UNVEILING BRAND INFLUENCE: HOW FOMO AND PERCEIVED PRICE SHAPE FAST-BEAUTY PURCHASE INTENTION ON LIVE SHOP TOKOPEDIA

MENGUNGKAP PENGARUH MEREK: BAGAIMANA FOMO DAN PERSEPSI HARGA MEMBENTUK NIAT PEMBELIAN PRODUK FAST-BEAUTY PADA LIVE SHOP TOKOPEDIA

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Abstract: This study examines how the Fear of Missing Out (FOMO) and perceived price shape Gen-Z purchase intention for fast-beauty products on live Shop Tokopedia. Employing a quantitative survey, with 104 Gen-Z live-stream viewers purposively selected. The results show that FOMO does not influence purchase intention, while perceived price proves a strong influence. When combined, FOMO and perceived price significantly influence purchase intention, indicating that emotional triggers need to be backed by clear, value-based pricing to turn interest into actual sales. These insights suggest that live-shop marketers should pair urgency cues with transparent pricing to improve conversions among young consumers.

Keywords : FOMO, Perceived Price, Purchase Intention, Live-streaming.

Abstrak : *Penelitian ini mengkaji bagaimana Fear of Missing Out (FOMO) dan persepsi harga membentuk niat beli Gen-Z terhadap produk fast-beauty di Shop Tokopedia Live. Dengan menggunakan survei kuantitatif pada 104 penonton live-stream Gen-Z yang dipilih secara purposive, hasil menunjukkan bahwa FOMO tidak berpengaruh signifikan terhadap niat beli, sedangkan persepsi harga terbukti memiliki pengaruh kuat. Ketika digabungkan, FOMO dan persepsi harga secara signifikan memengaruhi niat beli, yang menegaskan bahwa rangsangan emosional perlu didukung oleh penetapan harga yang jelas dan berbasis nilai untuk mengubah minat menjadi pembelian nyata. Temuan ini menyarankan agar pemasar live-shop memadukan sinyal urgensi dengan transparansi harga untuk meningkatkan konversi di kalangan konsumen muda.*

Kata Kunci: *FOMO, Persepsi Harga, Niat Pembelian, Siaran langsung.*

INTRODUCTION

Research Background

Global brands like Skintific, The Originote, Glad2Glow and the others have a significant impact on the national economy and the sustainability of local industries. With strong financial resources, advanced digital marketing strategies, and aggressive market penetration, these brands can attract a wide range of consumers and indirectly weaken the competitiveness of local products. As the global beauty brands, Skintific, The Originote, Glad2Glow use various marketing strategies to attract consumers by leveraging online platforms to introduce and sell its products. They are frequently runs large-scale promotions through live streaming on the TikTok app; these live streaming sessions are often held on twin dates or at midnight (midnight sale). The prices offered during live streaming are relatively lower compared to those in offline stores, but these prices are not fixed—they are offered as limited-time deals.

Through live-stream promotions, consumer purchase intention can be influenced by several psychological, social, and situational factors, with Fear of Missing Out (FOMO) playing an important role, especially among Generation Z consumers. FOMO leads to impulsive buying behavior because consumers feel pressured to buy trending products before they run out (Rozgonjuk et al., 2020). Similarly, price perception significantly affects purchase intention, especially during live streaming flash sales, where time-limited discounts create a sense of

urgency and reduce the time available for price comparison (Broeder and Wentink, 2022). Skintific strategically uses FOMO and price perception to create psychological pressure that drives consumers to make spontaneous purchases. Studies indicate that FOMO triggers complex emotions such as anxiety and desire, which ultimately affect consumer behavior (Yaputri et al., 2022). FOMO has the ability to influence consumer purchase intention (Good and Hyman, 2021).

