International Conference of Organizational Innovation 2025
Proceedings

ICOI
2025

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Sparked by Temptation, Driven by Impulse, Haunted by Regret: Mapping Emotional Trajectories in Digital Beauty Product Transactions

Gracela Marisa Sanapang, Elia Ardyan, Asriah Syam, Fia Fauzia Burhanuddin & Muh Syulhasbiullah
Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar
Email: gracela.marisa@ciputra.ac.id

Abstract

In the rapidly evolving digital marketplace for beauty products, consumer behavior is increasingly influenced by social and emotional triggers, most notably Fear of Missing Out (FOMO), celebrity endorsements, impulse buying, and post-purchase regret. Grounded in Social Influence Theory (SIT) and Cognitive Dissonance Theory (CDT), this study examines the structural relationships among these variables, with a particular focus on the mediating effect of impulse buying on the relationship between social stimuli and post-purchase regret. Using a quantitative approach, data were collected from 189 consumers who had purchased beauty products through digital platforms. The model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results reveal that both FOMO and celebrity endorsement significantly influence impulse buying behavior. FOMO also has a direct and indirect impact on post-purchase regret through impulse buying. However, while celebrity endorsement directly affects post-purchase regret, its indirect path via impulse buying is insignificant. These findings suggest that FOMO serves as a dominant trigger in digital consumption, increasing impulsivity and regret when expectations are not met. Meanwhile, celebrity endorsement encourages impulsive behavior but does not consistently lead to regret, indicating a complex interplay between rational assessment and emotional influence. This study introduces a novel framework that integrates social and emotional constructs to deepen the understanding of digital consumer behavior. Managerially, the research highlights the importance of ethical promotional strategies, transparent messaging, and credible celebrity-brand alignment to minimize regret effectively. The findings offer both significant theoretical contributions and practical guidance for future research across diverse product categories and populations.

Keywords: FOMO, celebrity endorsement, impulse buying, post-purchase regret, digital beauty product transactions

1. Introduction

The intricate landscape of digital commerce, particularly within the beauty industry, highlights a compelling interplay between psychological constructs such as Fear of Missing Out (FOMO), impulse buying, and post-purchase regret. As brands increasingly leverage social media and celebrity endorsements, consumer behavior emerges within a complex psychological framework grounded in Social Influence Theory (SIT) and Cognitive Dissonance Theory (CDT). SIT provides insight into how social interactions—amplified by FOMO—shape consumer decision-making, while CDT explains the psychological discomfort that arises when consumers perceive a conflict

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

between their purchasing behavior and their expectations Zulkarnain et al., (2018); Verina et al., (2021). FOMO manifests as a form of anxiety stemming from the perceived exclusion from potentially rewarding experiences—a psychological phenomenon significantly amplified by today's hyper-connected digital environment. Empirical research has demonstrated that marketing strategies such as social comparison cues and limited-time offers effectively leverage FOMO to provoke immediate consumer (Marjerison et al., (2022); Good & Hyman, (2021)) . Individuals with high FOMO tendencies are particularly susceptible to impulse buying, especially when confronted with time-bound promotions and persuasive influencer endorsements (Mahmud et al., (2023); (Nasr et al., (2023)). This susceptibility is further intensified in social commerce settings, where online reviews and peer-generated content reinforce urgency and trust, driving unplanned purchases (Sanapang, Ardyan, & Christian, (2024)). Prior research also confirms that FOMO and interactive features in social commerce significantly escalate compulsive buying and even brand addiction, especially among young digital users (Ardyan & Sanapang, (2023)). This behavioral pattern highlights a critical dynamic: while FOMO acts as a powerful catalyst for spontaneous purchases, it concurrently lays the groundwork for emotional aftereffects, often characterized by post-purchase regret (Perez et al., 2024). The impact of celebrity endorsements serves as a potent catalyst in shaping impulse buying behavior. Consumers often perceive celebrity endorsements as credible and aspirational, which can lead to heightened expectations that may prompt spontaneous purchasing decisions. However, when the actual product fails to meet the idealized standards suggested by the endorsing celebrity, consumers may experience cognitive dissonance, a psychological discomfort arising from the disparity between expectations and reality. This dissonance is frequently associated with post-purchase regret, especially within the beauty industry, where consumer aspirations are strongly shaped by celebrity personas and media portrayals ((Li et al., 2023; Verina et al., 2021)). Therefore, the congruence between celebrity endorsement and product performance is crucial in shaping consumer satisfaction, trust, and emotional responses following the transaction. Impulse buying, often driven by the pursuit of immediate gratification, is frequently followed by a reflective sense of regret as consumers reassess their purchases in light of their actual needs and personal values, thereby reinforcing the principles of Cognitive Dissonance Theory (CDT) (Amalia Fachrudin et al., (2024); Hadmandho, T. (2022)). Research indicates that post-purchase regret is particularly pronounced when consumers recognize an apparent misalignment between their impulsive behavior and their initial rational decision-making processes (Sarwar et al., (2023); Sokić et al., 2020)). This emotional dissonance not only induces psychological discomfort but may also have lasting implications for future purchasing behavior, including reduced brand trust, diminished satisfaction, and weakened consumer loyalty (Yu et al., 2023). Moreover, while existing literature has extensively examined individual constructs such as Fear of Missing Out (FOMO), celebrity endorsements, and impulsive

