

The Influence of FOMO, Online Customer Reviews, and Shopping Lifestyle on Impulse Buying Among Cosmetic Product Consumers in Tuban Regency

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ABSTRACT

The This study aims to analyze the influence of Fear of Missing Out (FOMO), Online Customer Review, and Shopping Lifestyle on Impulse Buying among cosmetic product consumers in Tuban Regency. This study uses a quantitative approach with an associative research type. The population in this study are cosmetic product consumers in Tuban Regency. The sampling technique uses non-probability sampling with a sample size of 100 respondents. Data were collected through distributing questionnaires using a Likert scale to consumers who have purchased cosmetic products. Furthermore, the data were analyzed using the SPSS 25 application through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination tests. The results of the study indicate that partially Fear of Missing Out (FOMO) has a positive but insignificant effect on Impulse Buying. Online Customer Review has a negative and significant effect on Impulse Buying, which indicates that the better the customer reviews, the lower the tendency for impulsive buying. Meanwhile, Shopping Lifestyle has a positive and significant effect on Impulse Buying, which means that the higher a person's shopping lifestyle, the higher the tendency for impulsive buying. Simultaneously, Fear of Missing Out (FOMO), Online Customer Review, and Shopping Lifestyle have a significant influence on Impulse Buying, so that these three variables together are able to explain impulsive buying behavior among cosmetic product consumers in Tuban Regency.

INTRODUCTION

The development of digital technology has brought about significant changes in consumer behavior worldwide. The presence of the internet and social media has transformed the way individuals interact, communicate, and even shop. Social media is now not only a means of sharing information and entertainment, but has also evolved into an *e-commerce platform* that plays a crucial role in global consumption activities. Easy access to information, product

recommendations, and fast purchasing systems are driving the emergence of new consumer behaviors in society (Susilowati et al., 2026).

Globalization and technological advancements have driven changes in people's lifestyles, making them more modern and digital. These changes impact various human activities, from communication and education to economic and consumption activities. People now tend to utilize digital technology to meet their daily needs because it is considered more practical, faster, and more efficient. This condition has caused the use of the internet and digital platforms to continue to increase year after year. In today's digital era, developments in information and communication technology have brought about significant changes in various aspects of human life. One concrete manifestation of this change is the increasing use of social media, which has now become an inseparable part of modern life. Social media is no longer just a means of communication and entertainment, but has evolved into a platform for the digital economy (Rahma et al., 2023).

The growing phenomenon of online shopping has also influenced consumer purchasing behavior, particularly for cosmetics and skincare products. Cosmetics are one of the most sought-after categories due to their relevance to appearance needs, lifestyle, and the ever-evolving beauty trends on social media. Various digital platforms such as TikTok, Instagram, and Shopee not only serve as promotional tools but also create emotional impulses that influence consumers to make spontaneous or *impulse purchases*. This trend is further enhanced by the presence of various digital features such as *live shopping*, *flash sales*, *influencer marketing*, and easily accessible online *customer reviews* (Purmono et al., 2025).

Impulse buying is the act of purchasing a product suddenly without prior planning, typically influenced by emotional and situational factors. In the context of purchasing cosmetic products, this behavior often arises because consumers are attracted to viral beauty trends on social media. Consumers, especially younger generations, tend to be easily motivated to purchase products when they see *influencer recommendations*, positive reviews from other users, or attractive promotions. Furthermore, the development of social media has also given rise to the phenomenon of "*Fear of Missing Out*." (*FOMO*), the fear of missing out on popular trends or information in one's social circle. *FOMO* can make someone feel the need to immediately purchase a particular product to avoid being considered out of touch. *FOMO* is a psychological factor that significantly influences the consumption behavior of modern society. Consumers experiencing *FOMO* tend to have a greater urge to follow cosmetic product trends that are currently being widely discussed on social media (Ghinarahima & Idulfilastri, 2024).

