both indirect relationships are statistically significant, indicating that FOMO serves as an important psychological mechanism linking digital marketing strategies to consumers' purchasing behavior.

The indirect effect of **Influencer Marketing on Purchase Decision through FOMO** is positive and significant ($\beta = 0.194, t = 3.409, p = 0.001$), thereby supporting **H6**. This finding indicates that influencer marketing enhances consumers' purchase decisions by increasing their Fear of Missing Out. In other words, credible and attractive influencers not only persuade consumers directly but also create psychological urgency, encouraging consumers to purchase products to avoid missing current trends or popular recommendations. The significant indirect effect suggests that the effectiveness of influencer marketing is partly explained by its ability to evoke emotional responses rather than relying solely on promotional messages.

Similarly, the indirect effect of **TikTok Livestreaming on Purchase Decision through FOMO** is positive and significant ($\beta = 0.285, t = 4.227, p < 0.001$), supporting **H7**. Compared with Influencer Marketing, TikTok Livestreaming demonstrates a stronger indirect effect on Purchase Decision. This result suggests that the interactive characteristics of livestream shopping—including real-time communication, product demonstrations,

limited-time offers, and audience engagement—generate a stronger sense of urgency and exclusivity, thereby intensifying consumers' Fear of Missing Out and encouraging immediate purchasing decisions.

Table 5. Indirect Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
Influencer Marketing ->	0.194	0.190	0.057	3.409	0.001	H6
FOMO -> Purchase						accepted
Decision						
TikTok Livestreaming ->	0.285	0.289	0.067	4.227	0.000	H7
FOMO -> Purchase						accepted
Decision						

Comparing the two indirect effects, **TikTok Livestreaming ($\beta = 0.285$)** exerts a greater mediated influence on Purchase Decision than **Influencer Marketing ($\beta = 0.194$)**. This finding implies that consumers are more responsive to immersive and real-time shopping experiences than to influencer endorsements alone. Livestreaming enables consumers to observe products directly, interact with sellers, and receive immediate responses, creating greater emotional involvement and strengthening the psychological impact of FOMO.

Taken together, these findings confirm that **FOMO functions as a significant mediating variable** between digital marketing strategies and Purchase Decision. The results indicate that Influencer Marketing and TikTok Livestreaming influence consumers not only through direct promotional effects but also by stimulating feelings of urgency, social relevance, and concern about missing valuable opportunities. Consequently, the effectiveness of digital marketing in the beauty industry depends not only on the quality of promotional content but also on its ability to generate psychological engagement that motivates consumers to complete a purchase.

Discussion and Finding

H1: Influencer Marketing Positively Associated towards FOMO in Beauty Products

The results showed a p-value of $0.000 < 0.05$ with a T-statistic of $8.523 > 1.96$. This indicates that FOMO in the beauty sector is positively associated by influencer marketing. Influencer marketing metrics including experience, reliability, beauty, and the value of the material have been shown to increase FOMO markers like impulsivity, social comparison, and reliance on social media. For example, followers are more likely to rely on social media material, compare themselves to other followers, and feel pressured to act fast when influencers are regarded as reliable and appealing. People are motivated to keep an eye on trends and promotions because of the psychological state of fear of missing out that is created by influencers' persuasive communication and credibility.

The results of this study are in line with Alfarisi & Sukaris (2024); Arief et al., (2023); Chandra (2025); Hodijah (2021); Nadanyiova & Sujanska (2023); Nurfatimah & Jatmika (2024) which reveals that Influencer marketing positively associated with FOMO. Selective exposure theory suggests that persuasion is formed through exposure to customers to influence behavioral change. One way to achieve this is through FOMO, which can lead individuals to want to change their behavior. Selective exposure theory helps communicators attract customers' attention and encourage them to make purchases. Every piece of information that people were given is predicated on opinions that they believe to be accurate and consistent with common sense (Dalimunte & Hutagalung, 2021).

