THE EFFECT OF *PHOMO, SHOPPING LIFESTYLE*, AND *HEDONIC SHOPPING MOTIVATION* ON *IMPULSE BUYING DECISION* IN *BEAUTY E-COMMERCE* BEAUTY HAUL (CASE STUDY OF STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF MUHAMMADIYAH NORTH SUMATRA)

Nurhaliza[1], Nindya Yunita[2], Finta Aramita[3]
[1,2,3] Medan Area University
nurhalizaah505@gmail.com

Abstract
The large variety of cosmetic products offered through online sales methods and various promotions is the cause of unplanned purchasing behavior or Impulse Buying Decision by customers. This unplanned decision to buy cosmetics products is influenced by various factors, both personal and environmental. This research examines the influence of FOMO, Shopping Lifestyle, Hedonic Shopping Motivation, on Impulse Buying Decision on Beauty Haul by Student. This type of research is quantitative with an associative design to determine the relationship between influencing variabels and the variabels that are influenced. The research population was 4.612 students from Faculty of Economics and Business at UMSU Medan for the 2023/2024 academic year. The sample was determined by puposive random sampling using the slovin formula and obtained 100 respondents. Data collection techniques through distributing questionnaires. The analysis technique used is multiple linear regression analysis and previously a classical assumption test was carried out. The research results show that FOMO, Shopping Lifestyle, and Hedonic Shopping Motivation partially have a positive and significant effect on the Impulse Buying Decisions of students at the Faculty of Economics and Business at UMSU Medan for the 2023/2024 academic year on Beauty Haul. FOMO, Shopping Lifestyle and Hedonic Shopping Motivstion simultaneously influence the Impulse Buying Decision of students from Faculty of Economics and Business at UMSU Medan for the 2023/2024 academic year on Beauty Haul.

Keywords: FOMO, Shopping Lifestyle, Hedonic Shopping Motivation, Impulse Buying Decision

INTRODUCTION

The rapid development of the internet today makes people's lifestyles tend to dominantly use online media gadgets in their activities, namely electronic equipment that can facilitate humans in various aspects of life including online shopping. This situation is supported by a sales system for various products that also uses online media known as electronic commerce. As stated (Wijaya, 2017) that business methods that use online media as an instrument or marketing strategy are better known as electronic commerce or e-commerce.

One of the products that are widely traded e-commerce is beauty products or cosmetics. Cosmetics are one of the most popular products, especially among women to add beauty. In Indonesian, the cosmetics industry is a mainstay industry which is one of the three National Priority industries as stated in the National Industrial Development Master Plan (RIPIN) 2015-2035. The cosmetics industry market is predicted to grow by 5.91% per year and is a highly competitive sector that is influenced by people's lifestyle towards the perception and use of cosmetic products. Reported by BPOM, there was an increase in the growth of the number of cosmetic product business from 819 in 2021 to 913 in 2022, this is equivalent to a growth of 20.6% in 2022. The largest market segment of the National Cosmetics Industry is the care segment, including skincare and personal care, with a market volume of 3.16 billion USD in 2022 (Ministry of industry, 2023).

Seeing the rapid growth in the number of cosmetic product business actors, various promotional strategies are needed to survive and continue to grow. One of the business actors in the beauty sector is Beauty Haul, the first beauty e-commerce in Indonesian in 2014. An online shop that promotes its business using social media. Beauty Haul collaborates with more than 200 brands such as Somethinc, Skintific, Avoskin, Amaterasun, Studio Tropik, Bare n bliss & so on and has 26 branches in 16 cities in Indonesian. Beauty products in Beauty Haul Mart with original quality & 100 percent have BPOM certification (Pressrelease.id, 2023).

Table 1. table of Online Visits to Beauty E-Commerce Sites in Indonesia

No	E-Commerce	Total Monthly Visits Website	Total Average Visit Duration	Total Instagram Followers
1.	Sociolla	1,2 M	00:02:02	1 M
2.	Beauty Haul Indo	140,1 K	00:03:41	946 K

Source: SimiliarWeb.com, 2023

The table presents a comparison of visit trends on beauty e-commerce websites in Indonesian, namely Sociolla and Beauty Haul. It can be seen in the table that Sociolla is ranked first with a total monthly website visit of 1.2 million, while Beauty Haul has a total monthly website visit of only 140.1 thousand. Meanwhile, in the total avarege visit duration, both have a difference of 1 minute, where Beauty Haul is ranked first, which is 3 minutes 41 seconds, and Sociolla is ranked first, which is 1 million followers, while Beauty Haul has 946 thousand followers.

