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The Influence Of Social Media, Self-Esteem, Lifestyle, On Consumer Behavior In Purchasing Women's Skincare Products In Gowa District Through Fear Of Missing Out As A Mediation Variable

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Abstract

This study aims to analyze the influence of Social Media, Self-Esteem, and Lifestyle on Consumer Behavior in purchasing skincare products among women in Gowa Regency with Fear of Missing Out as a mediating variable. This study used a quantitative approach with a survey method. Data were collected through questionnaires distributed to female skincare users and analyzed using Structural Equation Modeling (SEM). The results of the study indicate that social media, self-esteem, and lifestyle have a positive and significant influence on consumer behavior. These three variables also have a positive and significant influence on fear of missing out. Fear of missing out has been shown to have a positive and significant influence on consumer behavior and acts as a partial mediator in the relationship between social media, self-esteem, and lifestyle on consumer behavior. These findings suggest that consumer purchasing decisions in the digital age are influenced not only by functional needs but also by psychological vulnerabilities and social pressures that arise through digital interactions. This research provides theoretical contributions to the development of consumer behavior studies in the digital age and offers practical implications for developing more ethical marketing strategies in the skincare industry.

Keyword: ***Social Media, Self-Esteem, Lifestyle, Consumer Behavior, Fear of Missing Out.***

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INTRODUCTION

The beauty industry in Indonesia has experienced significant growth over the past decade, marked by the rise in local brands, diversification of skincare products, and high digital marketing penetration. The official registration of hundreds of thousands of cosmetic products demonstrates high market demand, particularly among productive-age female consumers. The development of e-commerce and social media-based marketing strategies has accelerated the competitiveness of local brands, while shaping consumption patterns increasingly influenced by digital trends.

On the other hand, the high intensity of social media usage in Indonesia makes digital platforms a primary source of information and purchasing references. Personalized algorithms encourage repeated exposure to beauty content, thereby strengthening interest and purchase intent. Promotion through influencers, product reviews, and visualizations of ideal beauty standards contribute to shaping consumer perceptions and preferences. Social media is no longer simply a communication channel, but has become a strategic instrument shaping social norms and consumer lifestyles. (Cooley & Parks-Yancy, 2019; Rathnayake *et al*., 2023).

Psychologically, skincare purchasing decisions are driven not only by functional needs but also by self-esteem and self-image. Exposure to visual representations of ideal lives on social media can trigger social comparisons that impact an individual's self-esteem. For some users, especially those vulnerable to social validation, this can potentially lower self-esteem and increase pressure to conform to evolving standards. (Cingel *et al*., 2022).

This pressure often transforms into Fear of Missing Out (FOMO), a social anxiety caused by feeling left out of current experiences or trends. FOMO drives individuals to stay connected and follow viral consumption trends, including purchasing skincare products (Tandon et al., 2021). In this situation, consumption behavior is no longer entirely rational, but rather influenced by emotional drives and the need for social acceptance. (Sette *et al*., 2020).

This phenomenon becomes even more relevant when examined among productive-age women in peri-urban areas such as Gowa Regency. This region represents a social transition from traditional to modern lifestyles, with high internet penetration and a predominance of social media users in the 15–29 age group. These conditions make young women in this region vulnerable to the development of digital-driven lifestyles, including the consumption of skincare products.

Although various studies have examined the relationship between social media and consumer behavior, most still place these variables in a partial manner. Studies that simultaneously integrate social media, self-esteem, lifestyle, and consumer behavior by

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including FOMO as a mediating variable are still relatively limited, especially in the context of female consumers in eastern Indonesia. Therefore, this study aims to analyze the role of FOMO as a psychological mechanism that bridges the influence of social media, self-esteem, and lifestyle on consumer behavior in purchasing skincare products in Gowa Regency.

