

## The Role of Impulsive Buying Style and Social Media Influencers in Shaping Generation Z Consumers' Cosmetic Purchase Decisions

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**Abstract:** This study analyzes the influence of impulsive buying behavior and the role of social media influencers in shaping the consumer behavior of Generation Z within the Indonesian cosmetics industry. The objective of this research is to examine how impulsive behavior and the presence of social media influencers can shape the consumption behavior of cosmetic products. Based on the analysis of market data and consumer behavior, this study found that 49% of FMCG sales on major e-commerce platforms (Shopee, Tokopedia, Blibli) come from beauty products, with an industry growth projection of 4.59% per year until 2028. The research applies logistic regression to assess the likelihood of purchasing decisions. Social media influencers have been proven to be a key factor in increasing product awareness and triggering impulsive purchases through digital promotions and recommendations. The study reveals that Generation Z, as digital natives, are highly responsive to marketing strategies that leverage engaging content and collaborations with influencers. Data shows significant growth in Indonesia's cosmetics industry, reaching US\$8.09 billion in 2023, driven by self-care trends and increased social media usage. These findings provide strategic implications for cosmetic brands in designing effective digital campaigns to reach young consumers. The study concludes that impulsive buying styles and the presence of social media influencers enhance the probability of consumers purchasing products.

**Keywords:** Impulsive Buying Style, Purchase Decisions, Social Media Influencers.

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Received: Mei 28, 2025;

Revised: Jun 03, 2025;

Accepted: Jun 21, 2025;

Published: Jun 28, 2025.



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### 1. Introduction

Consumer behavior in the digital era has undergone significant changes, especially among Generation Z, who were born in the late 1990s and early 2010s. This generation grew up in an environment full of social media and technology, which influences the way they communicate and make purchasing decisions. The cosmetics industry is one of the market segments that is interesting to research in relation to Generation Z's customer behavior. The increased sales are largely driven by social media and impulsive purchases. Based on digital tracking or "online crawling," Compas estimates that beauty product sales on Shopee, Tokopedia, and Blibli in 2023 will reach Rp28.2 trillion. This figure is equivalent to 49% of the total sales in the fast-moving consumer goods (FMCG) sector on these three e-commerce platforms (Annur, 2024b). Compas analysis, which uses digital tracking data, estimates that beauty product sales on the e-commerce platforms Shopee, Tokopedia, and Blibli will reach Rp28.2 trillion in 2023. According to this prediction, the beauty industry plays an important role in the Fast Moving Consumer Goods (FMCG) sector, with nearly half of online FMCG sales coming from this sector. According to this

projection, the e-commerce market has grown and consumers have changed their preferences to shop online. Related industry players are expected to capitalize on this trend by allocating greater resources into marketing strategies and e-commerce specifically for beauty products, anticipating the continuous growth of the digital market.

(Statista, 2025) The study from Statista projects that the value of cosmetic sales in Indonesia will continue to increase until 2028. According to data from Statista, the value of cosmetic sales in Indonesia will significantly increase until 2028. Various factors influencing the cosmetics market have been considered by the data compilers. This includes current consumer trends, economic growth, and the influence of beauty influencers and social media.

Indonesian consumers have a high and continuously increasing demand for cosmetics, as shown by this projection. The increase in awareness about the importance of self-care and beauty, as well as the shift in consumer lifestyles that prioritize appearance, may also contribute to the rise in sales of cosmetic products due to the growing population of beauty influencers and beauty celebrities on social media. This increase may also indicate a sustained rise in the purchasing power of Indonesian consumers, which drives growth in the retail and overall consumption sectors, including cosmetics. This image shows that the Indonesian cosmetics industry will continue to grow in line with customer demand and interest in these products.