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

buying, there remains a notable gap in the integrated analysis of how these variables interact, particularly within the context of the beauty industry ((Ekanayake & Karunarathne, 2022)). Previous studies have indicated that impulse buying is especially prevalent in sectors driven by aesthetic appeal and social validation; nonetheless, the complex interplay between FOMO-induced urgency, celebrity influence, and the psychological consequences of impulsivity remains underexplored (Ekanayake & Karunarathne, (2022)); Ilyas et al., (2022)). This underscores the need for a comprehensive framework that conceptualizes impulse buying as a mediating mechanism between external triggers, namely FOMO and celebrity endorsements, and internal emotional outcomes such as post-purchase regret (Park & Hill, 2018). From a managerial perspective, disentangling the psychological underpinnings of consumer behavior, particularly those related to FOMO, celebrity endorsements, and impulse buying, yields vital implications for strategic brand communication. To mitigate negative consumer experiences resulting from impulsivity, marketers should adopt ethically grounded frameworks that emphasize transparency, clear value propositions, and genuine brand–celebrity alignment (Good & Hyman, (2021); Perez et al., (2024)). As digital consumers become increasingly discerning and informed, understanding the behavioral mechanisms that drive spontaneous purchases can help brands design campaigns that not only capture attention but also foster trust, satisfaction, and long-term loyalty by reducing the likelihood of post-purchase regret. Strategic alignment between digital content, influencer communication, and value-driven engagement has become a central pillar in modern marketing approaches (Sanapang et al., (2025)). In summary, although prior research has addressed FOMO, celebrity endorsements, impulsive behavior, and post-purchase regret as isolated phenomena, their interactive dynamics—especially in the context of digital beauty consumption—remain inadequately investigated. This study contributes to filling that gap by offering a comprehensive framework that integrates these constructs and empirically examines how impulse buying mediates their relationships. A deeper understanding of these interdependencies is essential for both scholars and practitioners seeking to optimize consumer engagement strategies in an era where digital stimuli continuously reshape purchasing behavior.

2. Literature Review

Digital consumption behaviors, particularly in the beauty sector, are increasingly shaped by emotional and social factors. Two key psychological triggers—Fear of Missing Out (FOMO) and celebrity endorsement—have been widely adopted in marketing strategies to stimulate unplanned consumer purchases. These emotionally charged stimuli often bypass rational evaluation, leading to a higher propensity for impulse buying and, in many cases, post-purchase regret. This section outlines the theoretical underpinnings and empirical foundations supporting the hypothesized relationships between these variables.

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Fear of Missing Out (FOMO) and Impulse Buying.

Fear of Missing Out (FOMO) is a socio-psychological construct rooted in Social Influence Theory. It reflects the anxiety arising from the perception that others might be having rewarding experiences without one's participation. In digital commerce, particularly for beauty products, FOMO has become a salient factor in impulsive purchasing behavior. Additionally, on social media, this anxiety manifests when consumers see friends or influencers engaging with trending products or limited-time offers. Handayani & Haryadi, (2023) found a significant positive correlation between FOMO and impulsive buying, with FOMO-induced anxiety driving unplanned purchases. It means higher levels of FOMO significantly predict a stronger tendency toward impulse buying. Rachman et al., (2024) argue that social media intensifies FOMO through real-time exposure to limited-time offers and peer consumption, triggering immediate buying behavior. Further emphasize that marketing strategies designed to exploit FOMO, such as flash sales or time-limited exclusivity, heighten impulsivity. Similarly, (Arifin et al., 2024) demonstrate that such tactics, when paired with social proof or urgency cues, drive emotionally motivated purchases, emphasizing the role of flash sales and influencer content in activating FOMO-driven impulses. These findings form the basis of the first hypothesis:

H1: FOMO has a significant positive effect on impulse buying.

Celebrity Endorsement and Impulse Buying. From the perspective of SIT, celebrity endorsement functions as a form of normative and informational influence. Consumers often perceive celebrities as role models or trusted opinion leaders, and their endorsement enhances brand attractiveness and purchase intentions. Celebrity endorsement operates as a symbolic cue in digital advertising, transferring meaning and perceived value from the endorser to the product. Endorsers often function as aspirational figures whose credibility and attractiveness influence consumer emotions. Mittal et al., (2017) found that celebrities can act as affective triggers that reduce consumers' cognitive control, increasing impulsive responses. More recently, Li et al., (2023) noted that trustworthiness, expertise, and emotional resonance with the audience significantly predict consumers' impulse buying decisions. These claims are echoed by Bisma & Hadi, (2023) who assert that celebrity endorsements can simultaneously activate emotional and rational pathways in consumer decision-making.

H2: Celebrity endorsement has a significant positive effect on impulse buying.

Fear of Missing Out (FOMO) and Post-Purchase Regret. According to CDT, unplanned purchases driven by emotional triggers like FOMO may result in dissonance when post-purchase outcomes do not align with initial expectations. While these triggers can enhance short-term sales, they may also contribute to Post-Purchase Regret, particularly when consumer expectations exceed

Published by: FMI FORUM MANAJEMEN INDONESIA Training & Research Institute JERAMBA ILMU SUKSES

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

product reality. FOMO is associated with anxiety, peer comparison, and urgency, which can prompt emotionally driven consumption and dissatisfaction afterward. Ögel, (2022) observed that individuals who make purchases due to social pressure or trend anxiety are more likely to regret their decisions. Good & Hyman, (2021) added that spontaneous decisions prompted by FOMO often lead to unfavorable outcomes, further intensifying dissonance. Both confirm that regret often stems from purchases made under social pressure or due to trend-related anxiety. Perez et al., (2024) also describe how FOMO undermines rational thinking, increasing the risk of emotional dissonance when purchases fail to meet perceived value. This phenomenon as a psychological aftermath of unmet social validation, reinforcing the dissonant experience.

H3: FOMO has a significant positive effect on post-purchase regret.

