

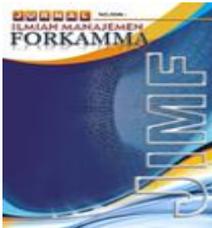
The Influence of E-WOM, Hedonic Shopping, Sales Promotion, and FOMO on Glad2Glow at Shopee

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ABSTRACT



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Abstract. *This study aims to analyze the influence of Electronic Word of Mouth (E-WOM), Hedonic Shopping, Sales Promotion, and Fear of Missing Out (FOMO) on impulse buying of Glad2Glow products on the Shopee platform. This study uses a quantitative approach with an explanatory research type. Data were collected through a survey using a structured questionnaire to 333 students of Muhammadiyah University of Purwokerto who had made impulsive purchases of Glad2Glow products. The sampling technique used was non-probability sampling with a purposive sampling approach. The data obtained were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results showed that simultaneously the variables E-WOM, Hedonic Shopping, Sales Promotion, and FOMO influenced impulse buying. However, partially E-WOM did not have a significant effect on impulse buying, while Hedonic Shopping, Sales Promotion, and FOMO had a positive and significant effect. These findings indicate that impulse buying behavior among beauty product consumers on e-commerce platforms is more influenced by emotional and situational factors than information obtained through online reviews. This research is expected to contribute to business actors in designing more effective marketing strategies on digital platforms.*

A. INTRODUCTION

The development of digital technology has shaped a new shopping environment that influences the way consumers evaluate and make purchasing decisions (Nurani et al., 2025). In the context of beauty products, the use of smartphone-based e-commerce applications expands consumer access to product information, user reviews, and various marketing stimuli simultaneously (Fadilah et al., 2025). This condition encourages a shift from a planned purchasing process to a faster and more responsive decision to digital stimuli (Chasanah & Mathori, 2021). Thus, online shopping not only functions as a means of transaction, but also as an interaction space that has the potential to influence consumer impulsive behavior (Widagdo & Roz, 2021).

The high transaction of beauty and care products in e-commerce shows that digital platforms are widely used by consumers to purchase personalized products. This condition reflects the higher intensity of consumer engagement in the Fast Moving Consumer Goods (FMCG) category, thereby increasing the potential for impulsive purchases in online shopping (Yonatan, 2024).

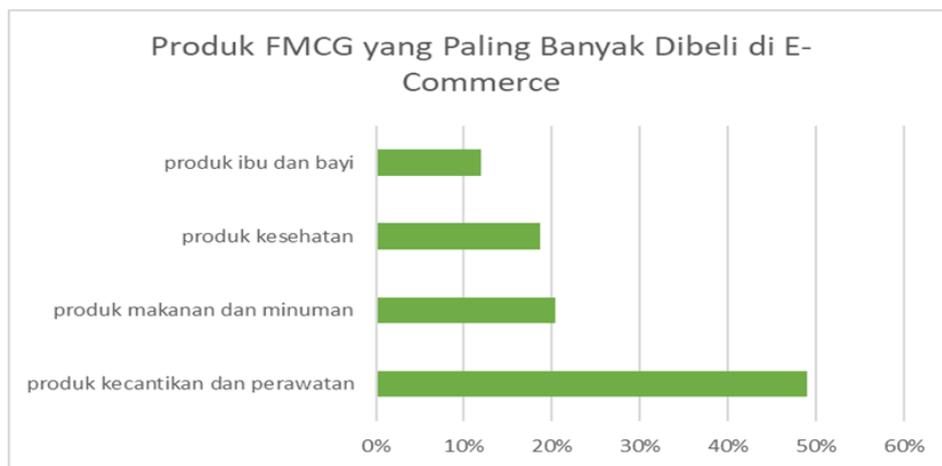


Figure 1. The most purchased FMCG products in e-commerce
 Source: Goodstat.com (2024)

One of the beauty and care products that ranks in the top three in sales percentage is the skincare brand Glad2Glow with a market share of 2.51%. This achievement can be seen in the statistical data shown in the following image, which shows the ranking of the best-selling skincare brands on Shopee by market share (Wafa, 2025).