Besides *FOMO*, *online Customer reviews* are also a crucial factor influencing consumer purchasing decisions. Before purchasing a cosmetic product, consumers generally read reviews and ratings from previous buyers to determine the product's quality, safety, and effectiveness. Positive reviews can increase consumer trust and encourage *impulse buying*, while negative reviews can reduce consumer purchase interest (Putri & Fikriyah, 2023).

Another factor influencing impulse buying behavior is *shopping lifestyle*. *Shopping lifestyle* describes a person's lifestyle related to shopping activities, product interests, and how individuals use time and money to obtain pleasure through consumption activities. Consumers with a strong *shopping lifestyle* typically view shopping as part of entertainment and a means of following trends. In cosmetics, *shopping lifestyle* is evident in consumers' habits of enjoying trying new products, following *beauty influencer recommendations*, and purchasing products because of attractive packaging or trends. This consumptive lifestyle can ultimately increase the tendency for *impulse buying*. (Salsabila & Mayangsari, 2020).

Tuban Regency, as one of the regions experiencing growth in internet and social media usage, also shows changes in consumer behavior, especially among teenagers and young adults. The increasing use of digital *platforms* to purchase cosmetic products has made consumers in Tuban Regency more easily exposed to beauty trends, product reviews, and online promotions that can trigger impulsive purchases. Therefore, research on the influence of FOMO, online customer reviews, and shopping lifestyle on impulse buying is important to determine the factors that influence consumer behavior of cosmetic products in Tuban Regency. Based on this background, this study aims to analyze the influence of FOMO, online customer reviews, and shopping lifestyle on impulse buying among cosmetic product consumers in Tuban Regency. This research is expected to provide benefits for cosmetic business actors in developing effective digital marketing strategies, as well as serve as reference material for further research related to consumer behavior in the digital era.

RESEARCH METHODS

a). Research approach and type

This research uses a quantitative approach. A quantitative approach is a research method used to process numerical data and analyze it using statistical techniques to test research hypotheses. This approach was chosen because the research aims to determine the influence between variables objectively and measurably. Data processing in quantitative research is generally carried out using statistical applications such as SPSS to speed up and accurately analyze the data. The type of research used is associative research. Associative research aims to determine the relationship or influence between two or more variables. This research was conducted to determine the influence of independent variables on the dependent variable through hypothesis testing using statistical analysis.

b). Location and time

This research was conducted in Tuban Regency, East Java Province. The selection of the research location was based on the high public interest in the use of cosmetic products and was in accordance with the research object being studied. In addition, Tuban Regency was chosen because it made it easier for researchers to obtain the data needed during the research process. The research period was carried out for two months, namely from May

2026 to June 2026. Research activities included the research preparation stage, preparation of research instruments, distribution of questionnaires, data collection, data processing using the SPSS application, and preparation of the research report.

c). Data Collection Method

The data collection methods used in this study were conducted to obtain accurate information regarding the influence of *Fear of Missing Out (FOMO)*, *online customer reviews*, and *shopping lifestyle* on *impulse buying* among cosmetic consumers in Tuban Regency. The data collection techniques used included:

1. Questionnaire

The main data in this study were obtained through the distribution of questionnaires to respondents. The questionnaire was compiled using a Likert scale with five answer choices, namely strongly agree, agree, neutral, disagree, and strongly disagree. The statements in the questionnaire were adjusted to the indicators of each research variable, namely *fomo*, *online customer review*, *shopping lifestyle*, and *impulse buying*. The distribution of questionnaires was carried out directly and through online media to consumers of cosmetic products in Tuban Regency.

2. Observations:

Researchers conducted direct observations of consumer behavior when purchasing cosmetic products, both in cosmetic stores and through online shopping. Observations were conducted to examine the phenomenon of *impulsive buying* among consumers.

d). Data Analysis

The data analysis technique used in this study was quantitative data analysis using SPSS software. SPSS is used to manage data, conduct statistical tests, and test the validity and reliability of research instruments. According to (Dewi et al., 2022), the use of SPSS can assist researchers in processing statistical data more effectively and accurately, particularly in testing the validity and reliability of research instruments.