Rhamadanty (2023) stating that the cosmetics industry in Indonesia, particularly in the beauty and personal care segment, has shown very good performance. In 2023, it is estimated that revenue from the cosmetics sector will reach US\$8.09 billion. A report from Statista indicates that this sector is expected to experience an annual growth of 4.59% from the period 2023 to 2028. In this industry, the Personal Care segment is the largest, with a market value reaching US\$3.41 billion in 2023. As reported by Rhamadanty, the cosmetics industry in Indonesia has witnessed an extraordinary performance increase, operating under the broader umbrella of beauty and personal care. With significant growth and well-maintained momentum, this industry is projected to reach a revenue milestone of US\$8.09 billion in 2023. Additionally, this industry is projected to grow at an annual rate of 4.59% until 2028, according to a Statista report. This growth indicates an increase in business capacity and a rise in demand and innovation occurring within it. With a market value of US\$3.41 billion that year, Personal Care was the main contributor. This increase indicates a shift in Indonesian consumer behavior, who are now paying more attention to self-care and beauty. This also indicates an increased awareness of personal care products. As a result, the cosmetics industry in Indonesia is not only growing in quantity but also showing improvements in quality and product diversification to meet the increasingly broad and diverse market needs.

Even in the midst of the Covid-19 pandemic, the beauty industry continues to show growth and is expected to maintain this positive trend. The Food and Drug Administration (BPOM) estimates that cosmetics are the type of product with the highest number of distribution permits in Indonesia over the past five years, totaling 411,410 products (Al Hamasy, 2022). Many industries have been affected by the COVID-19 pandemic, but the Indonesian beauty industry seems to be thriving and growing despite the difficult situation. This favorable trend demonstrates the resilience and flexibility of the beauty

industry in the face of difficulties. As stated by Al Hamasy, the highest number of product distribution permits in Indonesia over the past five years comes from cosmetics, according to the Food and Drug Administration (BPOM). This industry achieved an impressive number of products, totaling 411,410, showing that despite the pandemic, it continues to develop and grow. This shows that the demand for beauty products remains high, and consumers continue to seek new products, indicating a strong appeal and sustainability of the beauty industry in Indonesia despite challenging conditions. This also indicates that the beauty industry has positive growth prospects and can play an important role in the economic recovery after the pandemic.

Consumers now often experience impulsive buying behavior, defined as spontaneous purchase decisions made without prior planning. Social media has become the main platform for cosmetic brands to attract attention and influence customer purchasing decisions, thanks to its wide reach and ease of access. Factors such as promotions, recommendations from influencers, and product exposure through social media often trigger impulsive purchases.

Setia (2017) stating that the emergence of new celebrities in the beauty arena who are influential on social media, commonly known as beauty influencers, has given a significant boost to the beauty industry. Not surprisingly, over the past decade, the beauty and personal care industry in Indonesia has experienced an average growth of 12 percent per year, with a market value that, in 2016, reached Rp 33 trillion. Furthermore, in 2020, the beauty industry in Indonesia was even projected to experience the most significant growth compared to other Southeast Asian countries. The end of this decade has witnessed the emergence of new phenomena in the beauty industry, such as the rise of beauty celebrities or the strong influence of social media in the beauty field. Setia stated that the beauty industry is greatly driven by the presence of these beauty influencers. These influencers not only help promote products but also raise consumer awareness about the latest beauty products and trends. They also help in designing images that make products more appealing to customers, which in turn leads to increased sales and industry growth. Over the past ten years, Indonesia's personal care and beauty industry has grown at an average rate of 12% each year. These factors have contributed to this growth. The fact that this industry reached a value of Rp 33 trillion in 2016 indicates this. It is very surprising that projections indicate that the Indonesian beauty industry will experience the fastest growth compared to all other Southeast Asian countries in 2020. This reaffirms that this sector has great potential for growth.

It is very interesting that Generation Z shows a greater tendency to be influenced by social media content and engage in impulsive purchases, especially in terms of cosmetic products. Therefore, it is important to investigate how the influence of social media and the impulsive buying style of Generation Z affect their decisions to purchase cosmetics.

(Statista, 2025b) Purchasing beauty products by generation. Interestingly, Generation Z seems to have surpassed Generation X and Baby Boomers as the primary consumers in this market, even though Millennials are generally younger. Generation Z ranks second in online beauty product purchases, showing how this generation actively pays attention to their appearance. This shift in consumption patterns also shows that the younger generation now buys beauty products more frequently than previous generations.