H2: TikTok Livestreaming Positively Associated towards FOMO in Beauty Products

The test results show that TikTok Livestreaming positively associated with FOMO ($p=0.000$, $T=5.776$). The presence of TikTok Livestreaming creates a sense of apprehension among customers when a product is trending. People are more inclined to buy when they are afraid about running out. The psychological variables that induce FOMO indicators such as interaction, vicarious expression, emotional attachment, and visit duration successfully create psychological conditions that trigger FOMO indicators, namely dependence on social media, social

comparison, and impulsivity. For example, when viewers experience direct interaction with the streamer and spend extended time in the Livestreaming, they become increasingly dependent on social media and compare themselves to other viewers.

The results of this study are in line with research done by Alfarisi & Sukaris (2024); Hidayat et al., (2024) and Parwati & Mardiyono (2025) which reveals that Livestream is able to positively associated with FOMO. In this case, individuals will feel FOMO if the brand is able to display a reliable communicator in communicating, then this will help to give a feeling of FOMO in individuals. Selective exposure demonstrates that information provided to customers is slowly processed until it forms beliefs. This instilled sense of belief in customers that will help brands generate FOMO inside customer's feelings (Dalimunte & Hutagalung, 2021).

H3: FOMO Positively Associated Purchase Decision in Beauty Products

The test results show that FOMO positively associated towards Purchasing Decisions ($p=0.000$, $T=7.136$). This means that FOMO indicators such as social comparison and impulsivity encourage consumers to take immediate action that can increase Purchase Decision. Purchase time like buying as quickly as possible is shown by individuals when knowing about one product. Purchase amount can increase the number of purchases due to fear of running out. Repeat purchases shown to avoid being left behind in future trends. In other words, the emotional experience of FOMO make people willing to purchase.

The results of this study are in line with research done by Alfarisi & Sukaris (2024); Azhari & Roosdhani (2025); (Chandra, 2025) which shows that FOMO positively associated with Purchase Decisions. This finding is also in line with Ivan Pavlov's behavioristic theory which shows that behavioral changes occur due to the presence of stimulus. Every individual will experience stimuli that leads to FOMO, leading to rapid behavioral changes. FOMO is an aspect that can rapidly alter behavior due to the desire to make a purchase immediately and avoid missing out (Shahbana et al., 2020).

H4: Influencer Marketing Positively Associated towards Purchase Decision in Beauty Products

The test results show that influencer marketing has positively associated on Purchase Decision ($p=0.027$, $T=2.221$). Influencer marketing indicators such as experience, trustworthiness, attractiveness, and content usefulness strengthen consumer confidence in making decisions based on consumer self-esteem indicators. For example, influencers who are considered experts (experience) and trusted (trustworthiness) encourage consumers to choose a particular brand to buy beauty product.

The results of this study are in line with research by Amira & Fietroh (2025); Hodijah (2021); Mahmud et al., (2023); Nadanyiova & Sujanska (2023) which revealed that Influencer Marketing is able to positively associated Purchase Decisions. Influencer marketing is a form of persuasion that can be applied as selective exposure to influence individuals to make purchases. This theory aligns with the concept of influencer marketing, which serves as a stimulus to change behavior (Dalimunte & Hutagalung, 2021).

H5: TikTok Livestreaming Positively Associated towards Purchase Decision in Beauty Products

The test results showed that TikTok Livestreaming positively associated towards Purchase Decision ($p=0.002$, $T=3.121$). Livestreaming indicators such as interaction and emotional attachment encourage consumers to engage more deeply, which is then reflected in Purchase Decision. Aspect such as product options can make individuals confident in choosing products that meet their needs. Furthermore, there is also repeat purchases that is due to feeling connected to the live experience. The emotional attachment created in live streaming accelerates the decision-making process.