LITERATURE REVIEW

theoretical basis

This research is based on the integration of five theoretical frameworks that explain the relationship between social media, self-esteem, lifestyle, fear of missing out (FOMO), and consumer behavior. Uses and Gratifications Theory asserts that individuals actively use media to fulfill their needs for information, entertainment, and social validation, so exposure to beauty content on social media can shape consumption preferences (Boudkouss, 2021). Social Comparison Theory explains that individuals evaluate themselves through comparison with others, and in the context of social media, this process can influence self-esteem when individuals are exposed to ideal beauty standards and lifestyles (Powdthavee, 2024). The Values and Lifestyles (VALS) approach helps understand how values and life orientations shape symbolic consumption patterns, including skincare purchases as an expression of self-identity (Valentine & Powers, 2019). Furthermore, Self-Determination Theory emphasizes that behavior is influenced by basic psychological needs such as autonomy, competence, and social connectedness, which, if unmet, can drive the search for reinforcement through consumption (Ryan, 2024). Finally, the Theory of Planned Behavior explains that attitudes, subjective norms, and perceived behavioral control shape intentions, which are the primary predictors of actual behavior, including skincare product purchasing decisions (Tenenbaum & Eklund, 2020).

The integration of these five theories provides a comprehensive conceptual basis to explain the role of FOMO as a psychological mechanism that bridges the influence of social media, lifestyle, and self-esteem on consumer behavior.

Social Media

Social media is a digital platform that revolutionizes connectivity between companies and consumers by enabling two-way interaction, the formation of interest-based communities, and the rapid and widespread dissemination of information. Its presence not only changes communication patterns but also influences public opinion and consumption behavior through continuous exposure to content. In its operation, social media is supported by algorithms, structured systems that analyze user data to filter and recommend personalized content based on search history, interactions, and individual preferences. The

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algorithm prioritizes factors such as engagement (likes, shares, comments, watch time), keyword and hashtag relevance, upload time and frequency, location, content type, and virality, creating a unique digital experience for each user. This mechanism makes the algorithm not just a technical tool but also a strategic instrument that plays a role in shaping preferences, perceptions, and consumer behavior tendencies in the digital age.

Self-Esteem

Self-esteem refers to an individual's overall evaluation of their own worth and value, both positive and negative (Orth & Robins, 2022). This concept is rooted in the idea that individuals form self-perceptions through social interactions and the internalization of environmental standards (Garcia et al., 2019). From early developmental stages, self-esteem is influenced by social experiences such as acceptance, praise, and comparisons with others, which then shape ongoing self-assessment standards. A supportive social environment tends to strengthen self-esteem, while exposure to negative evaluations or social pressure can weaken it. Thus, self-esteem is not static, but rather develops through the dynamics of social relationships, psychological experiences, and an ongoing process of self-reflection.

Lifestyle

Lifestyle is a pattern of behavior and life orientation that reflects how individuals spend time, use resources, and express their values and identity in everyday life. Lifestyle is not only related to personal preferences, but also represents social position and group affiliation in society (Mahyuddin, 2017). In the modern social context, the ideal lifestyle is often constructed through cultural norms and collective expectations that describe standards of success, attractiveness, and social acceptance. Exposure to these representations can create social pressure for individuals to conform in order to remain relevant and recognized in their environment. As a result, consumption decisions are not solely based on product function, but also on the symbolic meaning attached to it, so that certain products are chosen as a means to reflect the desired identity, status, and social membership.

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a psychological condition that arises from an individual's need to stay socially connected and anxiety resulting from comparing oneself to others, particularly in a social media environment saturated with representations of ideal lives. Repeated exposure to selectively displayed experiences, achievements, and trends can trigger feelings of envy, anxiety, and fear of missing out, thus encouraging individuals to

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continuously follow developments deemed popular. FOMO is not only emotional but also impacts behavior, such as increased intensity of social media use, the urge to follow trends, and the tendency to make impulsive consumption decisions to gain social acceptance. Susceptibility to FOMO is influenced by various factors, including level of social connection, life satisfaction, need for social acceptance, self-control, and past experiences, which together shape an individual's response to digital social pressure.

Consumer Behavior

Consumer behavior refers to the process by which individuals or groups select, purchase, use, and evaluate products or services to meet their needs and desires. This behavior is not only rational but also influenced by psychological and social processes that shape consumer preferences and satisfaction (Sadewa & Ariani, 2022). Consumer behavior is a decision-making process influenced by psychological, social, and cultural factors in determining purchasing choices (Said, 2022). In the context of modern consumption, consumer behavior is often characterized by a tendency to fulfill ever-growing desires, purchasing goods beyond financial means, less productive consumption, and an orientation toward social status symbols. Thus, purchasing decisions are not solely based on the utilitarian function of the product, but also on emotional drives, social pressures, and the search for identity inherent in the consumption activity.

