



Analysis of Factors Influencing Online Impulsive Purchases of “Somethinc” Cosmetic Products Among Generation Z Muslims in Central Java

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Article Info :

Received:
24-07-2026
Revised:
04-08-2026
Accepted:
11-08-2026

Abstract

This study analyzes the factors influencing online impulsive purchases of “Somethinc” cosmetic products among Generation Z Muslim consumers in Central Java, focusing on consumer income, product price, consumer preference, live streaming, fear of missing out (FOMO), and discount vouchers. This empirical study employed a quantitative explanatory design and multinomial logistic regression using IBM SPSS 25. Primary data were collected through an online questionnaire from 150 respondents selected using purposive sampling based on predetermined demographic and purchasing criteria. The results indicate that consumer income, product price, consumer preference, and live streaming do not significantly influence impulsive purchasing behavior. FOMO has a positive and significant effect, with higher FOMO increasing the likelihood of impulsive purchases, while discount vouchers have a negative and significant effect on the Make Up category but no significant effect on the Skincare category. The findings demonstrate that psychological factors, particularly FOMO, have a stronger role in explaining impulsive purchasing than conventional economic and digital marketing factors in the observed consumer segment. The study highlights the importance of self-control and responsible financial management among young Muslim consumers and provides implications for marketers in designing digital promotional strategies that consider psychological responses and responsible consumption.

Keywords: Discount Voucher, E-Commerce, Fear of Missing Out, Generation Z, Impulsive Buying.



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INTRODUCTION

The development of the Internet has transformed the global retail landscape by reducing informational and geographical barriers between consumers and sellers while enabling businesses to market products through increasingly integrated e-commerce platforms. Digital commerce provides consumers with greater purchasing convenience and enables sellers to reduce operational barriers while expanding their market reach across geographical boundaries. In Indonesia, the continuous expansion of online purchasing has intensified competition among businesses and simultaneously created a consumption environment in which consumers can encounter products, promotions, recommendations, and purchasing opportunities within a highly compressed decision-making process. This transformation is particularly visible in the beauty and personal-care industry, where the rapid circulation of trends has contributed to the emergence of “fast beauty,” characterized by frequent product launches and intense competition among brands attempting to reproduce popular market trends. Social media and influencer-based communication have become important mechanisms through which consumers encounter and evaluate products, particularly because content marketing on e-commerce platforms can integrate product information with social and persuasive stimuli (Geng et al., 2020). Such conditions create opportunities for impulsive consumption because purchasing decisions can be formed rapidly without the degree of prior planning normally associated with conventional shopping. The behavioral consequences are important because impulsive online purchases may involve excessive expenditure and subsequent feelings of regret, particularly when consumers experience difficulties in regulating purchasing impulses (Handayani & Haryadi, 2023).

The Indonesian cosmetic market provides a particularly relevant setting for examining this phenomenon because cosmetic products constitute a substantial proportion of newly registered products and local brands have achieved increasingly strong positions within the domestic market. The rapid

expansion of local cosmetic brands has been accompanied by intensive digital marketing practices that use social media, influencers, online marketplaces, and promotional campaigns to attract younger consumers. Among these brands, “Somethinc” has demonstrated strong market visibility and was identified as one of the leading local skincare brands in Indonesian online marketplaces (Compas, 2022). The prominence of this brand is particularly relevant because cosmetic consumption is closely connected with changing beauty preferences, social visibility, and consumers’ continuous exposure to new product offerings. Live streaming further intensifies this environment by allowing influencers or sellers to communicate directly with prospective buyers while presenting products and responding to questions in real time (Lee & Theokary, 2021). Research on live-streaming commerce indicates that the combination of product stimuli and social stimuli can encourage consumers to make immediate purchasing decisions rather than follow previously established purchasing plans (Cheng, 2020). Discount mechanisms can reinforce this process because price reductions and free-shipping incentives increase the perceived attractiveness of immediate transactions and may encourage consumers who initially had no intention to purchase to complete a transaction (Kushindrajati Aprilia et al., 2023).

Generation Z constitutes an important consumer segment within this digital transformation because its members have grown up alongside rapid developments in information technology, social media, and mobile commerce. Indonesia’s large Generation Z population consequently represents a substantial market whose consumption practices are closely connected with digitally mediated information, social interaction, and continuously changing consumption trends. The psychological dimension of this environment becomes particularly relevant through Fear of Missing Out (FOMO), which describes an individual’s apprehension that others are experiencing desirable activities or opportunities from which the individual is absent (Przybylski et al., 2013). FOMO can influence consumption decisions because social-media environments continuously expose individuals to activities, products, and experiences that may create perceptions of exclusion or missed opportunities. Consumers with stronger FOMO tendencies may become more susceptible to impulsive purchasing because the perceived possibility of missing a desirable opportunity can increase the urgency to act (Hodkinson, 2019). Conformity-related consumption further suggests that concerns about being excluded from prevailing social consumption patterns can strengthen consumers’ willingness to purchase products that are currently popular within their social environment (Kang et al., 2019). This issue becomes more distinctive when the consumer segment is defined not only by age and digital behavior but also by Muslim identity and the corresponding consideration of appropriate consumption. Recent research on Generation Z and halal cosmetics has begun to examine purchasing decisions within social-media environments, yet the specific determinants of impulsive cosmetic purchasing among Muslim Generation Z consumers remain insufficiently established (Humahira & Ekawaty, 2026).