In addition, price perception is one of the dominant factors in purchase behavior, as factors such as affordability, fairness, and price comparisons with competitors influence consumer choices (Haitao, 2022). Studies show that price perception is an important factor from various psychological perspectives and has a significant impact on consumers' reactions to prices. Therefore, price perception becomes a major reason behind a person's decision to buy (Cockrill and Goode, 2010). However, some findings also highlight potential drawbacks of flash sales, as they can create an illusion of scarcity that results in negative experiences when the desired product is unavailable (Panwar and Khan, 2021).

Given the robust sales performance of Skintific, The Originote, and Glad2Glow products in online retail markets, this study examines how consumers' fear of missing out (FOMO) and price perceptions collectively shape their purchase intentions. By analyzing how these psychological factors shape the consumer intention process, the study is expected to illuminate the underlying drivers of consumer behavior in digitally driven skincare markets, provide valuable insights into digital marketing strategies and flash sale dynamics, as well as contribute to the development of more effective marketing approaches in the beauty industry.

Research Objectives

1. To analyze the influence of FOMO on the purchase intention of fast-beauty products among Generation Z consumers during live streaming.
2. To examine the perceived price of fast-beauty products during live streaming affect customer purchase intention.
3. To analyze the simultaneous impact of FOMO and perceived price during live streaming on fast-beauty purchase intention.

LITERATURE REVIEW

Marketing

Marketing encompasses the processes of creating, communicating, delivering and exchanging offerings of value with customers, clients, partners and society at large, focusing on the cultivation of enduring relationships and mutual benefit (Kotler and Keller, 2021). The American Marketing Association defines marketing as the activities, institutions and processes involved in generating, conveying, delivering and exchanging value for customers, organizations and society, while managing customer relationships to serve both organizational and stakeholder interests.

Fear Of Missing Out

Przybylski et al. (2013) define Fear of Missing Out (FOMO) as the anxiety provoked by perceiving peers' participation in rewarding experiences from which one is excluded. Rooted in social comparison and unmet relatedness needs, FOMO heightens sensitivity to scarcity cues and narrows decision windows, as evidenced by neuroimaging studies linking exclusion with threat- and reward-related brain activity. In marketing contexts, temporal scarcity (countdown timers) and exclusivity (invitation-only drops) exploit this mechanism to trigger rapid purchases aimed at averting regret. Such tactics not only drive initial impulse buys but also establish a reinforcing cycle: each acquired product momentarily relieves FOMO yet strengthens its future motivational pull (Rachman et al., 2024).

Perceived Price

Perceived price denotes consumers' cognitive process of selecting, organizing and interpreting pricing information to assess whether a price is high, low or fair (Schiffman and Kanuk, 2015). Kotler and Armstrong (2018), frame price as the sacrifice made by customers and a signal of quality that guides value judgments. Thus perceived price constitutes a subjective interpretation of an objective monetary amount, shaped by psychological factors such as reference comparisons, fairness perceptions and expected benefits (Chang and Wildt, 1994).

Purchase Intention

Purchase intention reflects a consumer's readiness to buy a product after evaluating and ranking alternatives by quality, price and perceived benefits (Kotler and Armstrong, 2018). Peña-García et al. (2020) conceptualize this construct across three dimensions: expected growth in future purchases, anticipated product success and the degree of transactional preference.

Empirical Studies

Kao and Huang (2024) investigated the influence of live streaming participation on purchase intention, specifically focusing on how fear of missing out (FOMO) impacts live streaming purchase intention and its subsequent effect on inaction inertia. Additionally, the study aims to ex-amine the indirect influence of FOMO on the relationship between live streaming participation and purchase intention. The research employed SEM to assess the properties of measures. The investigation consists of four main constructs: live streaming shopping participation, fear of missing out, live streaming purchase intention, and inaction inertia. Live streaming shopping participation is further divided into two dimensions: live streaming immersion and live streaming social presence, with the latter encompassing social presence and telepresence. The study revealed the significant role of FOMO in livestream shopping. Viewers' fear of missing out on information and products presented in livestreams results in heightened attention to these streams and an elevated willingness to purchase. This finding emphasizes the impact of FOMO emotions in driving consumer action and purchasing intent, particularly in situations of product scarcity.