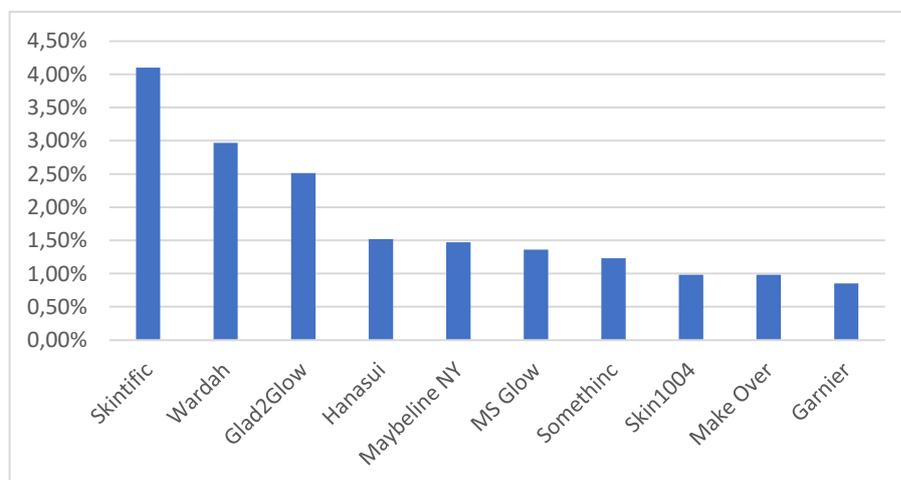


Figure 2. 10 Best-Selling Skincare Brands on Shopee Based on Market Share
 Source: Goodstat.com (2025)

Glad2Glow occupies the third position in the market share of beauty products, demonstrating the competitiveness of local brands amid the dominance of big brands (Wafa, 2025). This position is influenced by the characteristics of personal skincare products and the high exposure of consumers to digital marketing stimulus, which encourages impulsive purchases (Widagdo & Roz, 2021). Impulse Buying is a purchase decision that occurs spontaneously without prior planning and is triggered by situational stimuli during the shopping process (Rika et al., 2021). Therefore, impulsive behavior plays a role in strengthening Glad2Glow's sales performance and is relevant to be studied in the context of marketing beauty products on e-commerce platforms (Soelton et al., 2021).

Impulse buying behavior in e-commerce is influenced by electronic word of mouth (e-WOM). E-WOM is the delivery of consumer opinions and experiences of products through digital media that can shape the perception and response of other consumers' purchases (Effendi et al., 2020). In the context of beauty products, Glad2Glow has characteristics that are relevant to e-WOM due to the level of consumer dependence on reviews, visual testimonials, and influencer recommendations in evaluating product effectiveness (Ketut et al., 2025). The high exposure to positive reviews increases confidence and encourages consumers to make impulsive purchases (Yuniardi & Althalest, 2024). Research by Abdullah et al. (2025), Aurelia et al. (2021), and Yuniardi & Althalest (2024) revealed that E-WOM positively and significantly affects impulse buying. These findings are different from the research of Hasim (2022), Effendi et al. (2020), and Puspita & Afwa (2022) concluded that E-WOM does not affect impulse buying.

Hedonic shopping is a consumption orientation that emphasizes the search for pleasure and emotional satisfaction, so consumers tend to be more responsive to marketing stimuli and less consider rational aspects in decision-making (Sagir, 2024). This orientation increases the tendency for impulse buying to occur, because purchasing decisions are made spontaneously in response to a pleasant shopping experience (Pramesti & Dwiridotjahjono, 2022). In Glad2Glow products, stimuli such as visual design, product exclusivity, and time-based promotions strengthen the relationship between hedonic shopping and impulse buying (Imamah et al., 2025). Research by Sagir (2024), Pramesti & Dwiridotjahjono (2022), and Yusuf (2023) concluded that there is a significant influence between hedonistic spending on impulse purchases. In contrast to the findings from Syandana (2024), Laili (2023), and Supriatna et al. (2024) which proves that hedonistic spending does not affect impulse purchases.