Framework of thinking

This research framework describes the causal relationship between social media, lifestyle, and self-esteem on consumer behavior in purchasing skincare products, with fear of missing out (FOMO) as a mediating variable. This research starts from the assumption that social media exposure and modern lifestyle constructions influence individual self-evaluation, which can then trigger FOMO and strengthen consumer behavior tendencies. Thus, the proposed conceptual model explains how social and psychological factors interact in shaping Gen Z women's purchasing decisions, particularly in the context of skincare product consumption:

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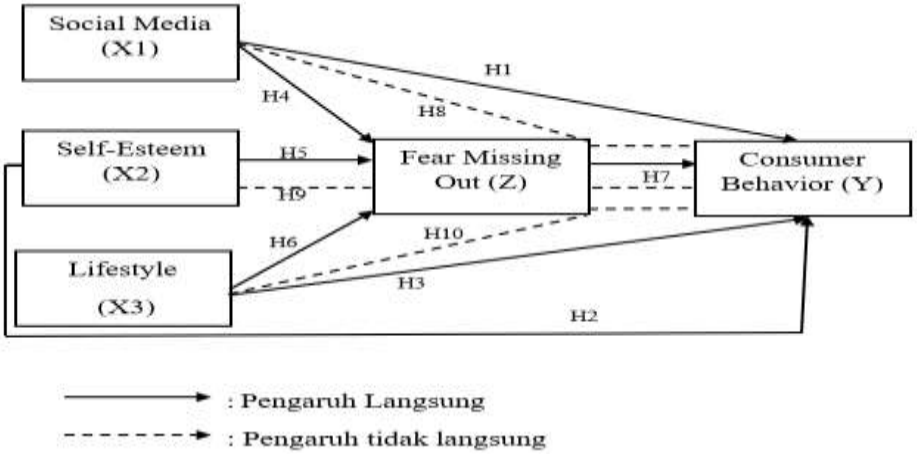


Figure 1 Framework of Thought

Hypothesis Development

The development of this research hypothesis is based on the assumption that social media, self-esteem, and lifestyle influence consumer behavior in purchasing skincare products. Social media acts as a persuasive promotional channel and trend-setter, intensely exposing consumers to certain beauty and lifestyle standards, thereby driving purchase intentions (Mustomi et al., 2020). Psychologically, individuals with low self-esteem tend to be more susceptible to social pressure and are more motivated to make purchases as a form of compensation or seeking self-validation, while individuals with high self-esteem tend to be more rational in making consumption decisions. Furthermore, lifestyle, which emphasizes appearance, trends, and status symbols, also reinforces the tendency for consumer behavior, as skincare products are viewed not only as functional necessities but also as representations of social identity. Based on these arguments, it can be assumed that these three variables contribute positively to the formation of consumer behavior.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory design to examine the causal relationship between social media, self-esteem, lifestyle, and consumer behavior, with fear of missing out (FOMO) as a mediating variable. The study population was Generation Z women in Gowa Regency who are active users of social media and skincare products, with a sample of 200 respondents determined through purposive and quota sampling techniques. Data were collected using a Likert-scale questionnaire and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) to simultaneously test the measurement and structural models. Model evaluation was carried

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out through validity and reliability tests, including convergent and discriminant validity, as well as testing the coefficient of determination (R-square) and effect size (F-square) to assess the strength of the relationship between variables. Hypothesis testing was based on a t-statistic value > 1.96 and a p-value < 0.05 at a 5% significance level to determine whether the hypothesis was accepted or rejected (Syahroni, 2022).

RESEARCH RESULTS AND DISCUSSION

Result

This research was conducted in Gowa Regency, a region in South Sulawesi Province with the administrative center in Sungguminasa and a topography dominated by highlands. Based on the distribution of questionnaires to 200 female Generation Z respondents domiciled in Gowa, the majority of respondents were in the 23–27 year age range (48%), followed by 19–22 year olds (43.5%), while 15–18 year olds only made up 8.5%. In terms of occupation, the majority of respondents were students (27.5%) and pupils (13.5%), although there were variations in other professions such as civil servants, staff, teachers, traders, and online entrepreneurs, indicating that the use of skincare has penetrated various socioeconomic backgrounds. Regarding digital exposure, the most dominant platform used for

The top sources for skincare information are Instagram (41%) and TikTok (31.5%), followed by WhatsApp, Facebook, and YouTube, with Shopee the lowest. These findings indicate that skincare consumption behavior in Gowa is dominated by young adult women with a high level of visual social media engagement, potentially strengthening the dynamics of social influence in shaping purchasing decisions.

