



## Determinant of Impulsive Buying on Skintific Product: Viral Marketing, Flash Sales and FOMO

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### Abstract

Skintific is a beauty product from Canada that has been introduced in 2021. This beauty brand offers effective solutions to strengthen the skin barrier and overcome various skin problems through its superior products. This research aims to determine the influence of Viral Marketing, Flash Sales, and FOMO on impulse purchases of Scientific products. The population of this study is Gen Z on the island of Java. The sampling technique used is purposive sampling, which is a technique that gives researchers the freedom to select samples based on specific criteria. The sample collected amounted to 92 respondents. The method used is quantitative research with descriptive statistical analysis methods and processed using PLS-SEM 4. The results of this research show that viral marketing has an insignificant positive influence on impulse purchases, Flash Sale has an insignificant positive influence on impulse purchases, and FOMO has a significant positive influence on impulse purchasing of Scientific products.

## Determinan *Impulsive Buying* pada Produk Skintific: *Viral Marketing*, *Flash Sales*, dan FOMO

### Abstrak

*Skintific merupakan produk kecantikan asal Kanada yang sudah menjual produknya sejak tahun 2021. Brand kecantikan yang satu ini memperkuat skin barrier dengan produk unggulannya dan memberikan solusi efektif untuk berbagai permasalahan kulit. Tujuan penelitian ini adalah untuk mengetahui pengaruh viral marketing, flash sales, dan FOMO terhadap pembelian impulsif produk Skintific. Populasi sasaran penelitian ini adalah Generasi Z di Pulau Jawa. Teknik pengambilan sampel yang digunakan adalah target sampling. Ini adalah teknik yang memungkinkan peneliti untuk secara bebas memilih sampel berdasarkan kriteria tertentu. Sampelnya berjumlah 92 responden. Metodologi yang digunakan adalah metode penelitian kuantitatif dengan menggunakan teknik analisis statistik deskriptif dan diolah menggunakan PLS-SEM 4. Hasil penelitian ini menunjukkan bahwa viral marketing mempunyai pengaruh positif marginal terhadap pembelian impulsif, flash sales mempunyai pengaruh positif marginal terhadap pembelian impulsif, dan FOMO mempunyai pengaruh positif signifikan terhadap pembelian impulsif produk Skintific, hal ini menunjukkan bahwa ada.*

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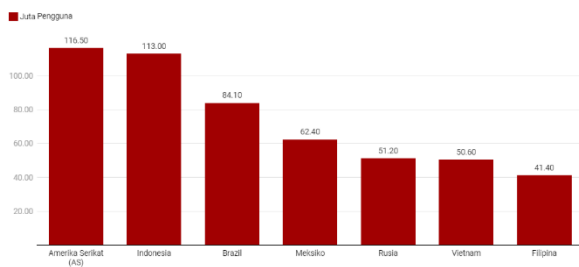
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The beauty industry is dynamic and continues to innovate all the time. Like it or not, industry players must always be ready to adapt to existing changes. These changes are mainly visible from before the pandemic, during the pandemic, and after the pandemic. Users adjust the cosmetics they use according to the conditions of each moment. Now the beauty industry in Indonesia is in the process of recovery and strengthening, as can be seen from the industry's growth which increases significantly every year (Wisnubrata, 2023). Based on data from the Central Statistics Agency in 2021, the cosmetics industry in Indonesia experienced growth of up to 9.61% and BPOM recorded an increase in the number of companies in the cosmetics industry in Indonesia of up to 20.6% in 2022 (Putri, 2023).

Technological developments help business people to market their products easily. One of the social media platforms used as promotional media by business people is TikTok. In 2023, TikTok users will reach 1.7 billion users worldwide. Indonesia has the second largest number of TikTok users after the United States, with 113 million users. This can be seen from the following chart,



**Figure 1 TikTok Users in 2023**

Source: CMBC Indonesia

One beauty brand that always manages to appear on Fyp TikTok is Skintific. Skintific is a beauty product from Canada that has introduced its products since 2021. This beauty brand offers effective solutions to strengthen the skin barrier and overcome various skin problems through its superior products (Subakti, 2023).