Sales promotion is one of the determinants that plays a role in encouraging impulse buying (Effendi et al., 2020). Sales promotion is understood as a short-term marketing effort designed to stimulate purchases quickly through certain incentives (Kotler & Lee, 2019). In the context of Glad2Glow, the implementation of sales promotion is realized through digital promotional strategies such as discounts, bundling, vouchers, and flash sales at certain moments that increase the attractiveness of purchases (Nurani et al., 2025). Research by Effendi (2020), Abdullah (2025) and Yusuf (2023) concluded that a factor that encourages impulse buying is sales promotion. In contrast to the results of research by Maley (2022) and Sakdiah & Sukmawati (2022) who concluded that sales promotion does not affect impulse purchases.

Fear of Missing Out (FOMO) is a psychological condition that encourages individuals to feel worried about being left behind by others, thereby increasing the intensity of involvement on social media and sensitivity to digital marketing stimuli (Sagir, 2024). This behavior has the potential to make impulse purchases (Aziz et al., 2025). In the context of Glad2Glow sales on Shopee, FOMO is strengthened through urgency-based promotional features such as flash sales, countdown timers, and stock limitation information, which encourages consumers to make purchases without planning (Syandana & DhaniaJurnal, 2024). Research by Soleha & Sagir (2024) and Ketut et al (2025) shows that FOMO has a positive and significant impact on impulse buying. In contrast to the research of Pamungkas & Vania (2024) and Tondang & Dwita (2025) which concluded that FOMO does not affect impulse buying.

This research was developed from the research of Abdullah et al. (2025) which analyzes the influence of e-WOM, hedonic shopping, and sales promotion on impulse buying in the context of online retail. This study expands the model by adding the Fear of Missing Out (FOMO) variable, which was previously shown to influence impulse buying behavior in the context of e-commerce

that Tondang & Dwita (2025) has researched. The difference in findings in previous studies shows that there is a discrepancy in results related to the determinants of impulse buying, so further studies are needed to obtain a more comprehensive understanding. Therefore, this study aims to examine the influence of e-WOM, hedonic shopping, sales promotion, and FOMO on impulse buying among consumers of Glad2Glow beauty products on the Shopee platform, with the hope of enriching the literature and providing theoretical and practical implications for the development of digital marketing strategies.

B. LITERATURE REVIEW

Theory Three-Component Attitude Model

According to Schiffman and Kanuk (2012), the three-component attitude model theory explains that consumer attitudes are formed through three components, namely cognitive, affective, and conative, each of which represents aspects of knowledge, emotions, and behavioral tendencies in the decision-making process. The cognitive aspect is represented by electronic word of mouth (E-WOM) and sales promotion as a source of information that shapes the evaluation and perception of product value. The affective aspect is reflected through hedonic shopping and fear of missing out (FOMO) which triggers an emotional response during the online shopping process. Meanwhile, the conative aspect is manifested in impulse buying behavior as a form of spontaneous purchase action that arises from a combination of cognitive evaluation and consumer affective impulses. This framework is relevant to explain impulse buying behavior in beauty product consumers in e-commerce which is influenced by digital information, emotions, and situational stimuli.

Impulse Buying

Impulse buying is a purchase decision that occurs spontaneously and without prior planning, triggered by emotional impulses and external stimuli (Chasanah & Mathori, 2021). According to Schiffman and Kanuk (2012), impulse buying behavior is influenced by affective and cognitive components, where emotions such as excitement interact with the product evaluation process. Electronic word of mouth (E-WOM) and sales promotion act as a source of cognitive information that shapes consumer perceptions that encourage impulse buying (Effendi et al., 2020). Hedonistic shopping motivation adds to the pleasure of shopping thereby increasing impulsivity (Maley et al., 2022). Another important emotional factor is Fear of Missing Out (FOMO), the fear of missing out on trending products, also reinforces the impulse to spontaneous purchases (Ramdhani et al., 2025). These factors together affect impulse buying, especially in stimulus and easily accessible online shopping (Aziz et al., 2025).