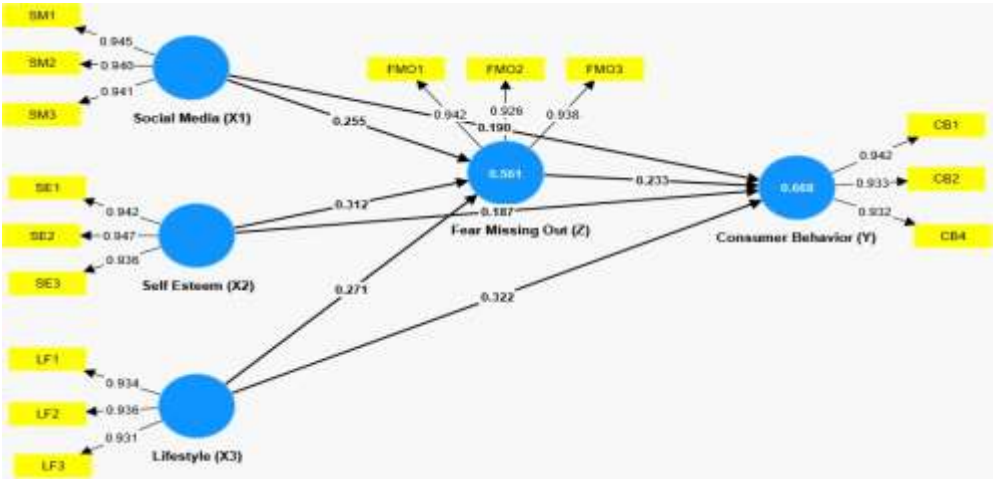


Figure 1. Measurement Model
Source: SmartPLS Data Processing Results (2025)

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1. Uji Instrumen dan Validitas Data

The results of the measurement model test on 200 respondents showed that all constructs in this study met the validity and reliability criteria. In the convergent validity test, all indicators had outer loading values above 0.70, and the Average Variance Extracted (AVE) values for each variable Consumer Behavior, Fear of Missing Out (FOMO), Lifestyle, Self-Esteem, and Social Media were above 0.50, thus being declared convergently valid. Discriminant validity tests using cross-loading and the Fornell–Larcker criteria also showed that each indicator had the highest loading on the construct it measured, and the square root of the AVE value was greater than the correlation between constructs, thus clearly differentiating the variables. Furthermore, reliability testing showed a Cronbach's Alpha value.

Composite Reliability and rho_A of all variables were above 0.70, indicating excellent internal consistency of the instrument. Thus, the measurement model in this study is suitable for further structural analysis.

Table 1. *Validity and Reliability*

Variables	Items	*Validitas Konvergen*	Reliability			
		Loading Factor	AVE	*Cronbach's Alpha*	Rho_a	Rho_C
Social Media (X1)	SM1	0,945	0,887	0,936	0,959	0,959
	SM2	0,940				
	SM3	0,941				
Self-Esteem (X2)	SE1	0,942	0,887	0,936	0,959	0,959
	SE2	0,947				
	SE3	0,936				
Lifestyle (X3)	LF1	0,934	0,872	0,926	0,955	0,953
	LF2	0,936				
	LF3	0,931				
Fear of Missing Out (Z)	FMO1	0,942	0,875	0,929	0,955	0,929
	FMO2	0,926				
	FMO3	0,938				
Consumer Behavior (Y)	CB1	0,942	0,876	0,929	0,955	0,929

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	CB2	0,933				
	CB3	0,932				

Source: SmartPLS Data Processing Results (2025)