Celebrity Endorsement and Post-Purchase Regret. While celebrity endorsement can stimulate purchase intentions, CDT suggests that if the product fails to meet the elevated expectations created by the endorser's image, regret is likely to follow. Similarly, celebrity endorsement can inflate expectations by associating the product with an idealized image. When the endorsed product underperforms, the gap between anticipated and actual outcomes triggers regret. Dankwah et al., (2024) found that consumers often overestimate product value when influenced by celebrities, leading to disappointment if the product fails to deliver. Molelekeng & Dondolo, (2021) emphasized that this dissonance is particularly acute when there is a mismatch between celebrity persona and product performance, fueling post-purchase regret. Both argue that the perceived credibility and symbolic value of celebrities often magnify consumer expectations, thereby increasing the likelihood of regret when those expectations are not met.

H4: Celebrity endorsement has a significant positive effect on post-purchase regret.

Impulse Buying and Post-Purchase Regret. Impulse buying, by nature, bypasses rational evaluation, making it more susceptible to dissonance when the purchase does not satisfy consumer needs. The behavioral bridge connecting both FOMO and celebrity influence to regret is often Impulse Buying. A. Kumar et al. (2020) state that impulse purchases are typically unplanned, emotionally driven, and made with minimal cognitive deliberation, noting that impulsive buying behavior is closely linked to regret due to lack of deliberation. While such decisions may offer short-term gratification, they often result in regret, especially when buyers later realize a mismatch between their needs and the product they acquired. (Verina et al., 2021) and (Kartika Hima Darmayanti et al., 2023) corroborate that the lower the rational engagement during a purchase, the higher the potential for post-purchase dissatisfaction. This assertion is supported by demonstrating that consumers who make decisions with low cognitive involvement are more prone to post-purchase dissatisfaction.

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

H5: Impulse buying has a significant positive effect on post-purchase regret.

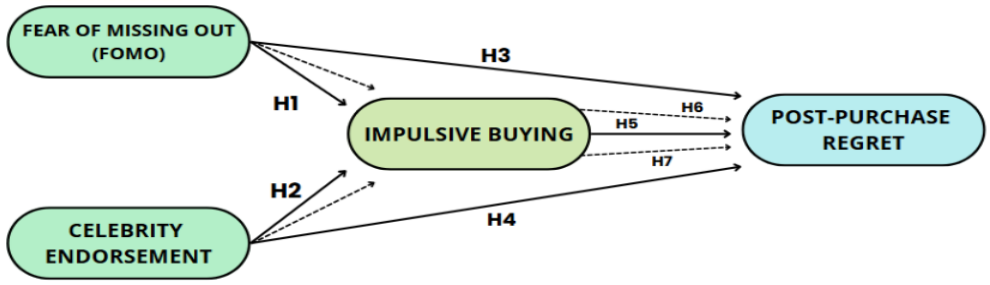
The Mediating Role of Impulse Buying. This study further proposes that Impulse Buying mediates the effect of both FOMO and Celebrity Endorsement on Post-Purchase Regret. While prior research has examined the direct links between these constructs, the mediating role of impulse buying has received limited scholarly attention. The novelty of this study lies in integrating SIT and CDT to explain how emotional and social triggers translate into regret through unplanned purchase behavior. Impulse buying is thus theorized to mediate the relationship between FOMO and post-purchase regret, as well as between celebrity endorsement and regret. It represents the emotional translation of urgency, anxiety, or persuasion into behavior. When this behavior is misaligned with genuine needs, it leads to disappointment and self-reproach. Importantly, to the best of current knowledge, no previous studies have simultaneously examined the impact of FOMO and celebrity endorsement on post-purchase regret through the lens of impulse buying. This mediational pathway presents a novel theoretical contribution, particularly relevant to digital beauty commerce, where emotional decision-making is pronounced.

H6: Impulse buying significantly mediates the relationship between FOMO and post-purchase regret.

H7: Impulse buying significantly mediates the relationship between celebrity endorsement and post-purchase regret.

The hypothesized relationships are visually represented in Figure 1, providing a structured depiction of the theoretical model tested in this research.

Figure 1. Conceptual Framework Model



Based on Figure 1, grounded in Social Influence Theory (SIT) and Cognitive Dissonance Theory (CDT), the conceptual framework of this study captures the dynamic interplay between external social stimuli and internal emotional responses in the context of digital beauty consumption. This model illustrates how Fear of Missing Out (FOMO) and Celebrity Endorsement function as

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

antecedents that trigger Impulse Buying, which in turn influences Post-Purchase Regret. The model posits both direct and indirect effects among the variables, with Impulse Buying acting as a mediating variable that bridges the initial emotional or social stimuli with the post-decision affective outcome. FOMO and Celebrity Endorsement are hypothesized to exert both immediate impacts on impulse-driven behavior and extended consequences on post-purchase emotional evaluations. This integrative framework offers a robust lens for understanding how digital promotional tactics influence consumer decision-making and emotional responses in online beauty product purchases. By integrating SIT and CDT, this model not only advances theoretical understanding of consumer behavior under digital influence but also provides strategic insights for marketers aiming to balance persuasion and ethical responsibility. The framework is expected to inform future studies and guide practitioners in designing emotionally aware and socially conscious marketing interventions.