Electronic word-of-mouth and Impulse Buying

Electronic Word of Mouth (E-WOM) is informal communication through electronic media regarding products or services that affect consumer attitudes and behaviors (Hasim & Lestari, 2022). Cognitive theory assumes that, consumers process information from E-WOM as a source of knowledge that shapes the perception and rational evaluation of the product before making a purchase decision (Schiffman et al., 2012). Thus, E-WOM serves as cognitive information that assists consumers in reducing uncertainty and increasing confidence in the product, which can ultimately influence purchasing behavior, including impulse buying (Effendi et al., 2020). Therefore, e-WOM is seen as having a positive effect on impulse buying. In line with the research of Abdullah et al. (2025) shows that electronic word-of-mouth (e-WOM) has a positive impact on impulse buying.

H1: Electronic word of mouth has a positive influence on impulse buying.

Hedonic Shopping and Impulse Buying

Hedonic shopping is a person's tendency to buy to fulfill psychological satisfaction, such as emotions, self-image, and personal experiences during shopping (Widagdo & Roz, 2021). Affective theory assumes that emotions play an important role in shaping consumer attitudes and decisions, where feelings of pleasure, satisfaction, and entertainment during the shopping process increase motivation to make purchases (Schiffman et al., 2012). Thus, hedonic shopping is not only based on functional aspects, but also on emotional urges that significantly affect

consumption behavior, including the tendency to make impulse purchases (Syandana & DhaniaJournal, 2024). The results of research by Pramesti & Dwiriditjahjono (2022) and Effendi (2020) show that hedonic shopping can affect impulse buying.

H2: Hedonic shopping has a positive influence on impulse buying.

Sales Promotion and Impulse Buying

According to Kotler and Lee (2019), sales promotion is a short-term incentive to encourage consumers or salespeople to immediately buy or sell products. Cognitive theory assumes that, consumers process this promotional information as an external stimulus that influences their perception and evaluation of the product (Schiffman et al., 2012). Information about discounts or rewards from sales promotions becomes cognitive input that helps consumers rationally assess the value and benefits of the product before making a purchase decision (Yusuf et al., 2023). Thus, sales promotion not only triggers emotional reactions, but also plays a role in the cognitive processes that determine consumer purchasing behavior (Abdullah et al., 2025). The results of research by Effendi (2020), Abdullah (2025) and Yusuf (2023) show that sales promotion can affect impulse buying.

H3: Sales promotion has a positive influence on impulse buying.

Fear of missing out and Impulse Buying

Fear of Missing Out (FOMO) is the anxiety of consumers to miss important opportunities, especially related to trends or promotions of popular products (Sagir, 2024). Affective theory assumes that, emotions such as anxiety and fear play an important role in influencing consumer attitudes and behaviors, prompting them to make immediate purchasing decisions so as not to miss out on these opportunities (Schiffman et al., 2012). FOMO triggers strong emotional urges that drive impulse purchases (Ramdhani et al., 2025). Thus, FOMO plays a significant emotional factor in triggering impulsive consumption behavior in the digital era (Pamungkas & Vania, 2024). The results of the research by Tondang & Dwita (2025) and Ketut et al (2025) show that fear of missing out (FoMO) has a positive impact on impulse buying.

H4: Fear of Missing Out has a positive effect on impulse buying.