1. Validity Test

Validity testing is a test used to determine whether a measuring instrument is valid or invalid. The measuring instrument in question is the questions in a questionnaire. A questionnaire is considered valid if the questions accurately reveal what it is measuring (Janna, NM, 2021).

2. Reliability Test

Reliability testing is used to determine the level of consistency of a research instrument. (Mahkotawati et al., 2025) state that a research instrument is considered reliable if it has a Cronbach's Alpha value of more than 0.60. Therefore, reliability

testing is conducted after the items are declared valid to ensure that the instrument has a good level of consistency.

3. Classical Assumption Test

a). Normality Test

The normality test is a method that compares observational data with data from a distribution that approximates a normal distribution and displays the residual data in the form of a histogram (Sari et al., 2025) .

b). Multicollinearity Test

The multicollinearity test aims to determine whether a correlation exists between independent variables in a regression model. If each independent variable is correlated with the others, then they do not form orthogonal variables.

C). Heteroscedasticity Test

The Heteroscedasticity Test aims to see whether there is inequality in the variance of the residuals from one observation to another.

4. Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to determine the effect of two or more independent variables on a single dependent variable. This analysis aims to determine the extent of the relationship and influence of the independent variables, either partially or simultaneously, on the dependent variable. Data processing is typically performed using SPSS (Statistical Package for the Social Sciences) because it simplifies statistical calculations and the interpretation of research results. (Nadhifah Adinda Salsabila, 2020) .

The multiple linear regression equation model can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

Information:

- **Y** = dependent variable
- **a** = constant
- **b₁, b₂** = regression coefficient
- **X₁, X₂** = independent variables
- **e** = error or disturbing error

In multiple linear regression analysis, before conducting hypothesis testing, it is necessary to conduct classical assumption tests which include normality, multicollinearity, heteroscedasticity, and autocorrelation tests so that the regression model meets statistical requirements (Aditiya et al., 2023).

5. Hypothesis Testing

Hypothesis testing is a statistical method used to verify a hypothesis or hypothesis based on collected data. In quantitative research, hypothesis testing is used to determine whether an independent variable has a significant influence on a dependent

variable. Hypothesis testing is typically conducted using statistical applications such as SPSS through t-tests, F-tests, regression, correlation, or ANOVA, depending on the research objectives. (Rahma et al., 2023).

a). Persian T-test

test is used to determine the partial effect of each independent variable on the dependent variable. If the significance value is <0.05 , the independent variable has a significant effect on the dependent variable (Rahma et al., 2023).

b). Simultaneous F Test

The F-test is used to determine the effect of independent variables simultaneously on the dependent variable. If the significance value is <0.05 , then all independent variables have a simultaneous effect on the dependent variable (Rahma et al., 2023).

c). Determinant Coefficient Test

The coefficient of determination is used to determine the extent of the independent variable's ability to explain the dependent variable in research (Purwanto et al., 2018).