3. Research Method

This study employed a quantitative explanatory design to investigate the impact of FOMO and celebrity endorsement on impulse buying and post-purchase regret within the context of digital beauty product consumption. The research targeted individuals aged 13 to 47 who had purchased beauty products online at least three times within the previous six months. A purposive sampling technique was used to ensure that all respondents had relevant and recent experience with online beauty purchases. A purposive sampling method was applied, and a total of 189 valid responses were collected directly through paper-based questionnaires distributed at retail beauty counters, clinics, and cosmetic stores in urban areas. To ensure the construct validity and reliability of this study, all variables were operationalized using multiple indicators adapted from relevant prior research, with adjustments made to suit the context of digital beauty product consumption. The instrument consisted of 16 measurement items distributed across four latent variables, each measured using a five-point Likert scale (where 1 = strongly disagree and 5 = strongly agree). Each variable was measured through four items designed to capture the underlying psychological and behavioral dimensions of consumer decision-making. The complete list of constructs and their corresponding items is presented in Table 1.

Table 1. Constructs and Measurement Items

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Construct	Code	Measurement Item
Fear of Missing Out (FOMO) (X1)	FOMO1	I enjoy sharing my skincare purchase experiences on social media to gain attention.
	FOMO2	I feel anxious when my friends buy skincare products I haven't tried.
	FOMO3	I worry about being seen as out of trend if I do not buy popular skincare products.
	FOMO4	I feel uncomfortable missing out on promotions for trending skincare products.
Celebrity Endorsement (CE)	CE1	I trust the information shared by celebrities about skincare products.
	CE2	I believe celebrities can effectively convey a product's image and concept.
	CE3	I am often attracted to skincare brands promoted by celebrities.
	CE4	I feel confident purchasing skincare reviewed by a celebrity I admire.
Impulse Buying (IB)	IB1	I rarely compare skincare products before making a purchase.
	IB2	When I see a discount, I often think: "Buy now, think later."
	IB3	I make skincare purchases without much thought.

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

	IB4	I tend to buy skincare products on the spot without considering whether I really need them.
Post-Purchase Regret (PPR)	PPR1	I regret buying skincare products that did not meet my expectations.
	PPR2	I feel I should have chosen products more suitable to my needs.
	PPR3	I often realize my skincare purchase decisions were not well thought out.
	PPR4	If given another chance, I would not have bought skincare products on impulse.

To maintain the internal consistency of each construct, all items were reviewed for clarity, relevance, and linguistic appropriateness through expert validation before data collection. The structure and wording were designed to minimize respondent bias while capturing nuanced consumer behaviors in the digital skincare market. All constructs underwent validity and reliability testing using Partial Least Squares Structural Equation Modeling (PLS-SEM) via WarpPLS 8.0.

This section provides a descriptive overview of the respondents' background characteristics, which offer contextual insight into the population involved in this study. The demographic variables examined include gender, age, education level, and occupation. These characteristics are essential for understanding the diversity of the sample and ensuring the relevance of the findings to the broader digital beauty product consumer segment. The classification of respondent characteristics is summarized in Table 2.

Table 2. Characteristics of Respondents

Characteristics of Respondents	**Description**	**Amount**	**Percentage (%)**
Gender	Man Woman	56 133	29,6 70,4
The Last Education	SHS Associate Degree	53 25	27,9 13

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

	Undergraduate	60	31,8
	Postgraduate	36	18,9
	Ph.D. level	16	8,4
Occupation	BUMN Employees	18	9,5
	Civil Servant	38	20,1
	Lecturer	27	14,3
	Private Sector Employees	35	18,5
	Self-Employed	14	7,4
	Student	50	26,5
	Other	7	3,7
Generation	Gen Alpha (2013-Present)	13	6,9
	Gen Z (1997-2012)	79	41,8
	Gen Y / Millenial (1981-1996)	67	35,4
	Gen X (1965-1980)	22	11,6
	Baby Boomers	8	4,2

Based on Table 2, it can be concluded that 150 respondents used social commerce, dominated by 70,4% women while 29,6% were men. Judging from their last education, the respondents were the highest dominated by Undergraduate at 31,8% while the lowest respondent was from the Ph.D. level at 8,4%. Judging from occupation, it is dominated by students as much as 26,5% and the lowest number of respondents is 3,7% from others. The results of the study about the characteristics of respondents based on generation are dominated by Generation Z at 41,8%, and the lowest results are from baby boomers at 2%.

4. Finding and Discussion

Measurement Model Analysis - Validity Test. Instrument validity plays a crucial role in research, ensuring that each indicator accurately describes the construct being measured. In this study, validity testing was carried out by looking at two main parameters, namely loading factor and Average Variance Extracted (AVE). An indicator is considered valid if it has a loading factor value above 0.70 and AVE more than 0.50. Validity test can be seen in Table 3.

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Table 3. Validity Test

Variable	Item	Loading Factor	AVE	Information
Fear of Missing Out (FOMO) (X1)	FOMO1	0.770	0.678	Valid
	FOMO2	0..887		Valid
	FOMO3	0.876		Valid
	FOMO4	0.753		Valid
Celebrity Endorsement (X2)	CE1	0.853	0.640	Valid
	CE2	0.824		Valid
	CE3	0.786		Valid
	CE4	0.833		Valid
Impulse Buying (X3)	IB1	0.787	0.626	Valid
	IB2	0.821		Valid
	IB3	0.790		Valid
	IB4	0.850		Valid
Post-Purchase Regret (X4)	PPR1	0.794	0.639	Valid
	PPR2	0.795		Valid
	PPR3	0.777		Valid
	PPR4	0.843		Valid

Based on Table 3, the test results obtained by all indicators are declared valid because they have met the required loading factor and AVE criteria. This shows that each indicator has a strong enough contribution in presenting the measured construct, so that this study can be declared valid for the next stage of analysis.

Reliability Test. In this study, reliability testing was conducted by looking at the Cronbach Alpha (CA) and Composite Reliability (CR) values. The test results of validity test obtained can be seen in Table 4.