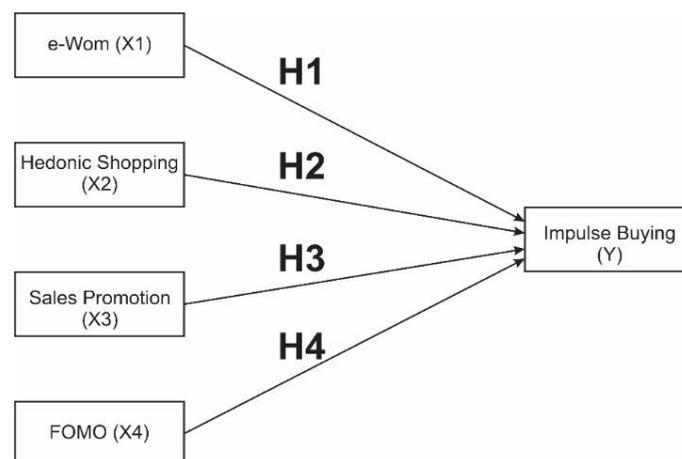


Figure 3. Conceptual Model

C. RESEARCH METHODOLOGY

The quantitative research approach with the type of explanatory research is implemented with a limited scope, namely students of the University of Muhammadiyah Purwokerto who have used and bought Glad2Glow skincare products. Students who have purchased Glad2Glow products are the population in this study, while respondents are determined using a non-probability sampling technique with a purposive sampling approach, based on the criteria that have been set. The respondent criteria include active students of the University of

Muhammadiyah Purwokerto, active users of the Shopee platform, and have made impulsive purchases of Glad2Glow products.

The determination of the number of samples was carried out using the ten times rule formula, which is the number of samples at least ten times the total indicators used (Hair et al., 2019). Data was collected through a closed-captioned questionnaire using a Likert scale of 1–5, which represents respondents' level of approval from "Strongly Disagree" to "Strongly Agree". The data analysis technique used is Structural Equation Modeling–Partial Least Squares (SEM-PLS), which aims to test the relationship and influence between variables in the research model, including validity, reliability, and hypothesis testing.

D. RESULT AND DISCUSSION

Respondent Characteristics

The analysis of respondent characteristics presented a comprehensive demographic picture of the 333 respondents, thus providing a deeper understanding of the respondents' backgrounds. A summary of respondent characteristics is presented in the following table.

Table 1. Respondent Description

Respondent Characteristics	Category	Quantity	Presentase
Age	18-20 Years	28	8.41%
	21-23 Years	295	88.59%
	24-26 Years	10	3.00%
Gender	Prempuan	297	85.29%
	Male	49	14.71%
Faculty	Faculty of Islamic Religion	16	4.80%
	Faculty of Economics and Business	154	46.25%
	Faculty of Pharmacy	21	6.31%
	Faculty of Law	78	23.42%
	Faculty of Cultural and Communication Sciences	4	1.20%
	Faculty of Health Sciences	40	12.01%
	Faculty of Medicine	4	1.20%
	Faculty of Teacher Training and Education	5	1.50%
	Faculty of Agriculture and Fisheries	3	0.90%
	Faculty of Psychology	2	0.60%
Pocket Money	Faculty of Engineering and Science	6	1.80%
	< IDR 1,000,000	54	16.22%
	IDR 1,000,000 – IDR 3,000,000	203	60.96%
	> Rp 3.000 000	76	22.82%

Based on the analysis of respondent characteristics, the majority of respondents were between 21-23 years old (88.59%) who were part of generation Z. Female gender dominance was 85.29%. With this age range and gender proportion, it illustrates the demikian, dapat disimpulkan bahwa model pengukuran dalam penelitian ini telah memenuhi syarat validitas konvergen dan layak untuk digunakan pada tahap analisis selanjutnya.

potential for a greater market potential among women, because women are more aware of the importance of maintaining skin health (Adawiyah & Haris, 2024).

Most of the respondents came from the Faculty of Economics and Business (46.25%) which reflects the characteristics of students who are often connected to digital information, so that it can increase the potential for impulse buying (Pamungkas & Vania, 2024). The majority of

respondents who have an allowance between IDR 1,000,000 - IDR 3,000,000 per month (60.96%), show intermediate financial ability that is relevant to impulsive behavior (Yusuf et al., 2023).

Reliability Validity Test

The validity of the data was tested using outer loading with a value of >0.7 as a valid indicator, which indicates that each indicator represents the construct well. To measure reliability, composite reliability with a value limit of >0.7 was used, indicating the consistency of the internal instrument (Hair et al., 2019).