Dinh and Lee (2021) addressed the existing gap in theoretical and empirical research concerning the impact of social media influencers (SMIs) on followers' purchasing decisions. The primary aim is to explore and elucidate followers' journey from exposure to SMIs to the manifestation of conspicuous consumption. Grounded in the stimulus-organism-response framework and self-determination theory, the research proposes a dual model focusing on mediating factors such as social comparison, desire to mimic, materialism, and fear of missing out (FOMO). To achieve this objective, a survey targeting 272 respondents was conducted on the MTurk platform. The study findings reveal that exposure to SMIs triggers social comparisons and FOMO, subsequently influencing the acquisition of conspicuous products. Additionally, the study identifies that exposure to SMIs amplifies the desire to mimic and stimulates materialistic tendencies, thereby contributing to conspicuous consumption. The proposed Intrinsic-Extrinsic Consumption Motivation Model emerges as a novel framework to enhance our understanding of how SMIs influence conspicuous consumption, providing valuable insights for developing effective advertising programs.

Chen (2024) aimed to understand consumers' purchasing intentions toward traditional grocery stores with the goal of extending their operational lifespan. The research explores the correlations between store image, customer experience, perceived price, perceived value, and purchase intention. The study distributed questionnaires to a sample of traditional grocery stores in Phra Nakhon Si Ayutthaya, collected 226 valid responses, and analyzed them using SPSS software for regression analyses. The study's results indicate those consumers' perceptions of store image, perceived price, customer experience, and perceived value have a positive influence on their purchase intentions towards traditional grocery stores. Additionally, perceived value acts as a partial mediator in the relationship between the aforementioned variables and purchase intention. This suggests that consumers assess traditional grocery stores comprehensively, taking into account various factors, both positive and negative, which ultimately indirectly affect their purchase intentions./

Conceptual Framework

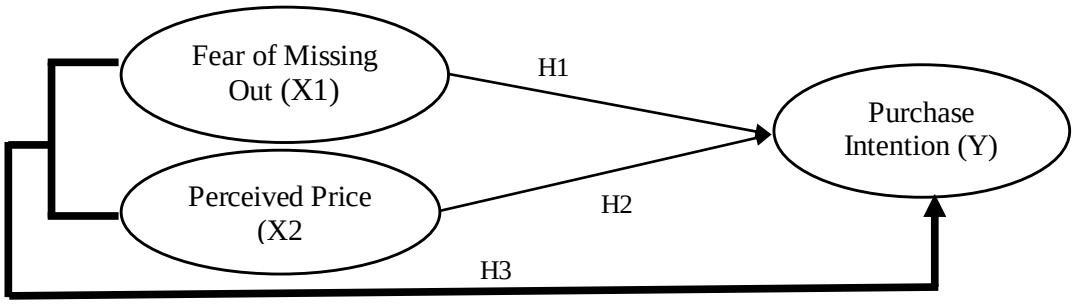

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H_1: Fear of Missing Out (FOMO) significantly influence the purchase intention of Generation Z consumers for fast-beauty products during flash sales.

H_2: Perceived prices during live streaming flash sales significantly influence the purchase intention of consumers for fast-beauty products.

H_3: FOMO and perceived prices during flash sales simultaneously influence the purchase intention of consumers for fast-beauty products

RESEARCH METHOD

Research Approach

This study employs a quantitative approach to examine the influence between variables using ratio-scale data. Based on Sugiyono (2019), quantitative research rooted in positivism relies on structured instruments to collect data from representative samples, which are then analyzed statistically to test hypotheses. Adopting a causal explanatory design, the study explores the relationship between independent and dependent variables (Sari et al., 2023). A descriptive research design is also applied to outline the characteristics of the research subjects, including individuals, organizations, products or events relevant to the study.