Table 4. Reliability Test

Variable	Cronbach Alpha	Composite Reliability	Information
Fear of Missing Out (FOMO) (X1)	0.840	0.893	Reliable
Celebrity Endorsement (X2)	0.859	0.899	Reliable
Impulse Buying (X3)	0.849	0.893	Reliable
Post Purchase Regret (X4)	0.858	0.898	Reliable

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Based on Table 4, all constructs in this study have met the established reliability criteria. Where each construct shows a Cronchbach Alpha (CA) and Composite Reliability (CR) value above 0.70 which indicates that all variables in this model are classified as reliable.

Structural Model Analysis - R-Square Test. This test is used to see how much the independent variable is able to explain the variability of the dependent variable in this study. R-Square value can be seen in Table 5.

Table 5. R-Square Test

Variable	R-Square	Result
Impulse Buying (M)	0.609	Moderate
Post Purchase Regret (Y)	0.545	Moderate

Based on Table 5, the impulse buying variable obtained an R Square value of 0.609, which means that 60.9% of the variance of impulsive purchases can be explained by the variables Fear of Missing Out (FOMO) (X1) and Celebrity Endorsement (X2). Likewise, the Post-Purchase Regret variable obtained a value of 0.545, which means 54.5% of the variance of Fear of Missing Out (FOMO) (X1), Celebrity Endorsement (X2), and Impulse Purchase (M) as mediating variables. While the remaining value is influenced by other factors that are not included in this research model.

Hypothesis testing is a test conducted to test the relationship between variables in a structural model. This analysis is conducted by looking at the value of the Path Coefficient and p-value to determine the strength and direction of the significance of the relationship between variables. The hypothesis test result can be seen in Table 6.

Table 6. Hyphotesis Test

Hypothesis	Path Coeffisients	P-Value	Result
X1 → M	0.634	< 0.001	Accepted
X2 → M	0.231	0.001	Accepted
X1 → Y	0.300	< 0.001	Accepted
X2 → Y	0.459	< 0.001	Accepted
M → Y	0.165	0.018	Accepted
X1 → M → Y	0.104	0.031	Accepted
X2 → M → Y	0.038	0.250	Rejected

The results of the hypothesis test in Table 6 show that six out of seven hypotheses are accepted because they show a positive and significant influence (p-value <0.05). However, there is one

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

hypothesis that is rejected, namely Celebrity Endorsement → Impulsive Buying → Post Purchase Regret, because the p-value shows insignificant results, although it has a positive influence. This means that impulsive buying does not significantly mediate the influence of celebrity endorsement on post-purchase regret. On the other hand, fomo is proven to have a direct and indirect effect through impulsive buying on post purchase regret.

The results of this study provide compelling evidence of the psychological mechanisms driving impulsive purchasing and subsequent regret in the context of digital beauty consumption. First, Fear of Missing Out (FOMO) was found to have a significant and positive influence on impulse buying (path coefficient = 0.634, $p < 0.001$). This suggests that individuals with heightened anxiety about missing out on trending products, information, or social experiences are more likely to make unplanned purchases of beauty products. The strongest FOMO indicator was: "I feel anxious when my friends buy skincare products I have not tried," highlighting a socially driven emotional pressure to conform. These findings align with Rachman et al. (2024), who noted that marketing strategies designed to evoke FOMO significantly increase impulsive behavior, particularly via social media. Similarly, Kartika et al. (2025) reported that higher levels of FOMO are closely associated with greater impulsive buying tendencies. Second, celebrity endorsement also exerted a significant positive effect on impulse buying (path coefficient = 0.231, $p = 0.001$). The most dominant indicator was: "I trust the information shared by celebrities about skincare products." This highlights the importance of perceived credibility and emotional attachment in consumer decision-making. Endorsers not only deliver product information but also shape consumer attitudes. These findings are supported by Azzahra & Nursholehah, (2022) and Shofaranti et al. (2024), who found that strong trust in celebrity endorsers enhances consumer recall and impulsive purchase likelihood. Third, FOMO also had a direct positive effect on post-purchase regret (path coefficient = 0.300, $p < 0.001$). Social anxiety and the urgency to keep up with trends lead to purchases driven by emotional validation rather than rational need. When expectations are unmet, regret often follows. This is reflected in the item: "If I had another chance, I would not buy skincare spontaneously." The results resonate with findings by Good & Hyman (2021) and Ögel (2022), both of whom argue that FOMO often triggers impulsive decisions that fail to satisfy, leading to regret. Fourth, celebrity endorsement significantly influenced post-purchase regret (path coefficient = 0.459, $p < 0.001$). While trust in celebrities facilitates spontaneous decisions, unmet expectations can result in emotional disappointment. The mediating factor here is consumer overreliance on perceived credibility rather than critical evaluation. Supporting evidence comes from Dankwah et al. (2024) and Molelekeng & Dondolo (2021), who highlight how high expectations from celebrity-driven promotions can intensify regret when the product underperforms. Fifth, impulse buying itself had a significant and positive impact on post purchase regret (path coefficient = 0.165, $p = 0.018$). The item "Buy now, think later" revealed how

Published by: FMI FORUM MANAJEMEN INDONESIA
Training & Research Institute JERAMBA ILMU SUKSES

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

emotionally driven purchases lead to later dissatisfaction. This result is consistent with Kartika Hima Darmayanti et al., (2023) and A. Kumar et al., (2020), who emphasized the regret-inducing nature of spontaneous buying. Sixth, impulse buying was shown to partially mediate the relationship between FOMO and post-purchase regret (path coefficient = 0.104, p = 0.031). This indicates that FOMO contributes to regret both directly and indirectly through impulsive behavior. This path has not been explored in earlier studies, making it a novel contribution. Seventh, impulse buying did not mediate the relationship between celebrity endorsement and post-purchase regret (path coefficient = 0.038, p = 0.250). While endorsements increase purchase intentions, they do not always provoke immediate, unplanned purchases, hence limiting the formation of regret through this pathway. Consumers appear to maintain a degree of rational evaluation despite emotional appeal. This suggests that celebrity marketing requires greater intensity or frequency to trigger genuinely impulsive responses. This path has not been explored in earlier studies, making it a novel contribution.