Table 2. Variables, Indicators, Outer loadings, AVE, and Composite Reliability

Variabel	Indicator	Outer Loadings
Electronic Word Of Mouth (Fachrurazi et al., 2022)	Buy Glad2Glow products on Shopee based on other buyers' experiences on social media	0.872
	Buying Glad2Glow products on Shopee is affected by product update information	0.792
	Buy Glad2Glow Products on Shopee after reading customer reviews	0.796
	Buying Glad2Glow products at Shopee after participating in product discussions	0.804
Hedonic motivation (Utama et al., 2025)	Glad2Glow products on Shopee are always updated so that they meet the feeling of wanting to always be updated	0.859
	Buying Glad2Glow products on Shopee in hopes of getting praise from others.	0.768
	A pleasant feeling is obtained by buying Glad2Glow products on Shopee.	0.845
	Buying Glad2Glow products on Shopee can forget about the problems you are facing	0.862
Sales Promotion (Shihab et al., 2022)	Buying Glad2Glow products on Shopee to be accepted in social media interactions	0.863
	Vocuher shopping on Shopee can lead to unplanned purchases of Glad2Glow products	0.854
	Free shipping promotions on Shopee can lead to unplanned purchases of Glad2Glow products	0.824
	Flash sale promotions on Shopee can lead to unplanned purchase of Glad2Glow products	0.827
	Attractive price promotions on Shopee can lead to unplanned purchases of Glad2Glow products	0.796
Fear of Missing Out (Servidio et al., 2024)	Harbolnas promotion on Shopee can lead to unplanned purchase of Glad2Glow products	0.822
	Buying Glad2Glow products products so that I am not excluded from my group	0.886
	I feel left behind if I don't use cosmetic products Glad2Glow Products	0.862
	I'm worried that if I don't use cosmetic products Glad2Glow products, my friends will think I'm weird	0.899
	I feel uncomfortable when hanging out if I don't use cosmetics Glad2Glow Products	0.907
	I tend to buy cosmetics from Glad2Glow products so that they can be accepted in my group	0.908
I feel the need to use cosmetic products Glad2Glow products in order for my existence to be recognized	0.880	

Impulse Buying (Pereira et al., 2022)	Buying Glad2Glow products on Shopee is done spontaneously	0.838
	Buying Glad2Glow Products on Shopee without thinking about it	0.856
	Buying Glad2Glow Products on Shopee just because you see them in the product catalog	0.866
	Buying Glad2Glow products on Shopee is only based on feelings	0.820
	Buying Glad2Glow Products on Shopee that are actually not a necessity	0.822

Based on the table above, it can be seen that the Loading Factor value of all statement items > 0.70, then it can be concluded that all statement items are declared to be valid convergently.

Table 3. AVE, and Composite Reliability

Variabel	Composite Reliability	AVE
e-Wom	0.889	0.667
<i>Hedonic Shopping</i>	0.923	0.706
<i>Sales Promotion</i>	0.914	0.680
FOMO	0.958	0.793
<i>Impulse Buying</i>	0.923	0.707

The AVE value for all constructs also meets the minimum limit of >0.5, indicating that the variable is able to adequately explain the variance of the indicator. In addition, the Composite Reliability value of >0.7 on all variables confirms that the research instrument has high internal consistency and is reliable in measuring the constructs studied. The fulfillment of this criterion indicates that the measurement instruments in the study have good quality and can be used for accurate structural analysis.

Table 4. Fornell dan Lacker

	e-Wom	<i>Hedonic Shopping</i>	<i>Sales Promotion</i>	FOMO	<i>Impulse Buying</i>
e-Wom	0.817				
<i>Hedonic Shopping</i>	0.355	0.840			
<i>Sales Promotion</i>	0.643	0.494	0.825		
FOMO	0.224	0.713	0.393	0.890	
<i>Impulse Buying</i>	0.307	0.801	0.517	0.676	0.841

A greater square root value of AVE than the correlation between variables indicates that the construct meets discriminant validity (Hair et al., 2019). and the model is feasible for structural analysis.