Table 2. *Discriminant Validity*

CROSS LOADING						Fornell-Larcker				
Kode Item	**Y**	**Z**	**X3**	**X2**	**X1**	**Y**	**Z**	**X3**	**X2**	**X1**
CB1	**0,942**	0,671	0,693	0,645	0,649	**0,936**				
CB2	**0,933**	0,663	0,705	0,682	0,679	0,701	**0,936**			
CB3	**0,932**	0,663	0,700	0,649	0,628	0,747	0,674	**0,934**		
FMO1	0,639	**0,942**	0,609	0,614	0,608	0,704	0,678	0,716	**0,942**	**0,942**
FMO2	0,665	**0,926**	0,643	0,656	0,622	0,697	0,657	0,707	0,676	
FMO3	0,663	**0,938**	0,639	0,630	0,622					
LF1	0,704	0,627	**0,934**	0,645	0,613					
LF2	0,708	0,623	**0,936**	0,669	0,666					
LF3	0,681	0,637	**0,931**	0,693	0,638					
SE1	0,664	0,647	0,683	**0,942**	0,647					
SE2	0,684	0,654	0,678	**0,947**	0,650					
SE3	0,641	0,613	0,663	**0,936**	0,612					
SM1	0,646	0,606	0,669	0,625	**0,945**					
SM2	0,662	0,626	0,655	0,628	**0,940**					
SM3	0,661	0,623	0,674	0,656	**0,941**					

Sulmber: Halsil Olalh Daltal SmalrtPLS (2025)

1. Analisis Model Struktural

Hasil Uji Hipotesis	**Hipotesis**	**Std.D**	**T-Statistics**	**P *Values***	**Ket**	**Model pengu-kuran**	**Variabel**	**Nilai dan Kategori**
direct Effect ALnallysis	Z->Y	0,064	3,619	0.000		**R^2**	Y	0,668(Sedang)
	X3->Y	0,085	3,803	0.000	Sig		Z	0,561 (Sedang)
	X3->Z	0,085	3,179	0.002				
	X2->Y	0,071	2,633	0.009				
	X2->Z	0,070	4.478	0.000				

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	X1->Y	0,065	2,908	0.004				
	X1->Z	0,070	2,908	0.000				
						F^2.	Z->Y	0,072 (Kecil)
Indirect Effect ALnallysis							X3->Y	0,116 (Sedang)
							X3->Y	0,066 (Kecil)
					Sig		X2->Z	0,041 (Kecil)
	X1->Z->Y	0,059	2,335	0,020			X1->Y	0,095 (Kecil)
	X2->Z->Y	0,070	2,668	0,008			X3->Z	0,045 (Kecil)
	X3>Z>Y	0,025	2,487	0,014			Z->Y	0,065 (Kecil)

Source: SmartPLS Data Processing Results (2025)

The results of the structural model (inner model) test indicate that the research model has quite strong explanatory power. An R^2 value of 0.668 for the Consumer Behavior variable indicates that Social Media, Self-Esteem, Lifestyle, and Fear of Missing Out (FOMO) can explain 66.8% of the variation in consumption behavior, while an R^2 of 0.561 for FOMO indicates that 56.1% of the variance is explained by the three independent variables. The f^2 test shows that Lifestyle has a moderate influence on Consumer Behavior, while the influence of other variables is relatively small but still significant. The results of the direct effect test through bootstrapping show that all relationships between variables are significant ($p < 0.05$), so that Social Media, Self-Esteem, and Lifestyle are proven to have a direct influence on Consumer Behavior and FOMO, and FOMO has a significant influence on Consumer Behavior. In addition, the indirect effect test proves that FOMO significantly mediates the influence of Social Media, Self-Esteem, and Lifestyle on Consumer Behavior. This finding confirms that psychological factors such as fear of being left behind strengthen the relationship between social media exposure, self-concept, and lifestyle on skincare consumption behavior in Generation Z women.

DISCUSSION

1. *Social Media Influences Consumer Behavior*

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The results of the study indicate that social media has a positive and significant influence on consumer behavior in skincare purchases among women in Gowa Regency. This means that the higher the intensity of social media use and engagement, the greater the tendency for consumer behavior to emerge. Social media is no longer just a source of information, but has become a space for constructing preferences and beauty standards through exposure to content such as influencer reviews, viral trends, and Before-after visualizations drive purchasing decisions based on emotional impulses and trends. Digital interactions such as liking, sharing, and following brand accounts also strengthen psychological attachment to products, so that consumption behavior is formed socially and collectively. This finding aligns with Wibowo et al. (2021) who asserted that marketing through social media can significantly shape consumer behavior, and is supported by Habib and Almamy (2025) who stated that intensive exposure to social media increases consumer tendencies in young consumers. In the digital era, marketing strategies through social media have become a key instrument in shaping consumer perceptions and preferences (Afiat, 2022). Thus, social media is a major determinant in shaping skincare purchasing patterns among Generation Z women in Gowa.