The results of this study are in line with the research of Cahyani and Pujiarti (2025); Siregar et al., (2023); Wei (2023) which revealed that TikTok Livestreaming is able to positively associated with Purchase Decisions. The findings of this study align with the selective exposure theory, which demonstrates the role of TikTok Livestreaming as a marketing strategy to implant information in customers' minds. This persuasion will lead to different behaviors (Dalimunte & Hutagalung, 2021). This finding is also in line with Ivan Pavlov's behavioristic theory which shows that behavioral changes occur due to the presence of stimulus (Shahbana et al., 2020).

H6: Influencer Marketing Positively Associated on Purchase Decision in Beauty Products Through FOMO

Test results show that Influencer Marketing positively associated Purchase Decision through FOMO ($p=0.001$, $T=3.409$). Influencer marketing indicators such as attractiveness and content usefulness evoke feelings of FOMO in audiences. Aspect such as social comparison make people want to use product as influencer. There is also impulsivity where it shows urge to buy quickly. Slowly, it will create behaviour such as Purchase Decision with aspect Purchase time where people buy immediately. Purchase amount where it increase purchases due to fear of running out. Thus, FOMO acts as a psychological bridge connecting influencer marketing with actual Purchasing Decision. In the beauty industry, FOMO plays a mediating role in helping purchase decisions occur. However, the persuasion generated by influencer marketing are necessary to build engagement (Andreanto et al., 2025).

The results of this study are in line with Dinh et al., (2023) which states that Influencer Marketing is able to associated with Purchase Decisions through FOMO. Customers will be more confident in making purchases when Influencers can provide attractive marketing by creating a sense of FOMO (Sari & Darma, 2024). According to (Solaiman & Pangaribuan, 2024), every individual's behavior changes when they experience persuasion. In this case, influencer marketing becomes one of the stimuli instilled in individuals to shape behavioral change by eliciting a sense of FOMO leading to purchasing decisions. In this case, FOMO can strengthen the influence of influencer marketing on purchasing decisions. Influencer marketing plays a persuasive role in creating FOMO, which stimulates purchasing decisions. The presence of influencer marketing makes individuals fear missing out on promotions.

H7: TikTok Livestreaming Positively Associated towards Purchase Decision in Beauty Products Through FOMO

Test results show that TikTok Livestreaming positively associated with Purchase Decision through FOMO ($p=0.000$, $T=4.227$). Livestreaming indicators such as visit duration and vicarious expression encourage consumers to continue watching and participate in the streamer's live, this trigger FOMO indicators such as dependence on social media and anxiety about missing offers or trends. This condition is then reflected in their action to Purchase Decision where individuals buy during live and keep on repeating the purchase to keep on trend. In this case, FOMO strengthens the influence of Live Streaming on Purchasing Decisions. In the beauty industry, TikTok Livestreaming can increase FOMO, especially given the competition it creates. Competition in beauty industry is so intense that it's crucial to create FOMO to stimulate customer Purchase Decision. FOMO is created by the role of live streaming in interacting with audiences. The interaction between brands and audiences during live streaming creates FOMO, which leads to purchasing decisions (Zhou & Ho, 2025).

The results of this study are in line with Alfarisi & Sukaris (2024) which states that TikTok Livestreaming positively associated to Purchase Decisions through FOMO. Behaviorist theory suggests that humans react when given persuasive information. These stimulus shape individual's internal response, leading to a decision to make a purchase (Shahbana et al., 2020).

FOMO operates as a mediating variable that strengthens the influence of TikTok Livestreaming on Purchase Decisions. When many beauty influencers simultaneously promote products with significant discounts through TikTok Livestreaming, consumers are more likely to experience a heightened sense of FOMO.

CONCLUSION AND RECOMMENDATION**Conclusion**

This study examined the effects of Influencer Marketing and TikTok Livestreaming on Purchase Decision, with Fear of Missing Out (FOMO) serving as a mediating variable in the Indonesian beauty industry. The findings demonstrate that both Influencer Marketing and TikTok Livestreaming significantly increase consumers' FOMO and directly influence Purchase Decisions. Among the two digital marketing strategies, TikTok Livestreaming exhibits a stronger influence on both FOMO and Purchase Decision, indicating that interactive and real-time communication is more effective in encouraging consumer purchases than influencer endorsements alone.