Population, Sample Size and Sampling Technique

This study targets Indonesian Generation Z TikTok users who are aware of fast-beauty products, specifically Skintific, The Originote, and Glad2Glow consumers aged 13 to 28. A non-probability purposive sampling method is applied, selecting 104 respondents who meet these criteria.

Data and Type of Data

Primary data in this study were obtained directly from original sources to ensure relevance and accuracy in addressing the research objectives. Data collection was conducted through a closed questionnaire designed to capture respondents' perceptions, attitudes and behaviors related to fast-beauty product consumption on TikTok. This method allows for standardized responses, facilitating reliable analysis of variable relationships within the study framework.

Data Collection Method

This study uses a closed-ended questionnaire with predetermined answer choices to collect primary data. Responses are measured using a 1–7 Likert scale, which assesses attitudes, beliefs and perceptions. The scale includes Strongly Agree (7), Agree (6), Slightly Agree (5), Neutral (4), Slightly Disagree (3), Disagree (2), and Strongly Disagree (1). Positive statements assign higher scores to agreement levels, while negative statements reverse the scoring. This scale allows for more precise measurement and minimizes error.

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variables	Operational Definition	Indicators
Fear Of Missing Out (X1)	A consumer's heightened anxiety and urgency stemming from the possibility of being excluded from exclusive, time-limited, or trending fast-beauty deals during live-stream shopping events on ShopTokopedia.	1. Feel left out 2. Social Comparisons 3. Impulsive Tendencies 4. Fears, Worries, and Anxieties
Perceived Price (X_2)	A consumer's subjective evaluation of all monetary and non-monetary sacrifices associated with acquiring fast-beauty products through Shop Tokopedia's live-stream shopping.	1. Price Fairness 2. Consumer perception of value 3. Perception of Price 4. Policy Fairness
Purchase Intention (Y)	A consumer's self-reported likelihood and willingness to purchase fast-beauty products during Shop Tokopedia live-stream shopping events in the near future, reflecting their conscious plan, desire, and	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest

predisposition to act upon promotional cues, FOMO triggers, and perceived pricing evaluations.

Research Instrument Testing

Validity and Reliability Tests

Validity testing ensures that the questionnaire accurately measures the intended variables in this study. Each item is assessed to determine whether it effectively reflects the constructs of fear of missing out, perceived price, and purchase intention. Convergent validity is evaluated using loading factors and Average Variance Extracted (AVE), where acceptable thresholds indicate strong item correlation within a construct. Discriminant validity is assessed through the Fornell-Larcker criterion and HTMT ratio to confirm that each construct is distinct from others.

Reliability testing measures the internal consistency of the instrument to ensure stable results across repeated applications. A high reliability score indicates that the questionnaire consistently captures the same information, enhancing the accuracy and credibility of the findings.

Data Analysis Method

Classical Assumption Tests

Normality Test

The normality test assesses whether the residuals follow a normal distribution, which is crucial for the accuracy of t and F tests. This is typically evaluated through a normal probability plot, where a normal distribution is indicated by data points aligning with the diagonal line.

Multicollinearity Test

Multicollinearity testing identifies the presence of high correlations between independent variables, which can distort regression coefficient estimates and reduce model reliability.

Heteroscedacity

The heteroscedasticity test examines whether the variance of residuals is constant across observations. A model is considered reliable when it meets the assumptions of normal distribution, no multicollinearity and homoscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to examine the relationship between two or more independent variables and a dependent variable. This method helps identify the extent to which changes in the independent variables influence the dependent outcome. In this study, the analysis is applied to determine how perceived price and fear of missing out affect consumer purchase intentions toward fast-beauty products. The equation formula used in multiple linear regression analysis is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

Y = Purchase Intention
X_1 = Fear of Missing Out (FOMO)
X_2 = Perceived Price
B_1 = FOMO Regression Coefficient
B_2 = Perceived Price Regression Coefficient
α = Constant Value
ε = Error

Coefficient Correlation Test (R) and Coefficient Determination Test (R^2)

This study uses SPSS regression analysis to calculate the correlation coefficient (R), which measures the strength and direction of the relationship between Fear of Missing Out (X1), Perceived Price (X2), and Purchase Intention (Y). The R value is obtained from the model summary and provides insight into each variable's influence on consumer decisions.