The findings of this study offer practical and strategic insights for marketers, brand managers, and decision-makers in the beauty industry—particularly those leveraging social media platforms for digital promotions. First, given the significant effect of Fear of Missing Out (FOMO) on both impulsive buying and post-purchase regret, marketing campaigns that utilize scarcity-based tactics, such as flash sales, countdown timers, or limited-edition product releases, must be executed with caution. While these strategies can effectively stimulate urgency and drive immediate purchases, they also carry the risk of fostering regret if the product fails to meet heightened consumer expectations. Therefore, brands must ensure that all promotional messages maintain a high level of transparency, particularly regarding product benefits, limitations, and availability. Misleading information or overpromising can lead to dissatisfaction and damage long-term brand trust. Second, the demonstrated influence of celebrity endorsement on impulsive buying highlights the importance of careful endorser selection. Rather than focusing solely on popularity metrics, brands should prioritize endorsers who resonate emotionally with their target audience and are perceived as credible, authentic, and relatable. When consumers trust a celebrity, they are more likely to internalize promotional messages without skepticism, which can lead to spontaneous purchasing decisions. However, if product performance does not align with the expectations shaped by the endorser, this may result in negative post-purchase emotions. To mitigate this risk, marketers should consider integrating real user reviews, behind-the-scenes content, or product trials alongside celebrity content to reinforce credibility. Furthermore, the partial mediating role of impulsive buying between FOMO and post-purchase regret suggests that emotional triggers in marketing can lead to both short-term benefits and long-term drawbacks. Beauty brands should strive for a balanced approach that stimulates consumer excitement while supporting informed decision-making. Educating consumers through interactive content, transparent FAQs, or

Published by: FMI FORUM MANAJEMEN INDONESIA
Training & Research Institute JERAMBA ILMU SUKSES

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

testimonials may help reduce impulsive tendencies and, consequently, regret. Overall, these insights underscore the importance of adopting ethical digital marketing practices in the beauty industry. A consumer-centric strategy—grounded in transparency, emotional intelligence, and trust-building—will not only increase conversion rates but also foster customer satisfaction and brand loyalty in the long run.

Despite providing valuable insights into the emotional dynamics of digital beauty consumption, this study has limitations. First, the research focused exclusively on skincare products within the beauty category. While this focus allowed for in-depth exploration of consumer behavior in a highly image-driven and emotionally charged product category, the findings may not be generalizable to other product types, particularly utilitarian goods or services, where decision-making is less impulsive and more rational. Future studies should explore whether similar emotional trajectories are present in other consumption domains, such as financial services, electronics, or hospitality. Second, although the survey successfully examined the effects of Fear of Missing Out (FOMO), celebrity endorsement, impulsive buying, and post-purchase regret, the number of measurement items per construct was limited. This is especially true for the celebrity endorsement variable, which inherently involves multidimensional aspects such as trustworthiness, attractiveness, expertise, congruence, and emotional resonance. The relatively narrow scope of indicators may not fully capture the depth and nuance of how celebrity endorsements shape consumer behavior. Therefore, future research is encouraged to employ more comprehensive measurement frameworks that incorporate a broader set of validated indicators to represent better the complexity of the constructs, particularly in the context of digital marketing. Additionally, incorporating moderating variables such as consumer involvement level, brand familiarity, or social media usage frequency could further enrich the understanding of impulsive and emotional decision-making processes. By acknowledging these limitations, this study lays the groundwork for more nuanced, cross-sectoral investigations and invites methodological enhancements to advance the theoretical and practical discourse in consumer behavior research.

5. Conclusion

This study aimed to investigate the influence of Fear of Missing Out (FOMO) and celebrity endorsement on post-purchase regret, with impulse buying acting as a mediating variable. Based on empirical data collected from 189 respondents who had purchased beauty products through digital channels, several important conclusions can be drawn. First, both FOMO and celebrity endorsement had a significant and positive effect on impulse buying. Consumers who feel social pressure to keep up with trends or who place emotional trust in celebrity figures are more inclined to make unplanned purchases without deliberate evaluation. This behavior is particularly evident in the beauty industry, where social validation and aspirational identity play a pivotal role in

Published by: FMI FORUM MANAJEMEN INDONESIA Training & Research Institute JERAMBA ILMU SUKSES

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

shaping consumer motivation. Second, FOMO and celebrity endorsement also demonstrated direct, significant relationships with post-purchase regret. Consumers influenced by a fear of exclusion or by celebrity-driven messaging often experience dissatisfaction when the product fails to meet inflated expectations. The strongest feelings of regret were reported when decisions were emotionally driven rather than based on actual need or utility. Third, impulse buying significantly contributed to post-purchase regret and partially mediated the relationship between fear of missing out (FOMO) and regret. This suggests that FOMO can both directly and indirectly lead to regret through its effect on impulsive behavior. However, impulse buying did not significantly mediate the relationship between celebrity endorsement and post-purchase regret, indicating that consumers may still apply rational judgment when evaluating celebrity-endorsed products, limiting the potential for emotional dissonance after the purchase. Overall, the study highlights the dual-edged nature of emotionally charged marketing strategies in digital beauty commerce. While triggers such as FOMO and celebrity influence can successfully drive spontaneous purchases, they may also increase the likelihood of regret if consumer expectations are not carefully managed. Therefore, marketers must adopt ethical and transparent communication practices to foster sustainable trust and minimize the emotional fallout of impulsive decision-making.

