



## THE ROLE OF FOMO (FEAR OF MISSING OUT) IN IMPROVING CONSUMER PERSPECTIVES FOR SKINTIFIC PURCHASE DECISIONS ON THE TIKTOK APPLICATION IN THE SURABAYA AREA

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Article info	ABSTRACT
<p><b>Corresponding Author:</b></p> <p>Nisa Aulia Hardiana Putri  <a href="mailto:nisaaulia06xpm2@gmail.com">nisaaulia06xpm2@gmail.com</a>            Sekolah Tinggi Ilmu            Ekonomi IBMT Surabaya,            Indonesia</p>	<p>This study examines the role of Fear of Missing Out (FOMO) in influencing customer perspectives and purchasing decisions for Skintific products on Tik Tok in Surabaya. Using a descriptive qualitative method, data was collected through interviews, observation, and documentation with eight customers and two sellers. The findings reveal that FOMO drives customers to make quick and impulsive purchases due to promotions, influencer reviews, and user testimonials. Tik Tok algorithm enhances this urgency by frequently showing trending content. The study concludes that FOMO is an effective digital marketing strategy that boosts consumer engagement, brand awareness, and loyalty in the beauty industry.</p> <p><b>Keywords:</b> <i>FOMO (Fear of Missing Out), Purchasing Decision, Tik Tok, Skintific, Digital Marketing</i></p>
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### INTRODUCTION

Skincare and cosmetic products have a strong emotional appeal for consumers, especially those who are active on social media and want to always appear up to date with the latest styles. In this increasingly advanced era of technology, consumers are not only looking for quality products on social media but are influenced by modern lifestyles and testimonials from fellow users shared through social media on the Tik Tok application.

According to data (Business Applications, n.d.), Tik Tok had nearly 1.73 billion monthly active users (MAUs) worldwide in the third quarter of 2024. This figure has grown by about 2.4% from the previous quarter, which shows that the platform is growing in popularity and has a huge influence on consumer behavior.

Skintific is a skincare and cosmetic product that prioritizes long-term skin health. This product is safe for sensitive skin because it is formulated using Trilogi Triangle Effect (TTE) Technology. According to (Andini, 2024) Skintific to increase the attractiveness and credibility of the product, Skintific collaborates with well-known brand ambassadors such as Nicholas Saputra, along with the increasing use of the Tik Tok application.

In the first quarter of 2024, Skintific recorded sales of IDR 70 billion, with a market dominance of 89.2% in the e-commerce beauty product category. Skintific is the market leader in beauty packages in Indonesia. One of the marketing strategies that is often used by the Skintific brand is FOMO (Fear of Missing Out).

According to the theory (Putri Sri Kartiwi & Amrin Mulia Utama Nasution, 2025), FOMO (Fear of Missing Out) is a psychological condition in which a person is afraid of missing out on modern style or missing out on valuable opportunities, especially in online shopping. FOMO (Fear of Missing Out) can encourage consumers to keep up with the development of products that are crowded on social media.

The phenomenon of FOMO (*Fear of Missing Out*) is further strengthened by the Tik Tok algorithm that prioritizes creative and interactive content such as product review videos that engage users with Skintific products. Consumers who see Skintific products that are often talked about or recommended by influencers tend to be motivated to buy them for fear of losing the experience that other users have.

Although FOMO (Fear of Missing Out) marketing strategies have been widely used in this digital era, there is still little research that specifically addresses how FOMO (Fear of Missing Out) affects the purchase decision of Skintific products on Tik Tok in the Surabaya area. Therefore, this study aims to analyze the extent of the role of Fear of Missing Out (FOMO) in improving consumers' perspectives on the decision to buy skintific products on Tik Tok in the Surabaya area.

## **METHOD**

The research used by the researcher is a qualitative approach, data collection by conducting interviews and the research subjects in this study were selected based on consumers' experience in shopping on Tik Tok and how they are affected by FOMO-based marketing strategies. Here, the researcher conducted interviews with 8 consumers who had bought Skintific products and conducted interviews with 2 Skintific sellers.

The object of the research focuses on how the role of FOMO (*Fear of Missing Out*) applied by the Skintific brand, such as discount promotions, endorsements by influencers, and customer reviews on Tik Tok can influence consumers' mindset and encourage them to make purchases. This research was carried out from March 2025 to June 2025.

## **RESULTS AND DISCUSSION**

### **The Role of FOMO (*Fear of Missing Out*) in Improving the Consumer Perspective of Skintific Products**

Based on interviews with 8 consumers and 2 sellers of Skintific products on Tik Tok in the Surabaya area, it can be concluded that the FOMO (Fear of Missing Out) phenomenon has a role in improving consumer perspectives and encouraging purchase decisions.

Consumers' interest in Skintific products is because they often see promotional content or videos on the FYP (For Your Page) home page.

Consumers feel encouraged to buy and try Skintific products because they see many user reviews that have been used and influences such as Tasya Farasya, Suhay Salim, and Nanda Arsyinta which can increase consumer confidence in the quality of Skintific products.

Supported by attractive promos such as free shipping (postage), Flash Sale, and bundling promos during live streaming on the Tik Tok application. Some consumers stated that they were curious because the packaging of Skintific products was attractive and stole attention and the reputation of Skintific products was also widely known. Thus, FOMO (Fear of Missing Out) has been proven to increase consumer awareness to be more responsive, and quick in making purchase decisions for Skintific products.

Meanwhile, from the seller side, utilizing influencers who provide reviews to help increase consumer trust in Skintific products and provide promos such as Flash Sale given on certain days. Sellers realize that this strategy is effective in generating interest and creating a limited impression so that consumers are encouraged to buy the product immediately before it runs out.