RESULTS AND DISCUSSION

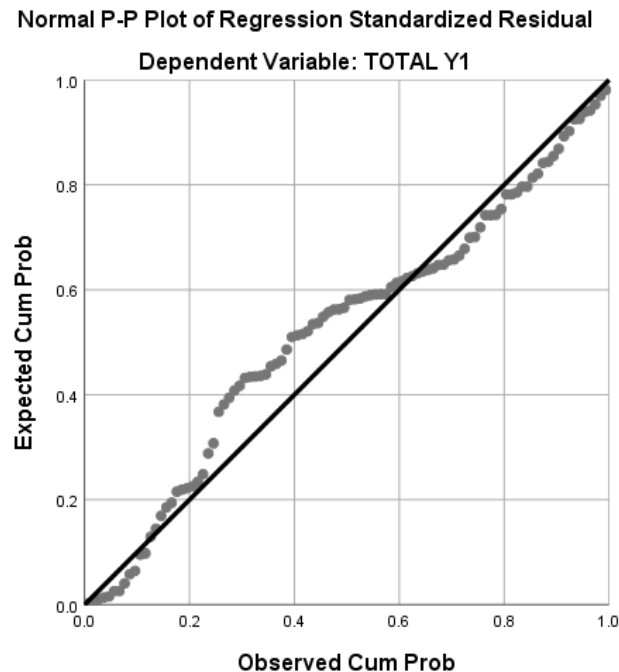
Validity test

Based on the results of the validity test on 100 respondents, all statement items in the variables Fear of Missing Out (FOMO), Online Customer Review, Shopping Lifestyle, and Impulse Buying were declared valid because each indicator had a positive correlation value (Pearson Correlation) with the total score of the variable and all had a significance value of $0.000 < 0.05$, so that each item was able to measure the construct being studied precisely.

Reliability test

Based on the reliability test, all variables were also declared reliable, as indicated by the Cronbach's Alpha value for the FOMO variable of 0.851, Online Customer Review of 0.951, Shopping Lifestyle of 0.908, and Impulse Buying of 0.950, where all of these values are greater than the minimum limit of 0.70. This indicates that the research instrument has a very good level of internal consistency, so that the questionnaire used is suitable as a data collection tool and can produce consistent data for further analysis.

Normality Test

Figure 1. Normal P-P Plot Graph

Source: Data Processed by Researchers Using SPSS 25

Based on the Normal PP Plot of Regression Standardized Residual output, it can be seen that the residual points are spread around and follow the direction of the diagonal line, although there are slight deviations at several points in the middle of the graph. Overall, the distribution pattern of the points does not show significant deviations from the diagonal line, so it can be concluded that the residuals in the regression model are normally distributed. Thus, the assumption of normality in the regression analysis has been met, so the regression model used is suitable for continuing to the hypothesis testing stage, such as the t-test, F-test, and multiple linear regression analysis.

Multicollinearity Test

Table 1. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.503	3.766		1.727	.087		
	TOTAL X1	.088	.147	.066	.597	.552	.393	2.547
	TOTAL X2	-.294	.093	-.237	-3.143	.002	.833	1.200
	TOTAL X3	.935	.139	.746	6.742	.000	.389	2.572

a. Dependent Variable: TOTAL Y1

Source: Data Processed by Researchers Using SPSS 25

Based on the output Coefficients in multiple linear regression analysis, the regression equation is $Y = 6.503 + 0.088X_1 - 0.294X_2 + 0.935X_3$. The constant value of 6.503 indicates that if the variables Fear of Missing Out (FOMO) (X_1), Online Customer Review (X_2), and Shopping Lifestyle (X_3) are constant or equal to zero, then the value of Impulse Buying (Y) is 6.503. Partially, the FOMO variable (X_1) has a regression coefficient of 0.088 with a significance value of 0.552 (> 0.05), so it does not have a significant effect on impulse buying. The Online Customer Review (X_2) variable has a regression coefficient of -0.294 with a significance value of 0.002 (< 0.05), which means it has a negative and significant effect on impulse buying, so that the higher the online customer review rating, the tendency for impulse buying tends to decrease by 0.294 units assuming other variables remain constant. Meanwhile, the Shopping Lifestyle (X_3) variable has a regression coefficient of 0.935 with a significance value of 0.000 (< 0.05), so it has a positive and significant effect on impulse buying. This shows that the higher the consumer's shopping lifestyle, the higher the tendency to make impulse purchases. In addition, the results of the multicollinearity test show that the Tolerance values of each variable are 0.393; 0.833; and 0.389 (> 0.10) and VIF values are 2.547; 1.200; and 2.572 (< 10), so it can be concluded that the regression model does not experience symptoms of multicollinearity and is suitable for further analysis.