This shows that Beauty Haul is far behind by Sociolla. Even Sociolla itself has succeeded in developing market expansion to Vietnam. Through this comparison, it can be seen that Beauty Haul's development has not been as that of Sociolla. Meanwhile, Beauty Haul is the first beauty e-commerce established in Indonesian compared to Sociolla.

Likewise, what happens to students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara, there are still many of them who dont know Beauty Haul, ignorance of Beauty Haul makes them choose to buy beauty products in other beauty e-commerce, such a Sociolla. They are more familiar with Sociolla has a mobile application that can be downloaded on Ios and Android users, this makes it easier for students to access the e-commerce. Unlike Beauty Haul, Beauty Haul's mobile application can only be downloaded on android users. Therefore, researchers want to conduct research on Beauty Haul beauty e-commerce at the Faculty of Economics and Business, North Sumatra Muhammadiyah University.

LITERATURE REVIEW

1. Impulse Buying Decision

Impulse Buying is a purchasing decision that occurs spontaneously after a consumer sees a product or item for sale and then the cunsumer decides to buy even thought it is not listed on the shopping list (Ratnaningsih, 2022). According to Rook in (Nurcholish, 2017), impulse buying is shopping behavior that occurs unplanned, emotionally attracted, where the decision making process is carried out quickly without thinking wisely and considering all existing information and alternatives.

2. Fear Of Missing Out

In the world of marketing, FOMO can play an important role in influencing consumer behavior in making purchasing decisions (Suhartini et al, 2023). FOMO is a phenomenon in the world of psychology where people have excessive anxiety with symptoms such as being obsessed with certain things done by other people or with something that is going viral (Suhartini, et al).

3. Shopping Lifestyle

One of the elements that influence the occurrence of impulse buying is shopping lifestyle. With the large variety of products provided by the company, buyers is general have to always keep up with the times. Shopping lifestyle is a consumption pattern that describes a person's choices about how they spend their time. Someone who has followed lifestyle advances will find it easier to spend time following the latest trends (Nurtanio et al, 2022). Based on several definitions of shopping lifestyle, researches define shopping lifestyle as a person's style or way of life in spending money through the activity of buying products/goods that reflects differences in socio-economic status.

4. Hedonic Shopping Motivation

Hedonic shopping directly has an influence on cunsumers shopping lifetyles are a reflection choices in spending the money and time they have. Hedonic needs can take various forms, for example to fulpill pleasure and desires, get new goods, be tempted and intersted in a product. Human have a basic nuture that is not easilly satisfied with something. This is considered to be one of the causes of the emergence of hedonic behavior (Elyata et all, 2020).

RESEARCH METHODOLOGY

The variables used in this study include independent and dependent variables. The independent variable consists of Fear Of Missing Out, Shopping Lifestyle, Hedonic Shopping Motivation, and the dependent variable is Impulse Buying Decision. The population in this study were students of the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara. In this study, the population is all students who have shopped or bought at Beauty Haul Beauty E-Commerce aged 18-23 years. The total populations of students of the Faculty of Economics and Business, University of Muhammadiyah Sumatera Utara in the 2023/2024 academic year is around 4,612 people. The technique used is puposive sampling technique, which is a sampling technique used to determine the sample with certain considerations in accordance with the criteria. The criteria used are student who have made purchases at Beauty Haul Beauty E-Commerce at least twice, students ages 18-23 years and students who have monthly pocket money.

After calculating the number of samples according to the specified criteria, 100 samples were obtained. Quantitative data is used in the research method. Primary data is used in this study. The data collection methods used are observation, literature riview, and distributing questionnaires, using a likert scale. The analysis tool used is SPSS ver 23.

RESULT AND DISCUSSION

In this research, thr objrct is Beauty Haul. PT. Beaute Haul Indonesia is abeauty company in Indonesia which has been the owner of Irene Ursula since 2010. Beauty Haul is first Beauty E-Commerce in Indonesia. In 2010 Beauty Haul was only available on Instagram, because there were more and more fans, the website www.BeautyHaul.com was launched. In 2017 Beauty Haul opened its first offline store in Green Lake City, Tangerang. And now there are more than 24 Beauty Haul outlets spread across Indonesia.

The number of samples in the study used the Slovin Formula, so the number of samples in study was 99,97 which was rounded up to 100 FEB UMSU student respondents who had shopped at Beauty Haul.