Thus, it can be concluded that the role of FOMO (Fear of Missing Out) in the Tik Tok application plays a big role in shaping consumers' initial interest in Skintific products through promotions, product video content, and testimonials or reviews from influencers that can trigger interest and decide to buy Skintific products.

### **The Role of FOMO (*Fear of Missing Out*) in Improving the Consumer Perspective of Skintific Products**

Based on interviews with consumers and sellers of Skintific products on Tik Tok in the Surabaya area, it can be concluded that FOMO (Fear of Missing Out) has a big impact on purchase decisions. Consumers often feel compelled to buy Skintific products for various reasons such as fear of missing out on experiences with others, fear of running out of attractive promos, and fear of feeling different from their social environment.

Some consumers claim to buy Skintific products because many people use them on Tik Tok, including in the campus environment and some influences they trust. In addition, the video content that they often see on the FYP (For Your Page) Tik Tok homepage makes them want to try Skintific products without thinking twice. Even consumers admitted that they have felt disappointed and regretful if they missed attractive promotion.

From the seller side, realizing that promo strategies such as limited Flash Sale are very effective creates FOMO (Fear of Missing Out) in consumers. Sellers understand that consumers tend to make purchases quickly without thinking long when the promos are available for only a short time.

This it can be concluded that the influence of FOMO (Fear of Missing Out) can increase a high sense of emotion in encouraging consumers to make purchase decisions, FOMO (Fear of Missing Out) was successfully built when Skitific products were crowded

on Tik Tok which used interesting promotional strategies such as bundling & Flash Sale as well as the influence of influencers or testimonials on Tik Tok.

## **Discussion**

### **The Role of FOMO (*Fear of Missing Out*) on Consumer Perspectives in Skintific Product Purchase Decisions**

FOMO (Fear of Missing Out) has succeeded in shaping consumer perspectives and driving purchase decisions, FOMO (Fear of Missing Out) not only provides a boost to purchase decisions but also an emotional experience that makes consumers interested in trying Skintif products again.

These findings are in line with previous research by Lili Fadli M. et al. (2025), Caroline Claudia Christy (2022), and Muammar W.M. et al. (2025) which stated that FOMO (Fear of Missing Out) has a significant influence on consumer behavior in the context of digital marketing. All three show that marketing strategies that utilize emotional elements such as FOMO (Fear of Missing Out) are effective in shaping perceptions and driving purchasing decisions, especially among young people who actively use social media such as Tik Tok.

This study highlights the role of FOMO (Fear Of Missing Out) on consumer perspectives in purchasing decisions for Skintific products, which includes repeated exposure to video content on Tik Tok, marketing strategies from influencers in increasing consumer trust, promotional strategies in increasing consumer buying interest, the influence of the social and cultural environment, increasing purchase decisions without careful consideration, and increasing loyalty to Skintific products.

Thus, the findings of this study provide insight into the role of FOMO (Fear of Missing Out) in improving consumer perspectives for purchasing Skintific product purchase decisions, especially in the Tik Tok application in the Surabaya area. These findings can be concluded that the emotional impulses caused by FOMO (Fear of Missing Out), such as the fear of falling behind the trend or missing opportunities, are important factors that shape consumer mindsets and behaviors in making purchases.

### **The Impact of FOMO (*Fear of Missing Out*) in Improving Consumer Perspectives on Skintific Product Purchase Decisions**

FOMO (*Fear of Missing Out*) not only becomes a factor in consumer decision-making but also helps shape positive perceptions and increase consumer loyalty to products that arise after buying and trying. The drive not to be left behind, trust in influencer reviews, as well as attractive promotional strategies such as *Flash Sale* and *Bundling* are important factors that make consumers encouraged to buy products immediately even without careful consideration.

These findings are in line with those carried out by Lili Fadli M. et al. (2025), the results show that FOMO (*Fear of Missing Out*) plays a key role as a key trigger in consumer

behavior dynamics, especially in urgency-based marketing strategies such as *Flash Sale*. This is in line with the findings of this study that the emotional urges of FOMO (*Fear of Missing Out*) that arises due to viral content on TikTok also shapes consumers' perspectives and encourages them to immediately purchase Skintific products so as not to feel left behind in the trend.

Thus, the findings of this study provide a deeper understanding of the impact of FOMO (*Fear of Missing Out*) in shaping consumer perspectives on the purchase decision of Skintific products on Tik Tok in the Surabaya area. These findings show that social pressure in content or videos that are currently crowded on Tik Tok encourages consumers to immediately buy Skintific products.

Emotional impulses such as the fear of missing out on the experience of others who have tried the product and the desire to try products when the social environment is crowded, as well as consumers' interest in attractive promos such as *Flash Sale* and *Bundling* which are limited are the impact or influence of FOMO (*Fear of Missing Out*) in increasing perspective in purchasing decisions.

## CONCLUSION

Based on the description of the results and discussion above, it can be concluded that the role of FOMO (Fear of Missing Out) can increase consumers' perspective that Skintific products are widely used and trusted by many people. This is due to the frequent appearance of Skintific product content or videos on the Tik Tok FYP (For Your Page) homepage, testimonials or reviews from other users, and honest reviews from several trusted influencers. And the role of FOMO (Fear of Missing Out) can increase the consumer's perspective that Skintific products are widely used and trusted by many people. This is due to the frequent appearance of Skintific product content or videos on the Tik Tok FYP (For Your Page) homepage, testimonials or reviews from other users, and honest reviews from several trusted influencers. As well as the role of FOMO (Fear of Missing Out) can create long-term emotional engagement and loyalty, it is proven that consumers who initially just want to try and buy Skintific products then feel suitable and make repeated purchases.

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