Skintific uses social media such as TikTok to market its products. Additionally, Skintific also

attracts influencers with an image that matches the Skintific brand, such as Tasya Farasya. Apart from that, many Skintific users voluntarily carry out reviews with photos or videos distributed via social media. So, the Skintific brand went viral on Fyp TikTok and was known by many people.

Viral marketing is a marketing technique that carried out by word of mouth via the internet, by creating electronic messages or other marketing methods that are contagious so that customers feel like spreading it to their friends (Kotler, 2006). Viral marketing can make someone make impulse purchases. Impulsive buying is a purchase made suddenly and urgently when the speed of making a decision prevents other people from searching for an alternative option (Rahadhini et al., 2020). This is by research conducted by Wiyono et al. (2023) which states that viral marketing significantly influences impulse buying.

Apart from using viral marketing techniques, Skintific also regularly holds flash sales on their e-commerce account. According to Tjiptono (2020), flash sales are part of sales promotions or short-term incentives with a limited time to encourage product purchases. In research conducted by Juwita et al. (2022) it was found that flash sales significantly influence impulse buying. However, this research is not in line with research conducted by Anggriany et al. (2023) which said that flash sales do not have a significant effect on impulse buying.

Apart from the marketing techniques used by Skintific, phenomena such as FOMO can also cause impulsive purchases. FOMO is the widespread concern that others may be gaining from an experience that is not there, including the desire to stay connected to what others are doing (Przybylski et al., 2013). Research conducted by Kamila et al. (2022) shows that FOMO significantly influences impulse buying. However, this is different from the research conducted by Pusenius (2023), which stated that FOMO does not affect impulse buying.

From the explanation above, the author wants to test the influence of viral marketing, flash sales, and FOMO on impulsive purchases of Skintific products.

**RESEARCH METHOD**

A quantitative approach is used in this study. Arikunto (2006) describes quantitative research as a research approach that requires the use of numbers, starting with data collection, data interpretation, and visualization of results. On the other hand, Noor (2011) states that quantitative research is a way of testing a theory by examining the relationship between variables. The population in this study is GenZ in Java who have purchased Skintific products. From this population, a sample of 92 respondents was obtained which represents the population. The sample collection technique used is purposive sampling, that is, collecting samples according to desired criteria and using specific considerations to determine the number of samples to be tested (Sugiyono, 2018). The sample criteria for this research are GenZ who have made a purchase at least once and live in Java. The analytical method used is descriptive statistical analysis and processed using PLS-SEM 4.

**RESULT**

The following will explain the characteristics of the respondents in this study and describe the respondents based on gender, age, highest level of education, occupation, and income. Table 1 contains results that describe the characteristics of respondents.

**Table 1. Description of Respondent Characters**

Information		Amount	%
Gender	Man	30	79.6%
	Woman	62	20.4%
Age	18-20	33	35.8%
	20-23	59	64.1%
Work	Undergraduate student	65	70.5%
	Private sector employee	6	6.5%

	Civil servants	1	1%
	Freelancers	6	6.5%
	Not yet working	9	9.7%
	Student	5	5.4%
Income	Not Yet Income	55	59%
	>Rp. 1000,000	15	16.3%
	Rp. 1000,000-2,000,000	10	10.8%
	Rp. 2,000,000-3,000,000	10	10.8%
	Rp. 3,000,000-4,000,000	1	1.9%
	>Rp. 4,000,0000	1	1.9%
Residence	Poor	52	53.7%
	Bali	1	1.9%
	Rock	1	1.9%
	Blitar	1	1.9%
	Jakarta	10	10.8%
	Kebumen	10	10.8%
	Madurese	1	1.9%
	Pasuruan	2	3.7%
	Subang	1	1.9%
	Surabaya	1	1.9%
Marital status	Not married yet	90	96.3%
	Marry	2	2.7%
Number of children	There isn't any yet	92	100%

Source: Data processed (2023)

The results of the descriptive analysis in Table 1 show that the proportion of female respondents is higher than that of male respondents, namely 79.6% for men and 20.4% for women. The majority of respondents to this survey are Generation Z, young people between the ages of 18 and 23, the majority of whom are students, working, unmarried, and have no income. The area is spread throughout the island of Java.