Previous research indicates that impulsive buying is not adequately explained by a single promotional or psychological stimulus because the behavior may emerge from the interaction between internal consumer characteristics and external purchasing conditions. Economic factors remain relevant because consumers evaluate the monetary sacrifice associated with a product in relation to its perceived value, benefits, and affordability (Kotler & Keller, 2018). Nevertheless, empirical evidence concerning the role of price and promotional incentives remains inconsistent across studies, as some research identifies a positive relationship between price discounts and impulsive buying while other research reports different patterns of influence. Jamjuri et al. (2022) found that price discounts could increase impulsive buying through positive emotional responses, indicating that promotional effects may operate partly through consumers’ affective reactions. Other research has shown that price and promotion can significantly influence impulsive purchases, suggesting that economic attractiveness and promotional stimulation may jointly affect consumers’ purchasing decisions (Alfani, 2020). Consumer preference represents another important dimension because changing lifestyles, fashion developments, cultural influences, and communities can transform discretionary desires into perceived consumption needs (Fauzia et al., 2018). Income also represents a theoretically relevant determinant because purchasing capacity determines the resources available to consumers when responding to online purchasing opportunities, although previous findings regarding its influence on impulsive buying remain inconsistent. This inconsistency indicates that economic variables alone cannot fully explain online impulsive purchasing and should instead be examined alongside consumers’ preferences, psychological conditions, and digital purchasing stimuli.

The literature also reveals important conceptual and empirical gaps concerning the integration of these determinants within the context of Muslim Generation Z consumers purchasing cosmetic products online. Existing studies frequently examine individual variables such as price discounts, live streaming, FOMO, or income independently, making it difficult to determine how economic, psychological, preference-based, and technological factors operate simultaneously within a single purchasing environment. The role of promotional stimuli remains particularly complex because price discounts have been associated with positive emotions and impulsive purchasing, indicating that the effect of a promotion may depend on consumers' emotional responses rather than on the monetary reduction alone (Aliwinoto et al., 2024). Live-streaming research similarly indicates that consumer trust can mediate the relationship between personal branding, live streaming, and impulsive buying, demonstrating that real-time digital interaction may influence purchasing behavior through mechanisms beyond simple product exposure (Safitri et al., 2024). FOMO represents another unresolved dimension because it has been associated with consumers' impulse buying behavior, while its influence may also extend to post-purchase regret and the evaluation of purchasing decisions after the transaction has occurred (Çelik et al., 2019). Recent research further suggests that FOMO can play a role in skincare purchase intention within e-commerce environments, indicating that the phenomenon deserves greater attention within the rapidly expanding digital beauty market (Mutiarasari et al., 2025). These findings expose a gap concerning whether impulsive purchases of cosmetic products among Muslim Generation Z consumers are primarily associated with purchasing capacity and price, established consumer preferences, interactive digital marketing, psychological urgency, or promotional incentives. The gap has both scientific and practical significance because understanding these relationships can contribute to a more context-sensitive explanation of digital consumer behavior while helping businesses recognize the distinction between genuine consumer preference and purchasing responses generated by temporary digital stimulation.

This study is positioned at the intersection of consumer behavior, digital marketing, and Muslim consumer research by examining the determinants of online impulsive purchases of "Somethinc" cosmetic products among Generation Z Muslims in Central Java. The study specifically investigates consumer income, product price, consumer preference, live streaming, Fear of Missing Out, and discount vouchers as explanatory factors of online impulsive purchasing behavior. The analytical framework connects economic considerations concerning consumers' purchasing capacity and product value with behavioral considerations concerning preference formation and psychological responses to digital stimuli. Rather than viewing impulsive buying solely as a consequence of promotional pressure, the study conceptualizes it as a multidimensional behavioral response that can emerge from the interaction of consumers' economic resources, product evaluations, personal preferences, social-media experiences, psychological urgency, and promotional opportunities. The research therefore aims to analyze the influence of consumer income, product price, consumer preference, live streaming, FOMO, and discount vouchers on online impulsive purchases of "Somethinc" cosmetic products among Generation Z Muslims in Central Java. Theoretically, the study contributes to the literature by extending the analysis of online impulsive purchasing to a Muslim Generation Z context and by integrating economic, preference-based, technological, psychological, and promotional determinants within a unified research framework. Methodologically, the study provides an empirically testable model for identifying the relative contribution of these factors and offers a context-specific basis for understanding impulsive cosmetic consumption within Indonesia's rapidly developing digital marketplace.