Heteroscedasticity Test

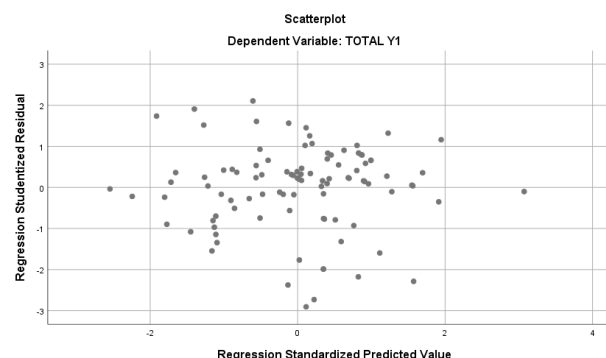


Figure 2. Heteroscedasticity test

Source: data processed by researchers using SPSS 25

Based on the scatterplot between the Regression Standardized Predicted Value and the residual for the dependent variable TOTAL Y1, it can be seen that the data points are randomly spread above and below the center line without forming a specific pattern, such as a conical, wide, or wavy pattern. This relatively random distribution of points indicates that the residual variance tends to be constant across all predicted values, so it can be concluded that the regression model does not experience symptoms of heteroscedasticity or in other words the homoscedasticity assumption has been met. Although there are several points that are somewhat far from the main group (outliers), overall the distribution pattern does not indicate any significant violation of the heteroscedasticity assumption, so the regression model can be considered suitable for use in further analysis.

b). Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.503	3.766		1.727	.087
	FOMO	.088	.147	.066	.597	.552
	ONLINE CUSTOMER REVIEW	-.294	.093	-.237	-3.143	.002
	SHOPING LIFE STYLE	.935	.139	.746	6.742	.000

a. Dependent Variable: IMPULSIF BUYING

Source: data processed by researchers using SPSS 25

Based on the Coefficients table of the results of multiple linear regression analysis, the regression equation obtained is Impulsive Buying = 6.503 + 0.088 (FOMO) – 0.294 (Online Customer Review) + 0.935 (Shopping Life Style). The constant value of 6.503 indicates that if all independent variables are considered zero, then the Impulsive Buying value is estimated at 6.503. The FOMO variable has a regression coefficient of 0.088 with a significance value of 0.552 (greater than 0.05), so FOMO has a positive but insignificant effect on Impulsive Buying. The Online Customer Review variable has a regression coefficient of -0.294 with a significance value of 0.002 (smaller than 0.05), which means that Online Customer Review has a negative and significant effect on Impulsive Buying, so that the better the Online Customer Review, the tendency for Impulsive Buying will decrease. Meanwhile, the Shopping Lifestyle variable has a regression coefficient of 0.935 with a significance value of 0.000 (less than 0.05), thus having a positive and significant effect on Impulsive Buying. Furthermore, based on the Standardized Coefficients (Beta) value, the Shopping Lifestyle variable has the most dominant influence on Impulsive Buying with a beta value of 0.746, compared to FOMO (0.066) and Online Customer Reviews (-0.237).

c). Analysis of the Coefficient of Determination (R²)

Table 3. Analysis of the Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.543	.529	6.68989

a. Predictors: (Constant), SHOPING LIFE STYLE, ONLINE CUSTOMER REVIEW, FOMO

Source: data processed by researchers using SPSS 25

Based on the Model Summary table, the R value is 0.737, which indicates that the relationship between the independent variables, namely FOMO, Online Customer Review,

and Shopping Lifestyle, with the dependent variable Impulsive Buying is in the strong category. The R Square (R^2) value of 0.543 indicates that 54.3% of the variation in the Impulsive Buying variable can be explained by the three independent variables together, while the remaining 45.7% is influenced by other factors outside the research model that are not examined. Furthermore, the Adjusted R Square value of 0.529 indicates that after adjusting for the number of independent variables and the number of samples, the model is still able to explain 52.9% of the variation in the Impulsive Buying variable. Meanwhile, the Std. Error of the Estimate value of 6.68989 indicates the level of prediction error of the regression model, so the smaller the value, the better the model's ability to predict the Impulsive Buying variable. Overall, these results indicate that the regression model has a fairly good ability to explain the influence of FOMO, Online Customer Reviews, and Shopping Lifestyle on Impulsive Buying.