Acknowledgement. The authors extend their sincere appreciation to Sekolah Tinggi Ilmu Ekonomi Ciputra Makassar and Pattimura University for their invaluable academic and institutional support throughout this research. This study is scheduled for presentation at the 2025 International Conference of Organizational Innovation (ICOI), jointly hosted by Universitas Dhyana Pura (Indonesia), the International Association of Organizational Innovation (IAOI, USA), and the Forum Manajemen Indonesia (FMI). The authors are honored to contribute to the ongoing scholarly discourse on consumer psychology and digital marketing in the beauty sector and gratefully acknowledge the constructive insights and recommendations offered by the ICOI scientific committee.

References

Amalia Fachrudin, K., Silalahi, A., & Syafiq, N. (2024). *The Pain Of Paying And Post Purchase Regret Using Cashless Transaction In Two Age Groups*. Https://Doi.Org/10.4108/Eai.22-9-2022.2337393

Ardyan, E., & Sanapang, G. M. (2023). Online Compulsive Buying And Brand Addiction In Indonesia: The Importance Of Using Fear Of Missing Out And Social Commerce Interactivity. *The Winners*, *24*(2), 117–126. Https://Doi.Org/10.21512/Tw.V24i2.10817

Arifin, M., Mismiwati, M., & Anwar, D. (2024). The Effect Of Fomo (Fear Of Missing Out) And Price Discount On Impulse Buying With Religiosity As A Moderating Variable In Palembang City

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

People Who Shop At E-Commerce Shopee. *International Journal Of Multidisciplinary Research And Analysis*, *07*. Https://Doi.Org/10.47191/Ijmra/V7-I05-34

Azzahra, L., & Nursholehah, N. (2022). The Effect Of Using Celebrity Endorser On Consumer Impulse Buying Behavior (Survey On Scarlett Body Whitening In Bandung City, Indonesia) Pengaruh Penggunaan Celebrity Endorser Terhadap Implusive Buying Behavior Konsumen (Survey Pada Scarlett Body Whitening Di Kota Bandung, Indonesia). *International Journal Administration, Business And Organization (Ijabo) |*, *3*(2), 70–82. Https://Ijabo.A3i.Or.Id

Bisma, R., & Hadi, E. (2023). Pengaruh Viral Marketing Dan Internet Celebrity Endorsement Terhadap Impulse Buying Melalui Online Trust. *Reslaj : Religion Education Social Laa Roiba Journal*, *6*, 1512–1526. Https://Doi.Org/10.47467/Reslaj.V6i3.5574

Dankwah, J. B., Kwakwa, P. A., & Ibrahim Nnindini, S. (2024). Why Did I Buy This? Examining The Relationship Between Consumer Ethnocentrism, Celebrity Endorsement And Post-Purchase Regret. *Cogent Business And Management*, *11*(1). Https://Doi.Org/10.1080/23311975.2024.2381865

Ekanayake, E., & Karunarathne, E. (2022). Self-Esteem, Risk-Version And Post Purchase Regrets: Moderating Effect Of Demographics In Sri Lankan Shopping Malls. *International Journal Of Marketing, Communication And New Media*, *10*, 151–185. Https://Doi.Org/10.54663/2182-9306.2022.V10.N18.151-185

Good, M. C., & Hyman, M. R. (2021). Direct And Indirect Effects Of Fear-Of-Missing-Out Appeals On Purchase Likelihood. *Journal Of Consumer Behaviour*, *20*(3), 564–576. Https://Doi.Org/10.1002/Cb.1885

Handayani, E. S., & Haryadi, R. (2023). Korelasi Kepribadian Fear Missing Out Terhadap Adiksi Impulsive Online Buying Di Masa Pandemi Pada Anak Dan Remaja. *Bulletin Of Counseling And Psychotherapy*, *4*(3). Https://Doi.Org/10.51214/Bocp.V4i3.439

Ilyas, G. B., Rahmi, S., Tamsah, H., & Yusriadi, Y. (2022). Does Fear Of Missing Out Give Satisfaction In Purchasing Based On Social Media Content? *International Journal Of Data And Network Science*, *6*(2), 409–418. Https://Doi.Org/10.5267/J.Ijdns.2021.12.013

Jurnal, K. :, Manajemen, I., & Hadmandho, T. C. (2022). The Influence Of Instagram Endorsment Celebrities On Impulsive Buying Behavior Of Students In Rokan Hulu Regency, Riau Province. *Kontigensi: Scientific Journal Of Management*, *10*(2), 208–216. Https://Creativecommons.Org/Licenses/By-Nc/4.0/

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Kartika, D., Fardhani, M. H., & Anggraeni, R. D. (2025). Hubungan Fomo Boneka Labubu Terhadap Impulsif Buying Generasi Z Di Kota Surabaya. *Jurnal Mahasiswa Humanis*, *5*(1), 588.