RESEARCH METHODS

This study is an empirical study employing a quantitative approach with an associative (explanatory research) design and a cross-sectional framework to examine the effects of consumer income, product price, consumer preference, live streaming, fear of missing out (FOMO), and discount vouchers on online impulsive purchases of "Somethinc" cosmetic products. Primary data were collected at a single point in time through a structured online questionnaire distributed using Google Forms, while the population comprised Generation Z Muslim consumers residing in Central Java who had purchased and used "Somethinc" cosmetic products through online channels. Because the exact population size was unknown, 150 respondents were selected using non-probability sampling with a purposive sampling technique based on the criteria of belonging to Generation Z (born between 1997 and 2012), being Muslim, residing in Central Java, and having purchased "Somethinc" cosmetic products online.

within the previous year. Consumer income was operationalized through occupation and regular monthly income, product price through affordability, price competitiveness, and price–benefit suitability, and consumer preference through preference, purchase frequency, recommendation level, and satisfaction (Rudianti et al., 2022). Live streaming was measured through product usefulness, purchasing convenience, product price, and encouragement to make an impulsive purchase, while FOMO was assessed through fear, worry, and anxiety, and discount vouchers through discount attractiveness, discount magnitude, and purchase quantity (Kristi et al., 2023). Each indicator was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), allowing the respondents' perceptions and experiences to be quantified for subsequent statistical analysis. The questionnaire was administered to eligible respondents who met all predetermined criteria to ensure that the collected observations were directly relevant to the research objectives.

Data analysis began with validity and reliability testing to establish the adequacy and consistency of the measurement instrument before the main statistical analysis was performed. The validated data were analyzed using multinomial logistic regression with IBM SPSS Statistics 25 because the dependent variable consisted of three purchasing categories, namely Make Up, Skincare, and Both, with Both specified as the reference category. The general multinomial logistic regression model was formulated as follows (Hosmer & Lemeshow, 2000):

$$\ln[P(Y = j) / P(Y = 3)] = \beta_{0j} + \beta_{1j}X_1 + \beta_{2j}X_2 + \beta_{3j}X_3 + \beta_{4j}X_4 + \beta_{5j}X_5 + \beta_{6j}X_6 + \varepsilon_j \quad (1)$$

where Y represents the online impulsive purchase category, $j = 1$ represents *Make Up*, $j = 2$ represents *Skincare*, and $Y = 3$ represents *Both* as the reference category, while X_1 through X_6 represent consumer income, product price, consumer preference, live streaming, FOMO, and discount vouchers, respectively. Model evaluation included *Model Fitting Information* based on $-2 \text{ Log Likelihood}$, *Likelihood Ratio Tests* to assess the contribution of individual predictors, and *Pseudo R-Square* to evaluate the explanatory capacity of the model. The estimated coefficients were interpreted according to their direction, statistical significance, and *odds ratios* for each non-reference purchasing category relative to *Both*, using a 5% significance level for hypothesis testing. Before the final regression estimation, the dataset was examined for potential multicollinearity among the independent variables and other relevant assumptions of multinomial logistic regression to ensure that the resulting estimates were statistically appropriate.

RESULTS AND DISCUSSION

Respondent Characteristics and Online Impulsive Purchase Context

The study involved 150 Generation Z Muslim respondents residing in Central Java who had purchased Somethinc cosmetic products through online channels within the previous year. The respondent profile is important for interpreting online impulsive purchasing because demographic characteristics can shape consumer responses to digital stimuli and purchasing situations. The distribution of respondents by gender and age is presented in Table 1. The data show that female respondents constituted the dominant proportion of the sample, while the largest age group consisted of respondents aged 19–22 years. This composition provides an empirical context for examining online cosmetic purchasing behavior among Generation Z Muslim consumers. Impulsive buying may involve immediate purchasing responses driven by emotional and situational stimuli rather than previously established purchasing intentions (Wiranata & Hananto, 2020).

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	12	8
	Female	138	92
Total		150	100
Age	15–18 years	10	7
	19–22 years	76	51
	23–27 years	63	43

Total*	149	101
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Primary data processing, 2025

As shown in Table 1, female respondents accounted for 138 individuals (92%), whereas male respondents accounted for 12 individuals (8%). The substantial predominance of female respondents is relevant to the research context because cosmetics, particularly makeup and skincare products, are strongly associated with female-oriented consumption markets. However, this distribution should be interpreted as a characteristic of the observed sample rather than evidence that gender directly determines impulsive purchasing behavior. Gender was not included as an explanatory variable in the multinomial logistic regression, so its role in this study is primarily descriptive. Previous research indicates that demographic characteristics may be associated with differences in impulse buying behavior, although their influence depends on the consumption context and situational conditions (Ugbomhe et al., 2021). The predominance of female respondents therefore provides contextual support for interpreting the purchasing behavior observed in the Somethinc cosmetic market.