Furthermore, FOMO was found to be the strongest predictor of Purchase Decision and significantly mediated the

relationships between Influencer Marketing, TikTok Livestreaming, and Purchase Decision. These findings suggest that consumers' purchasing behavior is driven not only by marketing communication but also by psychological factors, particularly the fear of missing limited opportunities, popular products, or trending experiences. Therefore, FOMO serves as an important psychological mechanism that translates digital marketing activities into actual purchasing behavior.

The structural model demonstrates substantial explanatory power, explaining 58.3% of the variance in FOMO and 78.6% of the variance in Purchase Decision. These results indicate that the proposed model effectively explains consumers' purchasing behavior in the Indonesian beauty industry and highlights the complementary roles of digital marketing strategies and psychological factors in shaping purchase decisions.

From a theoretical perspective, this study extends the literature on digital marketing and consumer behavior by integrating Influencer Marketing, TikTok Livestreaming, and FOMO into a single conceptual framework. It also provides empirical evidence supporting the mediating role of FOMO, an area that has received limited attention in previous studies. From a practical perspective, the findings suggest that beauty brands should combine influencer collaborations with interactive TikTok livestreaming to create engaging shopping experiences that stimulate consumers' emotional involvement and encourage purchasing decisions.

Recommendation

Based on the findings, several recommendations are proposed for practitioners and future researchers. For practitioners, beauty brands should strengthen their digital marketing strategies by integrating influencer marketing with TikTok livestreaming. Rather than relying solely on influencer endorsements, companies should design interactive livestream sessions featuring product demonstrations, real-time communication, limited-time promotions, and exclusive offers that create urgency while maintaining ethical marketing practices. Influencers should also be selected based on their credibility, expertise, and authenticity to build consumer trust and long-term engagement.

For future research, several opportunities remain open. First, future studies may investigate additional determinants of purchase decisions, such as electronic word-of-mouth (eWOM), brand trust, perceived value, customer engagement, or perceived scarcity, to improve the explanatory power of the model. Second, comparative studies across different livestream commerce platforms, such as TikTok Live, Instagram Live, Shopee Live, and YouTube Live, would provide a broader understanding of platform-specific consumer behavior. Third, future researchers may examine the moderating effects of demographic characteristics, shopping motivations, or digital literacy to determine whether the proposed relationships differ across consumer segments. Finally, employing larger and more geographically diverse samples would enhance the generalizability of the findings and provide a more comprehensive understanding of digital consumer behavior in emerging markets.

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APPENDIX 1. QUESTIONNAIRE

No	Question	1	2	3	4	5
1	I consider beauty influencer an expert on beauty products she promotes					
2	I consider beauty influencer trustworthy					
3	I consider beauty influencer very attractive					
4	The content that is post by beauty influencer is valuable					
5	Brand can engage and interact with audience through Livestreaming					
6	I can relate to the streamer's experience with the product during the live stream					
7	I feel emotionally connected with the streamer during the live session					
8	I usually return to the beauty brand's live streaming several times within a month to check for updates or promotions					
9	When joining the beauty brand's live streaming, I tend to stay longer to explore products and consider making a purchase					
10	I feel anxious if I miss TikTok's Livestreaming flash sales					
11	I always find out what others think about beauty products in TikTok Live					
12	I pay attention to how other viewers react during TikTok Livestreaming					
13	I feel anxious about missing this live offer					
14	I fear others have more rewarding experiences					
15	I buy beauty product according to what I like					
16	I decided to buy the beauty brand product because it is my favourite brand					
17	I bought beauty products every month					
18	I usually buy beauty product according to what I need					
19	I usually shop beauty product through online payment					