Structural Model Test

Structural models are used to trace the correlations between latent variables in the *inner model*. This evaluation includes *R Square* (R^2) and direct effect. *R Square* is used to measure the success rate of regression model predictions against the value of dependent variables. As well as the fit model, the *evaluation of the fit model* aims to assess the suitability and feasibility of the overall structural model with the research data. (Hair et al., 2019).

Tabel 5. F Square, R Square, and R Square Adjusted

	F Square	R Square	R Square Adjusted
<i>Electronic word-of-mouth</i>	0.009		
<i>Hedonic shopping</i>	0.478		
<i>Sales promotion</i>	0.059		

<i>Fear of Missing Out</i>	0.058		
<i>Impulsive buying</i>		0.684	0.680

The results of the analysis showed that Electronic Word of Mouth had a small effect on impulse buying ($f^2 = 0.009$), hedonic shopping had the strongest effect ($f^2 = 0.478$), while sales promotion and Fear of Missing Out had a moderate effect ($f^2 = 0.059$ and 0.058), with an R^2 value of 0.684 indicating that the model explained 68% of the variation in impulse buying.

Table 5. Model fit

Model	Saturated Model	Estimated Model
SRMR	0.055	0.055
NFI	0.854	0.854

An SRMR value of 0.055 (< 0.08) indicates that the model has a good *goodness of fit*. Meanwhile, the NFI value of 0.854 indicates a fairly good level of model compatibility, so that the structural model is declared worthy of further testing.

Hypothesis Test.

To test the hypothesis, t-statistical and probability tests obtained through *bootstrapping results* were used. The criteria applied were t-statistics > 1.96 and p-value significance level < 0.05 (Hair et al., 2019). The SmartPLS output for bootstrapping hypothesis test analysis is shown in Table 5:

Table 5. Hypothesis Test

	T Statistic	P Values	Hypothesis	Description
E-Wom -> <i>Impulse Buying</i>	1.167	0.122	H1	Rejected
<i>Hedonic Shopping</i> -> <i>Impulse Buying</i>	9.389	0.000	H2	Accepted
<i>Sales Promotion</i> -> <i>Impulse</i> <i>Buying</i>	2.979	0.001	H3	Accepted
FOMO -> <i>Impulse Buying</i>	3.483	0.000	H4	Accepted

The results of the hypothesis test showed that *Electronic Word of Mouth* (E-WOM) had no significant effect on *impulse buying* because it had a *t-statistic* value of 1.167 and a *p-value* of 0.122 (> 0.05), so H1 was rejected. Meanwhile, *Hedonic Shopping* had a positive and significant effect on *impulse buying* with a *t-statistic* value of 9.389 and a *p-value* of 0.000 (< 0.05), so H2 was accepted. *Sales Promotion* also had a positive and significant effect on *impulse buying* with a *t-statistic* value of 2.979 and a *p-value* of 0.001 (< 0.05), so that H3 was accepted. Furthermore, *Fear of Missing Out* (FOMO) showed a positive and significant influence on *impulse buying* with a *t-statistic* value of 3.483 and a *p-value* of 0.000 (< 0.05), so H4 was accepted.

Electronic word of mouth Against Impulse Buying

E-WOM has no effect on impulse buying, so the hypothesis is rejected. These findings show that even though respondents were exposed to information related to Glad2Glow products on Shopee, such as buying Glad2Glow products on Shopee were affected by product update information and buying Glad2Glow products on Shopee after reading customer reviews, the information was not strong enough to encourage impulse purchases. This indicates that consumers tend to be more selective and critical in assessing online reviews, so that E-WOM functions more as a rational source of information than an emotional trigger in spontaneous purchasing decisions. The results of this study are in line with the research of Hasim and Lestari (2022) which found that E-WOM had no effect on impulse buying behavior.