The coefficient of determination (R^2) indicates the model's predictive power, where values of 0.75, 0.50, and 0.25 reflect strong, moderate, and weak prediction levels. To address the limitations of R^2 in models with multiple exogenous variables, the adjusted R^2 is used for more accurate model comparisons.

Hypothesis Testing

T-Test and F-Test

The t-test assesses partial effects by comparing t_{count} to t_{table} at a 5% significance level. If $t_{count} \geq t_{table}$ or the p-value is below 0.05, H_0 is rejected, indicating a significant partial influence of the independent variable on the dependent variable.

The F-test examines simultaneous effects, where $F_{count} \geq F_{table}$ at $\alpha = 0.05$ indicates that the independent variables jointly affect the dependent variable. These tests determine whether Fear of Missing Out and Perceived Price significantly influence Purchase Intention, both individually and together.

RESULT AND DISCUSSION

Research Result

Validity and Reliability Test

Table 2. Validity Test

Correlations

		X_1	X_2	Y
Fear Of Missing Out (X1)	Pearson Correlation	1	.489**	.518**
	Sig. (2-tailed)		<.001	<.001
	N	104	104	104
Perceived Price (X_2)	Pearson Correlation	.489**	1	.783**
	Sig. (2-tailed)	<.001		<.001
	N	104	104	104
Purchase Intention (Y)	Pearson Correlation	.518**	.783**	1
	Sig. (2-tailed)	<.001	<.001	
	N	104	104	104

Source: Data processed, SPSS 30 (2025)

Table 2 shows that all item-total correlations exceed the standard threshold of $r > 0.30$ and are statistically significant at $p < 0.05$, confirming strong convergent validity. The fear of missing out scale (X_1) correlates with the total score at $r = 0.518$, perceived price (X_2) at $r = 0.783$, and purchase intention (Y) at $r = 1.000$, all significant at $p < 0.001$. These findings indicate high internal consistency, validating the instrument's reliability for measuring each construct.

Table 3. Reliability Test

Reliability Statistics	Variable		
	Fear of Missing Out (X_1)	Perceived Price (X_2)	Purchase Intention (Y)
Cronbach's Alpha	.944	.909	.874
N of Items	9	6	8

Source: Data processed, SPSS 30 (2025)

Table 3. indicates all variables show Cronbach's alpha values above 0.70, indicating strong internal consistency and reliable measurement. This confirms that the questionnaire produces dependable data for the study.

Classical Assumption Tests

Normality Test

Table 4. Normality Result

One Sample Kolmogorov – Smirnov Test

		Unstandardized Residual
N		.104
Normal Parameters[a.b]	Mean	.0000000
	Std. Deviation	5.48376361
Most Extreme Differences	Absolute	.045
	Positive	.045
	Negative	-.035

Test Statistic	.045
Asymp. Sig. (2-tailed)[c]	.200[d]

Source: Data processed, SPSS 30 (2025)

Table 4 describes the data closely follow the diagonal line on the normal probability plot, indicating alignment with a normal distribution. The One-Sample Kolmogorov–Smirnov test also shows a significance value of 0.200 (p > 0.05), confirming that the data meet the normality assumption required for regression analysis.