Tabel 2. Multikolinearitas Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,235	3,213		.384	.701		
FOMO	.293	.093	.253	3,158	.002	.928	1,077
SHOPPING LIFESTYLE	.519	.104	.409	4,996	.000	.891	1,123
HEDONIC SHOPPING MOTIVATION	.301	.078	.305	3,859	.000	.954	1,048

Source : Data processed from SPSS (2024)

The calculation results show that the Tolerence value for the FOMO variable (X1) is 0.928, the VIF value is 1.077, the Tolerence value for Shopping Lifestyle variable (X2) is 0.891, the VIF value is 1.123 and the Tolerence value for the Hedonic Shopping Motivation variable (X3) is 0.954 and the VIF value 1.048. in this way, it can be seen that the Tolerence value for each independent variable is ≥ 0.1 with a VIF value < 10, so based in the test criteria, if the Tolerence value is ≥ 0.1 with a VIF value < 10, it can be concluded that multicollinearity does not occur.

Tabel 3. Parsial Test

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	B	Std, Error	Beta		
1 (Constant)	1,235	3,213		0,384	0,701
Fear of missing out	0,293	0,093	0,253	3,158	0,002
Shopping lifestyle	0,519	0,104	0,409	4,996	0,000
Hedonic shopping motivation	0,301	0,078	0,305	3,859	0,000

By using 3 independent variables, a significance level of 5% and a sample of 100 people, the t table value is (dk=n-k) = (100-2=98) = 1.661.

Tabel 4. Simultaneous Test

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig,
1	Regression	2121,728	3	707,243	23,764	,000^b
	Residual	2857,022	96	29,761		
	Total	4978,750	99			

Source : Data processed from SPSS (2024)

Known fact that the significance value is 0.000 < 0.05 and The Fcount value of 23.764 exceeds the Ftable of 3.97. This proves that the independent variables in the form of FOMO, Shopping Lifestyle and Hedonic Shopping Motivation influence the dependent variable Impulse Buying Decision simultaneously.

Tabel 5. Coefficient of Determination Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,653^a	0,426	0,408	5,455

Source : Data processed from SPSS (2024)

The Adjusted R Square value obtained is 0.408, meaning The variation in the Impulse Buying factor of 40.8% can be explained by the FOMO, Shopping Lifestyle and Hedonic Shopping Motivation variables, while the remaining 59.2% can be explained by other factors not included in this research.

Figure 1. histogram Normality Test Results
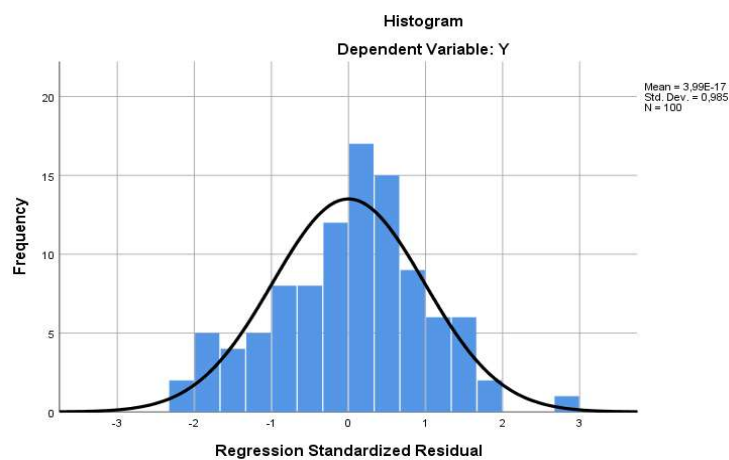
Source : Data Processed from SPSS (2024)

In the histogram approach, good data is used on data that has a bell-shaped pattern, that is, the distribution of the data does not deviate to the left or right in the image. It can be seen that the variables are normally distributed. This can be seen in the histogram graph forming a balanced curve and does not deviate to the right. left and right.

The influence of Fear of Missing Out on Impulse Buying Decision

The research results showed that the fomo variable had a positive and significant effect. Through a significance value of 0.000, meaning that it does not exceed the value of 0.05 and also the t count which can exceed the t table, namely 4.996 exceeds 1.661. So it is concluded that the Impulse Buying Decision variable is influenced by FOMO. From the results of respondents' answers to the descriptive analysis method of variables through questionnaires distributed to 100 respondents, it can be seen that the average respondent's answer regarding FOMO shows a positive value. The survey results and data analysis show that the higher the level of beauty product information provided by the store, the higher the level of impulse buying.

This finding is in line with research conducted by Salsabila (2023) and Hodkinson (2016) which shows that fomo has a positive and significant effect on impulse buying decision.