The age distribution in Table 1 indicates that respondents aged 19–22 years formed the largest group, with 76 respondents (51%), followed by those aged 23–27 years with 63 respondents (43%). Respondents aged 15–18 years accounted for 10 individuals (7%), indicating a substantially smaller representation of the youngest group. The concentration among respondents aged 19–27 years suggests that the sample largely represents Generation Z consumers who are already entering the young-adult consumption stage. This age group is particularly relevant to online purchasing because digital platforms provide continuous access to product information, social interaction, promotional content, and electronic payment facilities. Consumer traits and situational factors can jointly influence online impulse buying, indicating that purchasing behavior should not be interpreted solely through demographic characteristics (Febrilia & Warokka, 2021). The age composition consequently provides an appropriate empirical setting for examining psychological and digital-market variables associated with impulsive cosmetic purchases.

The demographic composition also provides an important context for understanding the role of digital marketing stimuli in cosmetic purchasing. Younger consumers can encounter product recommendations, promotional messages, and social-media content repeatedly before making an online transaction. Such exposure can reduce the temporal distance between product awareness and purchasing action, particularly when consumers encounter emotionally appealing or time-sensitive stimuli. Live streaming, for example, can combine product demonstrations, interpersonal interaction, and promotional information within a single digital environment. Research on online impulse buying in live-streaming contexts demonstrates that product and social stimuli can influence consumers' immediate purchasing responses (Cheng, 2020). The relevance of these mechanisms becomes stronger in the present study because the respondents belong to a generation that routinely interacts with digital commerce environments.

The characteristics presented in Table 1 should nevertheless be distinguished from the inferential results of the multinomial logistic regression. The descriptive distribution does not establish that female respondents or particular age groups are statistically responsible for differences between the Make Up, Skincare, and Both categories. Instead, the demographic profile establishes the empirical setting in which consumer income, product price, consumer preference, live streaming, FOMO, and discount vouchers are examined as explanatory variables. This distinction is necessary because online impulsive purchasing can arise from interactions between personal characteristics, psychological states, and situational stimuli. FOMO is particularly relevant because it represents a psychological tendency associated with emotional and behavioral responses to the possibility of missing desirable experiences or opportunities (Przybylski et al., 2013). The subsequent regression analysis therefore focuses on whether these explanatory variables provide statistically significant distinctions among the observed online cosmetic purchasing categories.

One important data issue should also be noted in the presentation of Table 1: the age frequencies provided in the original results are $10 + 76 + 63 = 149$, while the stated sample size is 150, and the listed percentages are $7\% + 51\% + 43\% = 101\%$ because of rounding and the frequency discrepancy. This means the age section cannot be presented as a mathematically complete distribution of 150 respondents without correcting the original SPSS output or identifying the missing respondent. The gender frequencies, in contrast, correctly total 150 respondents and 100%. For publication, the age figures

should therefore be checked against the original dataset before the manuscript is submitted. This correction is important because descriptive tables must maintain internal consistency between frequency, percentage, and total sample size. The analytical sections using the regression output can remain based on the reported inferential results, provided that the underlying SPSS output is verified.

Overall Model Fit and Goodness of Fit

The overall model fit test was conducted to determine whether the multinomial logistic regression model containing the six independent variables provided a statistically meaningful improvement over the intercept-only model. The comparison is important because a significant improvement indicates that the predictors collectively contribute to distinguishing the online impulsive purchase categories. The results of the model fitting test are presented in Table 2. The intercept-only model produced a -2 Log Likelihood value of 208.855, whereas the final model reduced the value to 189.925. This reduction indicates that incorporating consumer income, product price, consumer preference, live streaming, FOMO, and discount vouchers improved the model's fit to the observed purchasing-category data. The likelihood-ratio approach is appropriate for evaluating the collective contribution of predictors in multinomial logistic regression (Hosmer & Lemeshow, 2000).

Table 2. Overall Model Fit

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	208.855	—	—	—
Final	189.925	18.930	12	0.090

Source: Primary data processing, 2025

As shown in Table 2, the likelihood-ratio chi-square statistic is 18.930 with 12 degrees of freedom and a significance value of 0.090. Because the significance value is below the 10% significance level adopted in this study, the final model provides a statistically significant improvement compared with the intercept-only model. This finding indicates that the six explanatory variables collectively contain information relevant to differentiating the three online purchasing categories. However, statistical significance at the 10% level indicates a relatively moderate level of evidence, so the collective effect should not be interpreted as strong evidence that every predictor contributes individually. The result is consistent with the logic of multinomial regression, in which model-level significance can occur even when only a subset of predictors contributes meaningfully to category differentiation. The subsequent Wald test is therefore necessary to identify which explanatory variables account for the statistically significant contribution observed at the overall model level.

The goodness-of-fit assessment provides a complementary evaluation of whether the estimated multinomial model is compatible with the observed data. Table 3 presents both Pearson and Deviance goodness-of-fit statistics generated from the regression analysis. The Pearson test produces a chi-square value of 127.765 with 130 degrees of freedom and a significance value of 0.539, while the Deviance test produces a chi-square value of 138.685 with 130 degrees of freedom and a significance value of 0.285. Both significance values exceed the 10% threshold used in this study, indicating that there is insufficient statistical evidence to conclude that the model fits the observed data inadequately. A non-significant goodness-of-fit result is generally desirable because it indicates that the discrepancy between observed and model-implied frequencies is not statistically problematic (Hosmer & Lemeshow, 2000). The two tests therefore provide consistent evidence that the multinomial specification is reasonably compatible with the empirical observations.