T-Test / Partial

Table 4. Partial T-Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.503	3.766		.087
	FOMO	.088	.147	.066	.552
	ONLINE CUSTOMER REVIEW	-.294	.093	-.237	.002
	SHOPING LIFE STYLE	.935	.139	.746	.000

a. Dependent Variable: IMPULSIF BUYING

Source: data processed by researchers using SPSS 25

Based on the results of the t-test (partial), it is known that the Fear of Missing Out (FOMO) variable has a regression coefficient value of 0.088, a calculated t value of 0.597, and a significance value of 0.552 (> 0.05), so that FOMO does not have a significant effect on *impulse buying*. The Online Customer Review variable has a regression coefficient of -0.294, a calculated t value of -3.143, and a significance value of 0.002 (< 0.05), so that it has a negative and significant effect on *impulse buying*, which means that the better or higher the consumer's online assessment, the tendency for *impulse buying* will decrease. Meanwhile, the Shopping Lifestyle variable has a regression coefficient of 0.935, a calculated t value of 6.742, and a significance value of 0.000 (< 0.05), so that it has a positive and significant effect on *impulse buying*. Thus, it can be concluded that partially Shopping Lifestyle has a significant positive effect on *impulse buying*, Online Customer Review has a significant negative effect on *impulse buying*, while FOMO does not have a significant effect on *impulse buying* among cosmetic product consumers in Tuban Regency.

F Test / Simultaneous

Table 5. Simultaneous F test**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5108.521	3	1702.840	38.048	.000 ^b
	Residual	4296.439	96	44.755		
	Total	9404.960	99			

a. Dependent Variable: IMPULSIF BUYING

b. Predictors: (Constant), SHOPING LIFE STYLE, ONLINE CUSTOMER RIEW, FOMO

Source: data processed by researchers using SPSS 25

Based on the results of the ANOVA test (F Test) in the table, the F count value was obtained at 38.048 with a significance level of 0.000, which means the significance value is less than 0.05 ($0.000 < 0.05$). This indicates that the regression model used is feasible and significant to explain the relationship between the independent variables and the dependent variable. Thus, Fear of Missing Out (FOMO), Online Customer Review, and Shopping Lifestyle simultaneously (together) have a significant effect on Impulse Buying in research respondents. This means that the hypothesis stating that the three variables jointly influence Impulse Buying can be accepted, so that the regression model built is able to explain variations in Impulse Buying behavior in consumers.

interpretation of research results.

1. The Influence of Fear of Missing Out (FOMO) on Impulse Buying

The results of the study indicate that *Fear of Missing Out (FOMO)* has a positive but insignificant effect on *Impulse Buying*. Based on the *Stimulus–Organism–Response (SOR) theory*, FOMO is included in the *Organism (O) component* because it is a psychological condition that arises in consumers after receiving various stimuli from the environment, such as trends on social media, promotions, and information about cosmetic products. This psychological condition can influence the decision-making process before consumers respond by purchasing. However, the results of this study indicate that the level of FOMO experienced by consumers has not been able to significantly encourage impulse buying. This indicates that although consumers have a fear of missing out on trends, they still consider other aspects such as needs, price, quality, and product safety before making a purchase. Thus, the psychological condition in the form of FOMO has not been a major factor influencing impulse buying behavior among cosmetic product consumers in Tuban Regency. However, the results of this study are not in line with the results of previous research conducted by (Kezia Susy Manuake, Riane Johnly Pio, 2026) which stated that FOMO has a significant influence on impulse buying. The discrepancy in results is likely due to differences in respondent characteristics, research subjects, social conditions, and the context in which social media is used. Previous research focused on consumers who actively follow viral product trends on TikTok Shop,

resulting in higher levels of *FOMO* (Focus on Motivation) and directly driving impulse buying. Meanwhile, the respondents in this study were cosmetic consumers in Tuban Regency who tend to consider various aspects before purchasing, thus rendering the effect of *FOMO* on *impulse buying* insignificant.