Multicollinearity Test

Table 5. Multicollinearity Test

Coefficient[a]

Variables	Collinearity Statistics		Status
	Tolerance	VIF	
Fear Of Missing Out (X_1)	.752	1.330	No Multicollinearity
Perceived Price (X_2)	.752	1.330	No Multicollinearity

Source: Data processed, SPSS 30 (2025)

Table 5 demonstrates the tolerance values of 0.752 and VIFs of 1.330 for Fear of Missing Out (X1) and Perceived Price (X2) indicate the absence of multicollinearity. Both indicators meet accepted thresholds, confirming that the regression model is free from multicollinearity issues.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.321[a]	.103	.057	44.16935

Source: Data processed, SPSS 30 (2025)

Based on the White's test, an R^2 of 0.103 with 104 observations, yielding a test statistic of 10.71. This value is below the Chi-Square critical value of 11.07 at a 5% significance level with 5 degrees of freedom. Thus, the results indicate no signs of heteroscedasticity in the regression model.

Multiple Linear Regression

Table 7. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.450	2.427		2.657	.009
	FOMO (X1)	.108	.044	.171	2.461	.016
	Perceived Price (X2)	.940	.093	.689	10.069	<.001

Source: Data processed, SPSS 30 (2025)

Multiple linear regression analysis is measured using the following equation formula:

$$Y = 6.450 + 0.108X_1 + 0.940X_2 + \varepsilon$$

From the equation above, the results of multiple linear regression or the relationship between the independent variable and the dependent variable can be seen as follows:

1. The value of purchase intention (Y) is 6.450 if neither perceived price (X_2) nor fear of missing out (X_1) changes, and all independent variables remain same. Thus, it may be said that purchase intention (Y) is influenced by perceived price (X_2) and fear of missing out (X_1).
2. Purchase intention will rise by 0.108 (10.8%) for every unit increase in fear of missing out. This suggests that purchasing intention (Y) and fear of missing out (X_1) are positively correlated.
3. Purchase intention will rise by 0.940 (94%) for every unit increase in perceived price. This suggests that buying intention (Y) and perceived price (X_2) are positively correlated.

Coefficient of Determination Analysis (R_2)

Table 8. R and R Square Table

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797[a]	.635	.628	5.538

a. Predictors: (Constant), X_1_X_2

b. Dependent variable: Y

Source: Data processed, SPSS 30 (2025)

Based on the result, R value of 0.797, indicating a moderately strong relationship between fear of missing out, perceived price, and purchase intention. The coefficient of determination (R^2) is 0.635, meaning 63.5% of the variation in purchase intention is explained by the two independent variables. The remaining 36.5% is influenced by factors outside the model. The adjusted R^2 of 0.628 reflects a reliable prediction level, accounting for the number of predictors used.

Hypothesis Testing

Simultaneous Test (F-Test)

Table 9. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5388.773	2	2694.386	87.859	<.001[b]
	Residual	3097.381	101	30.667		
	Total	8486.154	103			

Source: Data processed, SPSS 30 (2025)

The F-test shows Fcount = 87.859 and Sig. = 0.001, exceeding the Ftable value of 3.09. This indicates that Fear of Missing Out (X_1) and Perceived Price (X_2) significantly affect Purchase Intention (Y).

Partial Test (T-Test)

Based on Table 7, the t-test results show that:

1. Fear of Missing Out (X_1) has a significance value of 0.16 (> 0.05), indicating no significant effect on Purchase Intention (Y). Although the Beta value of 0.171 suggests a slight positive contribution, its impact is minimal.
2. Perceived Price (X_2) has a significance value of 0.01 (< 0.05), confirming a strong and significant influence on Purchase Intention. The Beta value of 0.681 highlights Perceived Price as a key factor driving consumer purchase intention in this study.