2. *Self-Esteem* Influences *Consumer Behavior*

The results of the study indicate that self-esteem has a positive and significant effect on consumer behavior in skincare purchases among women in Gowa Regency, meaning that self-assessment and self-acceptance play a role in shaping consumption patterns. The drive to improve self-image and self-confidence, especially amidst the growing beauty standards on social media, encourages women to make skincare not only a functional need, but also a means of psychological fulfillment. Indicators of resilience to social pressure are the most dominant factors, indicating that the lower an individual's resilience to social comparison, the greater the tendency to make purchases as a form of emotional regulation and self-image. Self-esteem contributes to consumptive behavior on appearance-based products, and beauty products are often used as a tool to strengthen self-image. Thus, self-esteem is an important psychological determinant in shaping skincare consumption behavior.

3. Lifestyle Influences Consumer Behavior

The results of the study show that lifestyle has a positive and significant effect on consumer behavior in skincare purchases among women in Gowa Regency, indicating that lifestyle changes that are increasingly active socially and digitally make skincare a part of identity, not just a treatment need. Indicators of involvement in trends are the most dominant factor, indicating that participation in following beauty trends encourages

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purchasing decisions that align with self-image and modern lifestyle orientation. In this context, skincare consumption reflects social symbols and self-expression, thus strengthening the tendency of consumptive behavior. Lifestyle has a significant effect on the consumption of beauty products, and individuals with a modern lifestyle orientation tend to have a higher consumption intensity of appearance-enhancing products. Thus, lifestyle is an important determinant in shaping skincare purchasing patterns among Generation Z women in Gowa.

4. *Social Media Influences Fear of Missing Out*

The results of the study indicate that social media has a positive and significant impact on the fear of missing out (FOMO) among women in Gowa Regency, meaning that digital engagement not only impacts consumption behavior but also creates social anxiety due to the fear of being left behind. Exposure to viral content, influencer reviews, and constantly updated beauty standards encourages the internalization of social norms and self-comparison with other users who are considered more "up-to-date." Interestingly, the most dominant aspect is not simply the intensity of use, but rather the level of trust in information on social media, which makes it easier for individuals to perceive trends as social needs that must be immediately followed. The anxiety of missing out on trends is the most prominent form of FOMO, suggesting that the fear of being irrelevant in social conversations is a primary trigger. Exposure to social media increases FOMO in younger generations, and trust in trending content reinforces the fear of missing out. Thus, social media influences FOMO through the mechanisms of trust and social comparison that form in the digital space.

5. *Self-Esteem* Berpengaruh terhadap *Fear of Missing Out*

The results of the study indicate that self-esteem significantly influences fear of missing out (FOMO) in women in Gowa Regency, where individuals with less stable self-esteem tend to be more susceptible to social anxiety due to digital comparison. Exposure to achievements, lifestyles, and social relationships on social media encourages a self-evaluation process that, when not balanced with strong resilience, can trigger feelings of being left behind and irrelevant. The most dominant indicator is resilience to social pressure, which confirms that the ability to deal with digital social expectations and standards is key to suppressing or strengthening FOMO. The lower an individual's resilience to social pressure, the higher the likelihood of anxiety about missing out on social moments or recognition. Low psychological resilience increases FOMO, and weak self-esteem is

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correlated with increased social anxiety in digital spaces. Thus, self-esteem plays a significant role in shaping susceptibility to FOMO.

6. Lifestyle Influences Fear of Missing Out

The results of the study indicate that lifestyle has a positive and significant effect on the fear of missing out (FOMO) among female skincare users in Gowa Regency. This means that the stronger the lifestyle orientation towards trends, appearance, and social existence, the higher the vulnerability to the fear of missing out. A lifestyle integrated with digital activities makes skincare a symbol of identity and self-actualization, so the emergence of new trends can trigger anxiety if individuals feel they cannot adapt quickly. The indicator of anxiety about missing out on trends is the most dominant aspect, confirming that sensitivity to changing aesthetic standards and viral products amplifies digital social pressure. This finding is in line with Hapsara et al. (2021) who stated that visual lifestyles on social media increase social pressure, and supported by the construction of an ideal lifestyle can trigger anxiety when individuals feel unable to keep up with constantly changing standards. Thus, a trend-based lifestyle orientation is a significant factor in increasing FOMO among Generation Z women.