2. The Influence of Online Customer Reviews on Impulse Buying

The results of the study indicate that online customer reviews have a negative and significant effect on impulse buying. This finding indicates that the better the quality of reviews consumers receive, the less likely they are to make impulsive purchases. Based on SOR theory, online customer reviews are a stimulus in the form of information received by consumers before making a purchase. This information encourages consumers to make more rational evaluations so that purchasing decisions are no longer based solely on emotional impulses. Consumers will compare product quality, other users' experiences, and consider product benefits before making a transaction. Therefore, the existence of customer reviews can reduce the tendency for impulsive buying . The results of this study are not relevant to research conducted by (Wulandari et al., 2025) which stated that online customer reviews have no effect on impulse buying. This difference is thought to be caused by the characteristics of the respondents and different research objects. In this study, respondents are consumers of cosmetic products who tend to use customer reviews as the main source of information before purchasing because cosmetic products are related to safety, quality, and suitability with skin type, while research (Wulandari et al., 2025) the characteristics of respondents and research objects allow consumers to be more influenced by other factors, such as promotions, *flash sales* , or immediate needs, so that customer reviews do not have a significant influence on impulsive buying behavior. However, the results of this study are also not in line with the results of previous research conducted by (Susilowati et al., 2026) which stated that Online Customer Reviews have a significant effect on Impulse Buying, This finding explains that consumer reviews spread online in the form of comments, testimonials, or reviews reviewed from the credibility of the source, quality of opinion, review sentiment, perceived benefits, and the number of reviews are able to influence the tendency of consumers to make impulsive purchases, while this study, the better the quality of *Online Customer Reviews* actually makes consumers more careful in evaluating products before buying. The difference in results is thought to be caused by differences in the research context and the characteristics of the platform used, research (Susilowati et al., 2026) was conducted on a cosmetic brand that is currently viral on TikTok, so that positive reviews from consumers, creator content, and high interaction on social media can increase trust while encouraging consumers to make spontaneous purchases, Meanwhile, this study includes consumers of various cosmetic brands in Tuban Regency, so that respondents do not only rely on positive reviews, but also pay more attention to product quality, ingredient safety, suitability with skin type, and the experiences of other users before making a purchasing decision. As a result, the

better the quality of *Online Customer Reviews* actually makes consumers make more rational evaluations so that the tendency to make *Impulse Buying* is lower.

3. The Influence of Shopping Lifestyle on Impulse Buying

The results of the study indicate that Shopping Lifestyle has a positive and significant effect on impulse buying. This finding indicates that the higher a person's shopping lifestyle, the greater their tendency to make spontaneous purchases. Based on the SOR theory, shopping lifestyle is an internal consumer condition formed from habits, interests, and preferences in shopping activities. Individuals who make shopping part of their lifestyle tend to be more easily attracted to promotions, new products, and emerging cosmetic trends. As a result, purchasing decisions are more influenced by emotional factors than rational considerations. This result is also supported by the Standardized Coefficient Beta value of 0.746 which indicates that Shopping Lifestyle is the most dominant variable influencing impulse buying. Thus, shopping lifestyle is the main factor driving impulsive buying behavior among cosmetic product consumers in Tuban Regency . The results of this study are inconsistent with the results of previous research conducted by (Sari et al., 2025) which stated that Shopping Lifestyle has no significant effect on Impulsive Buying. The difference in results is thought to be caused by differences in research objects and respondent characteristics, research (Sari et al., 2025) examined general consumer behavior on the Shopee platform, where purchasing decisions are not only influenced by shopping lifestyle, but also by other factors such as *hedonic shopping* , platform promotions, *flash sales* , free shipping, and ease of transactions. While this study focuses on cosmetic product consumers in Tuban Regency. Cosmetic products are a product category that is highly influenced by beauty, appearance, and lifestyle trends, so consumers who have a high *shopping lifestyle* tend to be more interested in trying new products and following the development of cosmetic trends.