Discussion

The Influence of Fear of Missing Out On Purchase Intention

Fear of Missing Out (FOMO) commonly triggers emotional urgency in live-commerce settings through limited-time offers and real-time social cues, encouraging spontaneous purchases. While theoretically FOMO stimulates anticipatory regret and impulsive decisions, this study finds no significant partial effect of FOMO on fast-beauty purchase intention within Tokopedia's Live Shop. These findings align with Dwisuardinata and Darma (2023), who observed that emotional anxiety from FOMO did not directly drive purchases of Balinese arak, as buyers relied more on rational considerations like credibility and value. In contrast, An and Ahn (2024) found that FOMO significantly shaped anticipated emotions such as envy and comfort in the context of restaurant promotion, which heightened purchase intention. This divergence highlights that FOMO's influence varies by product type and consumption context. For experiential goods like dining, emotional triggers translate more directly into action, whereas for utilitarian goods like skincare, Gen-Z consumers tend to prioritize ingredient safety, efficacy, and brand trust. Thus, while FOMO may be present, its marketing effectiveness depends on how well it is integrated with informational content and product credibility.

Perceived Price Towards Purchase Intention

The study confirms that perceived price significantly shapes purchase intention in the context of fast-beauty products on live-streaming platforms. Generation Z consumers, particularly students with limited financial resources yet strong trend sensitivity, are drawn to live sessions offering competitive prices, bundling, and limited-time

promotions. These strategies enhance the perception of fairness and value, prompting consideration and eventual purchase even in non-essential situations. The findings are consistent with Chen (2024), who emphasized the role of perceived value and pricing fairness in influencing consumer decisions. In contrast, Verianto et al. (2022) found perceived price insignificant in e-grocery purchases, where factors like convenience and quality dominated. This contrast highlights how perceived price impacts purchase intention differently across industries. For fast-beauty products, pricing strategies in live commerce not only generate urgency but also serve as a psychological trigger, proving effective for converting Generation Z consumers.

FOMO and Perceived Price Towards Purchase Intention

The F-test results indicate that both Fear of Missing Out (FOMO) and perceived price significantly influence Generation Z's purchase intention for fast-beauty products in Tokopedia's Live Streaming Shop. While FOMO generates emotional urgency through time-sensitive offers, it alone does not sufficiently drive purchasing behavior. Instead, its effect is indirect, stimulating initial attention without guaranteeing action. In contrast, perceived price has a stronger, more direct influence. Promotional tactics such as discounts, bundles, and limited-time deals foster a sense of value and fairness, prompting immediate purchasing decisions. Brands like Skintific, The Originote, and Glad2Glow benefit when rational price evaluations reinforce emotional triggers. This study underscores the need for a dual approach: pairing FOMO-induced urgency with clear, compelling price advantages to effectively convert interest into purchases among Generation Z in live-commerce settings.

CONCLUSION AND RECOMMENDATION

Conclusion

1. This study reveals that Fear of Missing Out (FOMO) does not significantly influence purchase intention on its own, even for widely recognized fast-beauty brands like Skintific, The Originote, and Glad2Glow. Although countdowns and limited-stock cues briefly capture attention, most Gen Z consumers hesitate to finalize purchases without strong price justification.
2. Perceived price emerges as the dominant driver of buying behavior, closely linked to perceptions of fairness, added value, and pricing transparency. High conversion occurs when consumers view prices as equitable and aligned with value expectations.
3. FOMO and perceived price exert a complementary effect: emotional urgency from FOMO heightens attention, while rational evaluation of price encourages follow-through. Together, these factors reinforce both the impulse and reasoning behind Gen Z's purchase intention in live-commerce environments.

Recommendation

Based on the findings, the following recommendations are proposed:

1. Implement a loyalty-based engagement model by awarding points or badges for consumer activities such as writing reviews, sharing content, or making repeat purchases. Weekly missions, like trying new formulations or sharing visible results—can enhance interaction while offering rewards such as discounts or exclusive samples. This approach sustains consumer interest without overreliance on flash sales.
2. Introduce a 24–48-hour cooling-off period before finalizing purchases, allowing consumers to evaluate product necessity, verify reviews, and compare pricing. This delay can reduce FOMO-driven impulsivity and promote more rational, informed purchasing decisions.
3. Strengthen local SME competitiveness in the digital market by providing subsidized training in e-commerce and product certification. Allocate promotional space or quotas on major online platforms to increase visibility and parity with global brands.

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