Table 3. Goodness-of-Fit Test

Test	Chi-Square	df	Sig.
Pearson	127.765	130	0.539
Deviance	138.685	130	0.285

Source: Primary data processing, 2025

The Pearson result is particularly informative because its significance value of 0.539 is substantially higher than the study's 10% threshold. This indicates that the differences between the observed frequencies and those expected under the estimated model are not sufficiently large to indicate a lack of fit. The Deviance statistic produces a similar conclusion, with a significance value of 0.285, thereby reinforcing the evidence obtained from the Pearson test. The agreement between the two goodness-of-fit measures strengthens confidence that the model specification can be used to interpret the relationships between the explanatory variables and purchasing categories. Nevertheless, adequate model fit does not imply that the model has high predictive power or that every independent variable is statistically significant. Model adequacy must therefore be considered together with explanatory power, individual parameter tests, and classification accuracy in assessing the overall performance of the regression model.

The combined results of the model fitting and goodness-of-fit tests indicate that the multinomial logistic regression model is statistically acceptable for further interpretation. The reduction in $-2 \text{ Log Likelihood}$ from 208.855 to 189.925 demonstrates improvement over the intercept-only specification, while the significance value of 0.090 indicates collective significance at the adopted 10% level. At the same time, the Pearson and Deviance tests do not indicate a statistically significant mismatch between the model and the observed data. These findings suggest that the model captures meaningful variation in the purchasing categories without exhibiting evidence of inadequate overall fit. Such an interpretation is appropriate for an empirical study of online impulse buying because consumer decisions may reflect multiple simultaneous economic, psychological, and situational influences rather than a single dominant determinant. The next stage of analysis therefore examines the model's explanatory capacity and the partial contribution of each independent variable to determine which factors are statistically relevant.

Model Explanatory Power and Partial Effects

The explanatory power of the multinomial logistic regression model was evaluated using the Pseudo R-Square measures to determine the extent to which the six independent variables accounted for variation in online impulsive purchase categories. Unlike ordinary linear regression, multinomial logistic regression does not use a conventional R^2 value, so several pseudo-coefficients are commonly examined to provide an indication of model explanatory capacity. The results presented in Table 3 show Cox and Snell's value of 0.119, Nagelkerke's value of 0.134, and McFadden's value of 0.059. Among these measures, the Nagelkerke coefficient provides the highest estimated explanatory proportion, indicating that approximately 13.4% of the variation in purchasing-category outcomes can be associated with the predictors included in the model. The remaining variation is attributable to other factors that were not incorporated into the present model, including possible psychological, social, behavioral, and situational determinants. This relatively limited explanatory proportion is plausible because online impulse buying is a multidimensional behavior shaped by both consumer traits and situational conditions (Febrilia & Warokka, 2021). The Pseudo R-Square results therefore indicate that the model identifies relevant determinants while leaving substantial behavioral variation available for explanation through additional variables.

Table 4. Pseudo R-Square

Pseudo R-Square	Value
Cox and Snell	0.119
Nagelkerke	0.134
McFadden	0.059

Source: Primary data processing, 2025

The Nagelkerke value of 0.134 should not be interpreted as indicating that the model is unsuccessful, because the purpose of multinomial logistic regression is to identify statistically meaningful differences among categorical outcomes rather than to maximize variance explanation in the manner of ordinary least-squares regression. The value indicates that the six predictors jointly provide measurable information for distinguishing consumers according to their reported *Make Up*, *Skincare*, and *Both* purchasing categories. At the same time, the relatively large unexplained proportion suggests that online impulsive purchasing among Generation Z Muslim consumers is influenced by

factors beyond income, price, preference, live streaming, FOMO, and discount vouchers. Variables such as positive emotions, self-control, social influence, perceived scarcity, trust, website quality, and promotional intensity may represent potential explanations for the remaining variation. Previous research has demonstrated that online impulse buying can emerge through interactions between consumer traits and situational factors, reinforcing the interpretation that a single set of predictors may not fully capture the behavior (Wiranata & Hananto, 2020). The explanatory capacity should therefore be interpreted as evidence of partial model contribution rather than as a comprehensive representation of all mechanisms underlying online cosmetic impulse buying. This interpretation also supports the need to examine the individual effects of each predictor before drawing conclusions regarding the dominant determinants of purchasing-category differences.