4. The Influence of Fear of Missing Out (FOMO), Online Customer Reviews, and Shopping Lifestyle on Simultaneous Impulse Buying

The results of this study strengthen the application of the Stimulus–Organism–Response (SOR) theory in explaining consumer behavior in the context of online cosmetic product purchases. In this study, Online Customer Reviews act as a stimulus (S) received by consumers through the digital environment, while Fear of Missing Out (FOMO) and Shopping Lifestyle act as organisms (O), namely internal conditions that reflect the psychological aspects and lifestyle of consumers in processing the received stimulus. The results of the study indicate that not all internal conditions are capable of producing a response in the form of Impulse Buying. Fear of Missing Out (FOMO) has a positive but insignificant influence on Impulse Buying, so that this psychological condition has not been able to encourage consumers to make real impulsive purchases. Conversely, Online Customer Reviews encourage consumers to make more rational evaluations, thereby reducing the tendency of impulsive purchases, while Shopping Lifestyle is proven to be the most dominant

factor in encouraging Impulse Buying behavior. These findings indicate that impulsive buying behavior is not only influenced by external stimuli, but also by psychological conditions and consumer lifestyle characteristics as part of the Organism component in the SOR theory.

CONCLUSION AND SUGGESTIONS

Based on the results of research on the influence of Fear of Missing Out (FOMO), Online Customer Review, and Shopping Lifestyle on Impulse Buying among cosmetic product consumers in Tuban Regency, it can be concluded that partially Fear of Missing Out (FOMO) does not have a significant effect on Impulse Buying, although it has a positive influence direction, so that the fear of being left behind is not the main factor that drives consumers to make impulsive purchases. Meanwhile, Online Customer Review has a negative and significant effect on Impulse Buying, which shows that the better the reviews received by consumers, the more rational and careful consumers tend to be in making purchasing decisions so that impulsive buying behavior decreases. Conversely, Shopping Lifestyle has a positive and significant effect on Impulse Buying, and is the most dominant variable influencing impulsive buying behavior, which means that the higher a person's shopping lifestyle, the greater the tendency to make purchases without planning. In addition, the results of the simultaneous test show that Fear of Missing Out (FOMO), Online Customer Review, and Shopping Lifestyle together have a significant effect on Impulse Buying, so that the three variables are collectively able to explain the impulsive buying behavior of cosmetic product consumers in Tuban Regency. The results of the determination coefficient analysis show an R Square value of 0.543, which means that 54.3% of the variation in Impulse Buying can be explained by these three variables, while the remaining 45.7% is influenced by other factors outside the study. Thus, it can be concluded that Shopping Lifestyle is the most dominant factor in influencing Impulse Buying, followed by Online Customer Review which has a significant effect in a negative direction, while Fear of Missing Out (FOMO) has no significant effect, but together these three variables are able to provide a significant contribution in explaining Impulse Buying behavior in cosmetic product consumers in Tuban Regency.

This study has several limitations, namely only using the Stimulus–Organism–Response (SOR) theory as a theoretical basis, a quantitative approach with multiple linear regression analysis using SPSS, and data collection through questionnaires to 100 respondents in Tuban Regency so that the results of the study cannot be generalized to other regions or research objects. In addition, this study only examined the variables of Fear of Missing Out (FOMO), Online Customer Review, and Shopping Lifestyle, while there are still other factors that have the potential to influence Impulse Buying. Therefore, further research is recommended to use a wider sample coverage, add other relevant variables, and apply different approaches or theories to obtain more comprehensive results.

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