**Convergent Validity Test**

Elements with external loadings of less than 0.4 should be removed from the measurement model. On the other hand, items with external loadings between 0.4 and 0.7 were retained as long as internal consistency reliability was achieved.

The analysis results in Table 2 show that after the evaluation, the external loading values of all question items were greater than or equal to 0.4. The composite reliability values in Table 2 indicate that all variables have good internal consistency reliability. Consistency is confirmed by the reliability of the composite material. If the composite reliability value is greater than 0.7, the internal reliability of the latent variable is good.

Therefore, items with external loadings between 0.4 and 0.7 were retained in the measurement

model as internal consistency was obtained without removing such items.

**Table 2. Validity Test Results**

Code	Question Items	Outer Loading	AVE	CR
VM.1	I like sharing creative content so that I can connect and share with other people	0.912	0.635	0.807
VM.2	I like sharing Skintific content so that other people know the characteristics of the product	0.909		
VM.3	I interact and convey Skintific product information in online media	0.907		
VM.4	I have a curiosity about Skintific products	0.563		
VM.5	I regularly share Skintific product information content on social media	0.636		
FS.1	I often remember the flash sale promotions on the Skintific Shoppe account	0.743	0.610	0.793
FS.2	I was interested in shopping when there was a Skintific flash sale at the Shoppe	0.837		
FS.3	I realize that the time duration for each flash sale session at Shoppe is carried out at a certain time only.	0.681		
FS.4	I feel that the Flash Sale program makes me shop more often at Shoppe Skintific	0.851		
F.1	I get anxious during Skintific sales and tend to buy more than I need	0.794	0.594	0.772
F.2	I tend to buy Skintific products because I'm afraid of missing out	0.858		
F.3	I have the desire to buy Skintific products even though I don't need them	0.799		
F.4	I have a constant urge to check out Skintific products for fear of missing out	0.731		
IB.1	I spontaneously bought Skintific products at the Shoppe when the product went viral and there was a flash sale program because I was afraid of missing out	0.798	0.553	0.818
IB.2	I was influenced to buy Skintific at the Shoppe without thinking twice	0.799		
IB.3	I always want to buy Skintific products when they come through my Fyp Tiktok homepage	0.796		
IB.4	I tend to buy products offered by Skintific in flash sale sessions even though I don't need them	0.683		

Source: Data processed (2023)

**Discriminant Validity Test**

Discriminant validity tests were performed using the AVE quadrant route. The square root of the AVE that is greater than the correlation between the latent variable and other latent variables indicates the discriminant validity of each latent variable item.

**Table 3. Discriminant Validity Test Results**

	F	F.S	IB	VMs
F	0.797			
F.S	0.488	0.781		
IB	0.697	0.449	0.771	
VMs	0.609	0.655	0.546	0.802

Source: Data processed (2023)

The discriminant validity test results in Table 3 show the AVE quadrant root values of the diagonal matrix. The other values next to it are the correlation coefficients between these variable and other variables in the model. The results of the discriminant validity test show that the root AVE value of each variable is greater than its

correlation value with other variables in the model. Therefore, Table 3 shows that all variables in this study have items with good discriminant validity.

**Corrected Determination Coefficient**

The coefficient of determination (R<sup>2</sup>) is used to determine the rate of change in the dependent variable (Y) caused by the independent variable (X). The larger R<sup>2</sup>, the greater the proportion of change in the dependent variable (Y) caused by the independent variable (X) (Sujarweni, 2015).

**Table 4. Adjusted R-Square**

Influence	Adjusted R <sup>2</sup>
VM, FS, F→IB	0.513

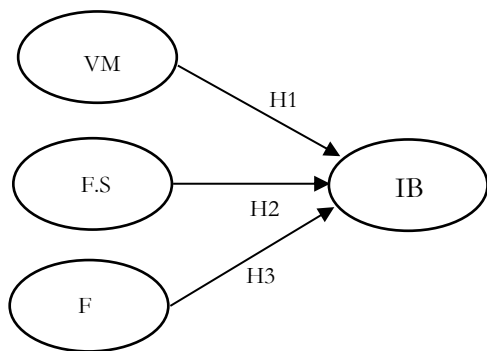
Source: Processed Data (2023)

The coefficient of determination (adjusted R<sup>2</sup>) after adjusting for the influence of viral marketing, flash sales, and FOMO variables on impulse buying is 0.513. This means that 51.3% of

impulse purchases are explained by the variables viral marketing, flash sales, and FOMO.