The partial contribution of each independent variable was assessed using the likelihood-ratio Wald test, with a 10% significance level consistent with the overall model evaluation. The results in Table 4 indicate that consumer income (X1) produced a chi-square statistic of 1.625 with a significance value of 0.444, while product price (X2) produced a statistic of 0.770 with a significance value of 0.681. Consumer preference (X3) generated a chi-square value of 1.840 and a significance value of 0.399, whereas live streaming (X4) produced a chi-square value of 0.310 and a significance value of 0.856. FOMO (X5) generated the largest statistically meaningful contribution, with a chi-square value of 10.166 and a significance value of 0.006, while discount vouchers (X6) produced a chi-square value of 4.242 and a significance value of 0.120. The results demonstrate that FOMO is the only predictor with a clearly significant overall partial contribution at the 10% level, whereas the other variables do not reach the specified significance threshold. This pattern indicates that psychological pressure associated with the possibility of missing experiences or opportunities is more strongly associated with purchasing-category differentiation than the economic and digital-promotion variables examined in this model.

Table 5. Wald Test

Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	192.353	2.428	2	0.297
X1	191.549	1.625	2	0.444
X2	190.694	0.770	2	0.681
X3	191.764	1.840	2	0.399
X4	190.235	0.310	2	0.856
X5	200.091	10.166	2	0.006
X6	194.167	4.242	2	0.120

Source: Primary data processing, 2025

The non-significant result for consumer income indicates that differences in respondents' income-related characteristics do not provide sufficient statistical evidence for distinguishing the observed purchasing categories. This finding differs from the conventional expectation that greater purchasing capacity should facilitate greater consumption, because impulsive purchases can be initiated by immediate psychological or situational stimuli rather than by financial capacity alone. Muarti and Kurniawati (2023) similarly reported that income did not significantly determine impulsive buying in their study of online-shop consumers, supporting the possibility that financial resources are not necessarily the primary mechanism underlying unplanned purchases. Product price also failed to produce a significant partial effect, suggesting that price-related considerations did not sufficiently distinguish the purchasing categories in the present sample. The finding is consistent with Qomariah et al. (2020), who emphasized that impulse buying may be affected by discount prices, positive emotions, and situational factors rather than price considerations in isolation. Consumer preference and live streaming likewise failed to reach statistical significance, indicating that established product preferences and exposure to live-streaming content were not sufficiently strong predictors of category differences within the observed sample. The absence of significance for these variables suggests that immediate psychological pressure may be more consequential than rational product evaluation or digital presentation formats when consumers make impulsive cosmetic purchases.

FOMO presents a different statistical pattern because its significance value of 0.006 is substantially below the 10% threshold, demonstrating a significant contribution to the differentiation of online purchasing categories. This result indicates that stronger feelings of fear, worry, and anxiety concerning missed opportunities are associated with different probabilities of selecting *Make Up* or *Skincare* relative to the reference purchasing category. The finding is theoretically consistent with the view that FOMO represents a motivational and emotional state capable of influencing consumer behavior through concerns about being excluded from desirable experiences or social developments (Przybylski et al., 2013). It also corresponds with Çelik et al. (2019), who found that consumers' FOMO tendencies were associated with impulse buying and subsequent post-purchase regret. In the present context, the result suggests that Generation Z Muslim consumers may respond to perceived social or promotional urgency through purchasing behavior even when the purchase is not primarily determined by income, price, or product preference. The result is particularly relevant to online cosmetic markets because social-media exposure can continuously communicate trends, product popularity, and consumption opportunities that intensify perceived pressure to participate. The significant FOMO effect therefore provides the strongest empirical indication in the current model that psychological mechanisms play an important role in explaining online impulsive purchasing among the respondents.

The discount voucher variable produces a more nuanced result because its overall Wald test is not significant at the 10% level, despite the coefficient-level analysis later indicating a significant effect for one purchasing-category comparison. This distinction demonstrates why the interpretation of multinomial logistic regression should separate the overall contribution of a predictor from its effects within specific logit comparisons. Discount vouchers can theoretically encourage impulse buying by reducing perceived financial sacrifice and creating promotional incentives, yet their influence may depend on the type of product, purchasing objective, and consumers' emotional responses to the promotion. Research by Aliwinoto et al. (2024) identifies a relationship between price discounts and impulsive purchasing through positive emotions, while Noor (2020) also examines price discounts as a factor associated with impulsive buying. The present Wald result suggests that discount vouchers do not consistently differentiate all purchasing categories simultaneously, even though they may become relevant in a particular comparison. This finding illustrates the heterogeneous nature of promotional effects in online cosmetic purchasing, where a discount may trigger immediate acquisition for one product category but have a weaker influence when consumers are purchasing another category. The subsequent multinomial coefficient analysis is therefore necessary to identify the direction, magnitude, and category-specific significance of the effects identified by the model.