Hedonic shopping Against Impulse Buying

Hedonic shopping has a positive effect on impulse buying. These findings suggest that the shopping drive based on fun, entertainment, and emotional experience is able to encourage consumers to make spontaneous purchases without planning. This is reflected in respondents' statements such as buying Glad2Glow products on Shopee can forget about the problems they are facing and buying Glad2Glow products on Shopee to be accepted in interactions on social

media, which illustrates that shopping activities are used as a means of emotional escape as well as meeting social needs. Thus, consumers tend to buy products not solely because of functional needs, but because of the feelings of pleasure, emotional satisfaction, and social recognition gained during the shopping process, thus triggering impulse purchases. The results of this study are in line with the research of Effendi et al. (2020) which states that hedonic shopping has a positive effect on impulse buying in the context of e-commerce.

Sales Promotion Against Impulse Buying

Sales promotion has a positive effect on impulse buying. These findings indicate that various forms of sales promotion on Shopee, such as shopping vouchers and flash sale promotions, are able to encourage consumers to purchase Glad2Glow products spontaneously without prior planning. This is reflected in the respondent's statement that shopping vouchers on Shopee can lead to unplanned purchases of Glad2Glow products and flash sale promotions on Shopee can lead to unplanned purchases of Glad2Glow products, which shows that promotions are attractive and time-limited creating a perception of profit as well as urgency. This condition strengthens the emotional drive of consumers to immediately make impulse purchases without going through deep rational considerations. The results of this study are in line with the research of Chasanah and Mathori (2021) which states that sales promotion has a positive effect on impulse buying on e-commerce platforms.

Fear Of Missing Out Against Impulse Buying

FOMO has a positive effect on impulse buying. These findings show that the fear of missing out on trends, promos, and experiences owned by others encourages consumers to make a purchase immediately without careful consideration. This is reflected in respondents' statements such as buying Glad2Glow products so as not to be excluded from the group, concerns that not using Glad2Glow cosmetics will be considered strange by friends, and feelings of discomfort in society if they do not use Glad2Glow products, which shows that there is social and psychological pressure in making purchase decisions. FOMO creates a strong sense of urgency and social anxiety, especially in a digital shopping environment filled with information flows and time-limited offers, thus encouraging consumers to make impulse purchases without going through an in-depth evaluation process. The results of this study are in line with the research of Soleha & Sagir (2024) which states that FOMO has a positive effect on impulse buying behavior in the context of e-commerce.

E. CONCLUSIONS AND SUGGESTIONS

This study aims to analyze the influence of Electronic Word of Mouth, Hedonic Shopping, Sales Promotion, and Fear of Missing Out (FOMO) on impulse buying of Glad2Glow products on Shopee. The results of the study show that simultaneously the four independent variables are able to explain impulse buying behavior well. However, partially, Electronic Word of Mouth had no effect on impulse buying, while Hedonic Shopping, Sales Promotion, and Fear of Missing Out were shown to have a positive effect. These findings indicate that impulse buying behavior in student consumers is more driven by emotional and situational factors, such as shopping pleasure, promotional appeal, and fear of missing out on trends or opportunities, rather than by online information or reviews. Thus, impulse buying decisions tend to occur spontaneously in response to psychological stimuli and promotions that are immediate.

For business actors and marketers of Glad2Glow beauty products on the Shopee platform, the results of this study show the importance of maximizing hedonic experience strategies, attractive sales promotions, and creating urgency through FOMO-based strategies, such as limited time offers and flash sales, to encourage impulse buying behavior. Meanwhile, the Electronic Word of Mouth (E-WOM) strategy needs to be packaged more persuasively and credible in order to increase consumer trust and contribute more to impulse purchases. This study has limitations in the scope of respondents which only involves students of the University of Muhammadiyah Purwokerto, so the results cannot be generalized widely. Therefore, further research is recommended to expand the characteristics of respondents in terms of region, age, and work background, as well as add other variables such as self-control, shopping lifestyle, or

brand trust, and use mediation or moderation approaches to gain a more comprehensive understanding of impulse buying behavior in e-commerce.

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