Kartika Hima Darmayanti, K., Islam Negeri Raden Fatah Palembang Jl Pangeran Ratu, U., Seberang Ulu, K. I., & Palembang Sumatera Selatan, K. (2023). The Relationship Between Impulse Buying And Post Purchase Regret In Female Students Who Shop On E-Commerce. In *Indonesian Journal Of Behavioral Studies* (Vol. 3, Issue 2). Https://Apjii.Or.Id/Survei

Kumar, A., Chaudhuri, S., Bhardwaj, A., & Mishra, P. (2020). Impulse Buying And Post-Purchase Regret: A Study Of Shopping Behaviour For The Purchase Of Grocery Products. *International Journal Of Management*, *11*(12). Https://Doi.Org/10.34218/Ijm.11.12.2020.057

Li, S., Suhari, U., Shidiqqi, M. F., Aras, M., & Mani, L. (2023). The Role Of Celebrity Endorsement On Impulse Buying Behavior With Customer Loyalty As A Moderating In The E-Commerce Industry. *Business Economic, Communication, And Social Sciences Journal (Becoss)*, *5*(1), 59–72. Https://Doi.Org/10.21512/Becossjournal.V5i1.9076

Mahmud, D., Heryanto, F. N., Muzaki, H., & Mustikasari, F. (2023). The Influence Of Hedonic Motivation, Influencer Marketing On Purchase Decision With Fomo (Fear Of Missing Out) As Mediation. *International Journal Of Professional Business Review*, *8*(11), E03834. Https://Doi.Org/10.26668/Businessreview/2023.V8i11.3834

Marjerison, R. K., Hu, J., & Wang, H. (2022). The Effect Of Time-Limited Promotion On E-Consumers' Public Self-Consciousness And Purchase Behavior. *Sustainability (Switzerland)*, *14*(23). Https://Doi.Org/10.3390/Su142316087

Mittal, Sheetal, Sondhi, Neena, & Chawla, Deepak. (2017). Process Of Impulse Buying: A Qualitative Exploration. *Global Business Review*, *19*(1), 131–146. Https://Doi.Org/10.1177/0972150917713368

Molelekeng, B. V., & Dondolo, H. B. (2021). Effect Of Celebrity Endorsers' Attributes On Purchase Intentions In South Africa. *Innovative Marketing*, *17*(4), 111–119. Https://Doi.Org/10.21511/Im.17(4).2021.10

Nasr, S. A., Sunitiyoso, Y., & Suhaimi, H. (2023). The Effect Of Fear Of Missing Out On Buying And Post-Purchasing Behaviour Toward Indonesia's Generation Z Online Shoppers (Case Study: E-Commerce Indonesia). *International Journal Of Current Science Research And Review*, *06*(09). Https://Doi.Org/10.47191/Ijcsrr/V6-I9-15

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Ögel, S. (2022). To Buy Or Not To Buy Foreign Currency: The Interplay Between Fear Of Missing Out, Unplanned Buying Behavior And Post-Purchase Regret. *Journal Of Applied And Theoretical Social Sciences*, *4*(1). Https://Doi.Org/10.37241/Jatss.2022.48

Park, J., & Hill, W. T. (2018). Exploring The Role Of Justification And Cognitive Effort Exertion On Post-Purchase Regret In Online Shopping. *Computers In Human Behavior*, *83*, 235–242. Https://Doi.Org/Https://Doi.Org/10.1016/J.Chb.2018.01.036

Perez, K. D., Fonollera, K. J. B., Atienza, C. M. M., Sarmiento, D. M. R., Enano, A. S., Ilustre, V. M. V, Jimenez, R. J. W., & Limos-Galay, J. A. (2024). Fear-Of-Missing-Out (Fomo) Behavior And Post-Purchase Experiences Of Senior High School Students In Divine Word College Of San Jose. *International Journal Of Research Studies In Management*, *12*(3). Https://Doi.Org/10.5861/Ijrsm.2024.1051

Rachman, A., Efawati, Y., & Anmoel, J. T. (2024). Understanding The Role Of Fomo (Fear Of Missing Out) In Impulse Purchase For Smes. *Riset*, *6*(2), 117–134. Https://Doi.Org/10.37641/Riset.V6i2.2109

Sanapang, G. M., Ardyan, E., & Christian, S. (2024). Understanding The Important Role Of Online Customer Reviews In Social Commerce On Customer Trust And Impulse Buying. *Review Of Management And Entrepreneurship*, *8*(1), 70–84. Https://Doi.Org/10.37715/Rme.V8i1.4336

Sanapang, G. M., Monalisa, M., Syam, A., Ardyan, E., & Perdana, C. C. (2025). *Digital Marketing: Strategy & Inovasi Pemasaran Digital*. Pt. Green Pustaka Indonesia.

Sarwar, M. A., Nasir, J., Sarwar, B., Hussain, M., & Abbas, A. (2023). An Investigation Of Precursors Of Online Impulse Buying And Its Effects On Purchase Regret: Role Of Consumer Innovation. *International Journal Of Innovation Science*. Https://Doi.Org/10.1108/Ijis-12-2022-0244

Sokić, K., Horvat, D., & Martinčić, S. G. (2020). How Impulsivity Influences The Post-Purchase Consumer Regret? *Business Systems Research*, *11*(3), 14–29. Https://Doi.Org/10.2478/Bsrj-2020-0024

Verina, L., Secapramana, H., Magdalena, G. J., & Yuwanto, L. (2021). *Impulsive Buying, Post-Purchase Regret, And Credit Card*. Www.Kppu.Go.Id

Yu, T., Guan, Z., Li, J., Zhang, J., & Dong, J. (2023). Optimal Pricing Strategies Of E-Commerce Supply Chain Considering Consumers' Anticipated Regrets Under The Background Of Blockchain Anti-Counterfeiting Technology. *International Transactions In Operational Research*, *31*. Https://Doi.Org/10.1111/Itor.13394

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

Zulkarnain, Z., Novliadi, F., Zahreni, S., & Iskandar, L. (2018). Consumer Purchase Regret: How Personality Influences Outcome Regret And Process Regret. *Journal Of Business And Retail Management Research*, *13*, 100–107. Https://Doi.Org/10.24052/Jbrmr/V13is01/Art-10

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (http://creativecommons.org/licenses/by/4.0/)