Multinomial Logistic Regression and Classification Accuracy

The multinomial logistic regression analysis was used to examine the direction, magnitude, and statistical significance of the effects of consumer income, product price, consumer preference, live streaming, fear of missing out (FOMO), and discount vouchers on online impulsive purchasing categories. The analysis compared the *Make Up* and *Skincare* categories with the reference category of *Both*, allowing the predictors to be evaluated according to differences in purchasing patterns. The estimated coefficients in Table 6 provide information through the B values, while the $\text{Exp}(B)$ values indicate changes in the relative odds associated with each predictor. A significance level of 10% was applied because the study design specified $\alpha = 0.10$ as the criterion for determining statistical significance. The regression estimates show that the predictors do not contribute uniformly across purchasing categories, indicating that impulsive purchasing behavior among Generation Z Muslim consumers involves heterogeneous decision mechanisms. This pattern is consistent with research showing that online impulse buying can be shaped by the interaction between consumer traits and situational stimuli rather than by a single economic determinant (Febrilia & Warokka, 2021).

Table 6. Multinomial Logistic Regression Results

Variable	B	Std. Error	Wald	df	Sig.	Exp(B)
1 Intercept	1.516	0.989	2.348	1	0.125	–
X1	-0.333	0.276	1.458	1	0.227	0.717
X2	-0.510	0.642	0.631	1	0.427	0.600
X3	0.251	0.534	0.221	1	0.638	1.286

X4	0.050	0.400	0.016	1	0.900	1.052
X5	0.722	0.406	3.156	1	0.076	2.058
X6	-1.073	0.601	3.188	1	0.074	0.342
2 Intercept	0.845	0.926	0.833	1	0.361	—
X1	-0.268	0.260	1.065	1	0.302	0.765
X2	-0.475	0.612	0.603	1	0.437	0.622
X3	-0.407	0.502	0.657	1	0.418	0.666
X4	0.193	0.379	0.259	1	0.611	1.213
X5	1.194	0.392	9.260	1	0.002	3.300
X6	-0.189	0.564	0.112	1	0.738	0.828

Source: Primary data processing, 2025

For the first comparison, represented by category 1 relative to the reference category, consumer income (X1), product price (X2), consumer preference (X3), and live streaming (X4) are statistically insignificant because their significance values exceed 0.10. Consumer income has a coefficient of -0.333 and an odds ratio of 0.717, while product price has a coefficient of -0.510 and an odds ratio of 0.600, indicating negative associations that are not statistically supported. Consumer preference produces a positive coefficient of 0.251 with an odds ratio of 1.286, whereas live streaming produces a coefficient of 0.050 with an odds ratio of 1.052. These results indicate that differences in income, perceived price, personal preference, and live-streaming exposure are insufficient to distinguish this purchasing category from consumers purchasing both product types. The insignificant income effect is comparable with the finding of Muarti and Kurniawati (2023), who reported that income did not significantly influence impulsive buying in online shopping. The result also indicates that impulsive purchasing among the respondents may be less dependent on consumers' financial capacity than on immediate psychological or situational stimuli.

FOMO (X5) and discount vouchers (X6) are the only predictors that reach statistical significance in the first comparison, with significance values of 0.076 and 0.074, respectively. FOMO has a positive coefficient of 0.722 and an Exp(B) of 2.058, indicating that an increase in FOMO is associated with approximately 2.06 times higher relative odds of belonging to the corresponding purchasing category rather than the reference category. This finding demonstrates that psychological concern about missing trends, opportunities, or socially relevant experiences can become a meaningful stimulus in online cosmetic purchasing. The result corresponds with Çelik et al. (2019), who found that consumers' FOMO tendencies were associated with impulse buying behavior, while Abel and Buff (2016) emphasized the relationship between FOMO and social-media-related consumer responses. In contrast, the discount voucher variable has a negative coefficient of -1.073 and an Exp(B) of 0.342, indicating lower relative odds for the corresponding purchasing category as the discount-voucher score increases. This negative direction differs from studies that commonly associate promotional discounts with impulsive purchasing, suggesting that the influence of discounts may depend on the purchasing context and the characteristics of the consumer (Aliwinoto et al., 2024).

The second comparison produces a stronger and more consistent effect for FOMO than the other predictors. FOMO records a coefficient of 1.194, a Wald statistic of 9.260, a significance value of 0.002, and an odds ratio of 3.300, indicating a statistically significant positive relationship with the second purchasing category relative to the reference category. The odds ratio means that higher FOMO is associated with approximately 3.30 times greater relative odds of being in this category, after accounting for the other predictors in the model. This result reinforces the interpretation that psychological urgency generated by the perception of missing socially or commercially relevant experiences can substantially influence online purchasing behavior. FOMO is conceptually associated with emotional and behavioral responses to the possibility of being excluded from desirable experiences, making it particularly relevant to digital consumption environments characterized by rapid information circulation and social comparison (Przybylski et al., 2013). The finding is also consistent with Harahap et al. (2023), who identified FOMO as an important factor in impulse buying while considering the principles of *Maqashid Shariah*. The magnitude of the odds ratio suggests that psychological pressure may be more influential than conventional economic considerations in differentiating impulsive cosmetic purchasing categories among the respondents.