The influence of Shopping Lifestyle on Impulse Buying Decision

The research results showed that the Shopping Lifestyle variable has a positive and significant influence. Through a significance value of 0.000, meaning that it does not exceed the value of 0.05 and also the t count which can exceed the t table, namely 4.996 exceeds 1.661. So it is concluded that the Impulse Buying Decision variable is influenced by the Hedonic Shopping Motivation variable. Based on the distribution of answers distributed through questionnaires to 100 respondents, it is known that respondents gave positive answers to the statements given, students feel they can show their social status by buying well-known brand beauty products. In addition, shopping for beauty products has become a habit for students.

This finding is in line with previous research conducted by Rahma and Septrizola (2019) which shows that Shopping Lifestyle has a positive and significant effect on impulse buying decision.

The influence of Hedonic Shopping Motivation on Impulse Buying Decision

The research results showed that the Hedonic Shopping Motivation variable had a positive and significant influence. Through a significance value of 0.000, meaning that it does not exceed the value of 0.05 and also the t count which can exceed the t table, namely 3.859 exceeds 1.661. So it is concluded that the Impulse Buying Decision variable is influenced by the Hedonic Shopping Motivation variable. Based on the distribution of answers distributed through questionnaires to 100 respondents, it is known that respondents gave positive answers to the statements given, consumers feel able to try out all the values they have just to shop for pleasure, because Beauty Haul E-Commerce is able to provide all kinds of beauty needs for a person. In addition, when shopping and getting discounts creates satisfaction and pleasure for students.

This finding is in line with previous research conducted by Elyta and Mutia (2020) which shows that Hedonic Shopping Motivation has a positive and significant effect on impulse buying decision.

The influence of Fear of Missing Out, Shopping Lifestyle and Hedonic Shopping Motivation on Impulse Buying Decision

From the simultaneous results or F test, it can be seen that the significance level is 0.000. The significance level of 0.000 <0.05 and also the F count value of 23.764 exceeds the F table value of 2.700. So it shows that the independent variables together (simultaneously) have a significant influence on the dependent variable, namely on the Impulse Buying Decision of Beauty Haul E-Commerce Beauty Consumers. Then the Adjusted R Square value of 0.408 means that 40.8% of the variation in the Impulse Buying Decision factor can be explained by the Fomo, Shopping Lifestyle and Hedonic Shopping Motivation variables while the remaining 30.8% can be explained by other factors not included in this study.

One of the other factors that influence Impulse Buying Decision according to (Qashtari Ramadhani, 2021) is the Effect of Hedonic Shopping Motivation, Price Discount, and Shopping Lifestyle on Impulse Buying Decision (Study on Care and Beauty Products at Shopee).

CONCLUSION

The results of this research aim to find out and analyze the extent The influence of FOMO, Shopping Lifestyle and Hedonic Shopping Motivation on Impulse Buying Decisions in Beauty E-Commerce Beauty Haul case study among students at the Faculty of Economics and Business, Muhammadiyah University, North Sumatra. This research is concluded as follows:

1. Simultaneously, Fear of Missing Out partially has a positive and significant effect on the impulsive purchasing decisions of UMSU Medan Faculty of Economics and Business students for the 2023/2024 academic year at BeautyHaul.

2. Simultaneously, Shopping Lifestyle partially has a positive and significant effect on the impulsive purchasing decisions of UMSU Medan Faculty of Economics and Business students for the 2023/2024 academic year at BeautyHaul.

3. Simultaneously, Hedonic Shopping Motivation partially has a positive and significant effect on the impulsive purchasing decisions of students at the Faculty of Economics and Business at UMSU Medan for the 2023/2024 academic year at BeautyHaul.

4. Partially, Fear of Missing Out, Shopping Lifestyle and Hedonic Shopping Motivation simultaneously influence the Impulse Buying Decision of UMSU Medan Faculty of Economics and Business students for the 2023/2024 academic year on BeautyHaul.

5. Based on the calculation of the Coefficient of Determination (R^2), it shows that the Adjusted R Square value is used to determine how well variable Y can be explained through variable Shopping Lifestyle and Hedonic Shopping Motivation) are able to explain the dependent variable, namely Impulse Buying Decision. The remaining 59.2% is influenced by other variables not examined in this research, such as being influenced by other variables not examined in this research, such as the variables Fashion Involvement, Positive Emotion, In Store Stimuli and Sales Promotion. The minimal value of variation in this research variable is because there are still many who have not researched the FOMO, Shopping Lifestyle and Hedonic Shopping Motivation variables on Impulse Buying Decisions, and it can be said that the variables in this research are new, so there are minimal references from previous research.

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