7. Fear of Missing Out Influences Consumer Behavior

The results of the study indicate that Fear of Missing Out (FOMO) has a positive and significant effect on Consumer Behavior among female skincare users in Gowa Regency, meaning that the higher the anxiety of missing out on trends, the greater the tendency to make purchases, especially for viral products. The anxiety of missing out on trends indicator is the most dominant dimension, confirming that consumption decisions are often driven by the urge to maintain social relevance and connectedness in the digital space, rather than solely by functional needs. When a product is widely discussed or recommended by influencers, individuals with high levels of FOMO tend to react quickly by purchasing as a form of adjustment to social trends. FOMO is correlated with reactive consumption behavior, and individuals with high FOMO tend to have lower self-control in making consumption decisions. Thus, FOMO is a key psychological mechanism in driving trend-based skincare purchasing behavior.

8. Fear of Missing Out Mediates the Influence of Social Media on Consumer Behavior

The results of the study indicate that Fear of Missing Out (FOMO) positively and significantly mediates the influence of Social Media on Consumer Behavior with a moderate mediation category, which means the impact of social media on consumption behavior does

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not only occur directly, but through increased anxiety of being left behind and social comparison in the digital space. The intensity of use and trust in social media information strengthens individual sensitivity to beauty standards and trends, which are then internalized into purchasing impulses in response to perceived social pressure. Conceptually, social media acts as an external stimulus, while FOMO is the psychological mechanism that translates that exposure into consumption. From a managerial economics perspective, consumption decisions are often influenced by non-rational factors related to social perceptions and expectations (Rijal & Yusuf, 2022). FOMO explains the relationship between social media engagement and consumer behavior, thus emphasizing its role as a psychological pathway in shaping skincare purchasing decisions.

9. Fear of Missing Out Mediates the Influence of Self-Esteem on Consumer Behavior

The results of the study indicate that Fear of Missing Out (FOMO) positively and significantly mediates the influence of Self-Esteem on Consumer Behavior with moderate mediation strength, which means that individual self-evaluation influences consumption behavior through increasing social anxiety in the digital space. The social comparison dimension is the most dominant aspect, where individuals with less stable Self-Esteem tend to be more sensitive to the standards and achievements displayed by others, so they feel left behind and are driven to make purchases as a form of self-adjustment. Conceptually, FOMO functions as a psychological mechanism that translates the need for social validation into consumption actions. FOMO is related to psychological vulnerability in consumption decision-making, thus emphasizing its role as a mediator between an individual's internal condition and skincare purchasing behavior.

10. Fear of Missing Out Mediates the Influence of Lifestyle on Consumer Behavior

The results of the study indicate that Fear of Missing Out (FOMO) positively and significantly mediates the influence of Lifestyle on Consumer Behavior with a moderate mediation category, meaning that lifestyle orientation towards trends and social image drives consumption behavior by increasing anxiety about being left behind. The anxiety dimension of being left behind is the most dominant aspect, indicating that individuals who consider trends part of their self-identity tend to be driven to purchase skincare when they feel they are not following current trends. Conceptually, Lifestyle shapes consumption values and preferences, while FOMO acts as an emotional trigger that activates purchasing decisions. This finding is in line with the Values and Lifestyles (VALS) perspective and is supported by Hapsara et al. (2021) who stated that a digital trend-based lifestyle increases FOMO and impacts consumption behavior. Thus, the influence of Lifestyle on Consumer Behavior is

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strengthened through the psychological mechanism of fear of being left behind in a digital social context.

CONCLUSION AND SUGGESTIONS

This study concludes that social media, self-esteem, and lifestyle have a positive and significant influence on consumer behavior in skincare product purchases among women in Gowa Regency. These three variables are also proven to increase fear of missing out (FOMO), which in turn has a significant influence on consumption behavior. Furthermore, FOMO acts as a mediating variable in the relationship between social media, self-esteem, and lifestyle on consumer behavior, indicating that anxiety about missing out on trends is an important psychological mechanism in driving purchasing decisions in the digital era. Based on these findings, skincare businesses are expected to utilize social media strategically and ethically, emphasizing product education and safety, rather than simply trending. Consumers need to be more rational and aware of their actual needs to avoid being trapped by FOMO. The government and consumer protection agencies are expected to increase public oversight and digital literacy, while academic institutions can utilize the findings of this study as a reference in developing learning related to consumer behavior and the digital economy.

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