The remaining predictors in the second comparison do not demonstrate statistically significant effects because their significance values are above the 0.10 threshold. Consumer income has a coefficient of -0.268 and an odds ratio of 0.765, product price has a coefficient of -0.475 and an odds ratio of 0.622, consumer preference has a coefficient of -0.407 and an odds ratio of 0.666, and live streaming has a coefficient of 0.193 and an odds ratio of 1.213. Discount vouchers also fail to reach significance in this comparison, with a coefficient of -0.189, a significance value of 0.738, and an odds ratio of 0.828. The absence of significant price effects is compatible with Qomariah et al. (2020), who demonstrated that impulse buying can be influenced by situational and emotional factors beyond discount-price considerations. The insignificant live-streaming effect is also consistent with Safitri et al. (2024), whose findings indicate that live streaming does not necessarily generate impulse buying directly when other consumer-related mechanisms are considered. The pattern suggests that digital promotional features may function as supporting stimuli, whereas the psychological disposition represented by FOMO has a more direct role in differentiating purchasing behavior in this sample.

The predictive performance of the multinomial logistic regression model was further evaluated through classification accuracy to determine the extent to which the estimated model correctly classified respondents into the three purchasing categories. The classification results are presented in Table 7, which compares the observed categories with the categories predicted by the model. Category 1 has a correct classification rate of 15.2%, category 2 reaches 81.8%, and category 3 records 34.2%, resulting in an overall classification accuracy of 49.3%. The relatively high classification rate for category 2 indicates that the model performs considerably better in identifying respondents belonging to this category than the other two categories. However, the overall accuracy of 49.3% indicates that the predictors included in the model have limited capacity to distinguish all three purchasing categories with equal precision. This finding is consistent with the relatively modest Nagelkerke Pseudo R-Square reported previously, indicating that additional behavioral, psychological, social, or digital-commerce variables may contribute to the classification of online impulsive purchases.

Table 7. Classification Accuracy

Observed	1	2	3	Percent Correct
1	7	31	8	15.2%
2	5	54	7	81.8%
3	3	22	13	34.2%
Overall Percentage	10.0%	71.3%	18.7%	49.3%

Source: Primary data processing, 2025

The classification pattern in Table 7 indicates that the model is most successful in identifying respondents in category 2, whereas its ability to classify categories 1 and 3 is substantially weaker. The 49.3% overall accuracy means that approximately half of the observations are correctly classified by the six explanatory variables included in the model. From a behavioral perspective, this moderate classification performance suggests that online impulsive purchasing is a multidimensional phenomenon that cannot be fully represented by income, price, preference, live streaming, FOMO, and discount vouchers alone. Previous research similarly indicates that online impulse buying can involve consumer traits, situational conditions, emotional responses, and digital shopping stimuli operating simultaneously (Wiranata & Hananto, 2020). The substantial contribution of FOMO in the regression estimates nevertheless identifies psychological urgency as a particularly relevant explanatory mechanism within the studied population. For Generation Z Muslim consumers, this finding also highlights the importance of understanding how digital social pressure interacts with consumption decisions and the principles of responsible consumption.

CONCLUSION

This study examined the factors influencing online impulsive purchases of “Somethinc” cosmetic products among Generation Z Muslim consumers in Central Java using multinomial logistic regression. The results indicate that consumer income does not have a statistically significant effect on impulsive purchasing across the observed purchase categories. Product price likewise shows no statistically significant influence, indicating that price considerations are not the primary determinant

of impulsive purchasing behavior in this consumer group. Consumer preference also does not significantly affect the likelihood of impulsive purchasing, suggesting that spontaneous purchasing decisions may occur without strong reliance on established product preferences. Live streaming does not demonstrate a significant effect, indicating that exposure to live-streaming content alone is insufficient to explain differences in impulsive purchasing categories. In contrast, fear of missing out (FOMO) has a positive and significant effect, with higher FOMO associated with greater odds of choosing individual product categories relative to the reference category. Discount vouchers show a negative and significant effect for the Make Up category, while their effect on the Skincare category is not statistically significant.

The findings indicate that psychological factors, particularly FOMO, have a more pronounced role in online impulsive purchasing than several conventional economic and marketing variables examined in this study. The positive effect of FOMO suggests that feelings of worry about missing trends, opportunities, or social experiences can encourage Generation Z Muslim consumers to make unplanned cosmetic purchases. The negative effect of discount vouchers for the Make Up category indicates that promotional incentives do not uniformly stimulate impulsive purchasing and may operate differently depending on the type of cosmetic product and purchasing context. These findings highlight the importance of self-control and responsible financial management when consumers encounter psychological triggers and promotional stimuli in online shopping environments. For consumers, greater awareness of emotional triggers and more deliberate evaluation of purchasing needs can support consumption decisions that are financially responsible and consistent with Islamic principles of halal, thayyib, and avoidance of excessive consumption. Future research should expand the geographical coverage and respondent characteristics to improve the generalizability of the findings across Muslim Generation Z consumers. Future studies may also incorporate additional psychological, social, digital-platform, religiosity, and financial variables to provide a more comprehensive explanation of online impulsive purchasing behavior.

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