**Hypothesis test**

In this study, hypothesis testing was performed in PLS-SEM by testing the p-value of the path coefficient of the influence of exogenous variables on endogenous variables. Exogenous variables in this study include viral marketing, flash sales, and FOMO. The endogenous variable in this study is impulse buying.



**Figure 2. Structural Model**

The coefficients shown by arrows between variables in Figure 1 show the magnitude of the influence of exogenous variables on endogenous variables. Details of the hypothesis testing results are explained in Table 5.

**Table 5. Research Hypothesis Testing**

Hypothesis	Path Coefficient	Standard Error	P-value
H1 VM→IB	0.157	0.05	0.225
H2 FS→IB	0.072	0.05	0.502
H3 F→IB	0.570	0.05	0,000

Source: Data processed (2023)

The results of the path coefficient test in Table 5 show that the path coefficient of the effect of viral marketing on impulse buying is positive at 0.157, and the p-value is more than 5% (0.05). Marketing around impulse purchases is positive, but the purchase itself is not the point. The impact of flash sales on dynamics is positive but not significant. This is indicated by a path

coefficient value of 0.072 and a P value of 0.502, or more than 5%. The impact of FOMO on impulse buying is positive and significant. This is indicated by a path coefficient value of 0.570 and a P value of 0.000, or less than 5%.

**Goodness of Fit Inner Model**

Evaluation of the fit of a PLS-SEM model is performed to explain how the model is able to explain the empirical phenomenon. The PLS-SEM goodness-of-fit model is not a global fit like CB-SEM, but tends to describe the structural fit of the research model (Kock, 2014). Based on Table 6, it can be seen that the NFI value is 0.681 or less than 0.8, which means the model used is marginal fit.

**Table 6. Goodness of Fit Inner Model**

	Saturated Model	Estimated Model
SRMR	0.109	0.109
d_ ULS	1,818	1,818
d_ G	0.657	0.657
Chi_square	322,733	322,733
NFI	0.681	0.681

Source: Processed Data (2023)

**DISCUSSION**

The data results above show that the viral marketing variable has a positive but not significant influence on purchasing Skintific products. This is different from research conducted by Wiyono et al. (2023) which found that the viral marketing variable had a positive and significant influence on the impulse buying variable. The results of this research are also different from Suharto et al. (2023) where the viral marketing variable has a positive and significant effect on the impulse buying variable. The results of this research show that the flash sale variable has a positive influence on the impulse buying variable, but it is not significant. These results are different from research conducted by Juwita et al. (2022). Juwita showed that the research

conducted showed that the "flash sale" variable had a positive and significant influence on the "impulse purchase" variable. This is different from previous research (Anggriany et al., 2023). This research found that the "flash sale" variable had a negative effect and only had a small effect on the "impulse purchase" variable. The research results show that the FOMO variable has a positive and significant influence on the impulse buying variable. These results support research conducted by Dahmiri et al. (2023), Suhardi et al. (2023), and Kamila et al. (2022) which states that the FOMO variable has a positive and significant influence on the impulse buying variable. However, these results are different from previous research (Pusenius, 2023) where the research found that the FOMO variable had a positive influence, but the impulsive buying variable did not have a significant influence.

## CONCLUSSION AND SUGGESTION

The research results reveal that the viral marketing variable has a positive but not significant effect on the impulse buying variable. The flash sale variable has a positive but not significant effect on the impulse buying variable. And the FOMO variable has a significant positive influence on the impulse buying variable. It can be concluded that the feeling of FOMO has a significant influence on increasing the desire to purchase Skintific products unplanned. Based on the findings above, the author believes that if Skintific wants to further increase the number of impulse purchases, it can take advantage of the opportunity to increase consumer curiosity and consumer desire to own Skintific products to reduce FOMO. This shows that emotions can arise. Skintific can increase sales of its products.

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