Generation Z places a high priority on appearance and self-care. This generation has extensive knowledge about various beauty products and trends that are evolving thanks to the ease of accessing information through the internet and social media. They show a deep concern for their appearance and self-confidence by investing time and money in self-care with beauty products. Generation Z shows a strong preference for shopping online, including beauty products, as a generation that grew up in the digital era. Some reasons that drive this generation to switch to online shopping include the convenience of shopping, product variety, and the ability to compare prices and read product reviews from the comfort of their own homes.

An online survey conducted from July to September 2019 showed that 45.4% of Indonesian women are aware of the importance of beauty care from an early age. These women even started visiting beauty clinics since the age of 19. The survey also revealed that Generation Z is the demographic group that allocates the most money for beauty products, especially for purchasing facial makeup (Kumampung & Dewi, 2020). The perception and behavior of Indonesian consumers towards the beauty industry attracted attention in an online survey conducted from July to September 2019. Data shows that 45.4% of Indonesian women are very aware of the importance of beauty care from an early age. This is evidenced by the fact that they start visiting beauty clinics at a relatively young age, namely 19 years old. Additionally, the survey found that Gen Z—young people aged between 18 and 24—are the group that spends the most money on beauty products, especially facial makeup. This trend reflects the increasing awareness and interest among the younger generation, especially women, to prioritize appearance and self-care. This more clearly shows that the beauty industry, particularly cosmetics, plays an important role in people's lives, especially for the younger generation in Indonesia, and indicates bright prospects for the growth of this industry in the future.

Yltävä (2024) stating that Generation Z is the type of consumer who is more familiar with online shopping and has a strong preference for obtaining beauty products through digital platforms, rather than traditional physical stores. Social media, especially TikTok, often becomes an important tool in influencing their purchasing decisions, with an abundance of content from cosmetic producers and influencers providing product recommendations. They usually refer to the websites of beauty product sellers and cosmetic brands as the main sources of information and places to purchase. Reviews and ratings from other customers often become key factors in their purchasing decisions. Online shopping becoming more common among this generation is strong evidence of technological advancement and how it has influenced consumer behavior. Generation Z has grown up with technological sophistication, so they are accustomed to shopping on digital platforms. In addition, they prefer to shop for beauty products online rather than in conventional physical stores. Social media, especially TikTok, plays a crucial role in determining the preferences and purchasing decisions of Generation Z. This is due to the fact that various influencers and cosmetic manufacturers are on the platform, allowing Generation Z to access a wide range of content that includes beauty trends, the latest products, and recommendations. This also gives them the opportunity to see how a product works and how others perceive it before they decide to buy. Yltävä also shows that reviews and ratings from other customers often play a key role in Generation Z's

purchasing decisions. Cosmetic and beauty product brand websites usually serve as the main reference point for Generation Z, and reviews and ratings from other customers who have used the products allow Generation Z to make informed and confident purchasing decisions.

This research aims to explore and understand how impulsive buying styles and social media usage influence the purchasing decisions of this generation's cosmetics. By focusing on Gen Z customers, this research is expected to provide the latest insights into consumer behavior and effective marketing strategies for the cosmetics industry in the modern era. Additionally, this research is expected to identify facts about consumer behavior in the cosmetics industry in the modern era.

## **2. Materials and Methods**

### **Impulsive Buying Style**

Impulsive buying behavior is not only prevalent in the mall environment in the UAE, but it is also an integral part of the marketing strategy in those malls. Marketers cleverly exploit consumer impulsiveness, using various tactics such as attractive product displays, limited-time promotions, and strategic product placement to stimulate spontaneous purchases. Researchers explore the relationship between consumer perceptions of impulsive buying and their actual purchasing behavior, finding a significant correlation. This shows that the way someone perceives or views impulsive purchases can provide a good estimate of how likely they are to make impulsive purchases themselves (Joghee & Alshurideh, 2021). The study found that external factors have a greater influence on impulsive buying compared to internal factors such as personal needs or desires. This is evidence of the power of the mall environment as an entity that can significantly influence consumer behavior. In the case of the UAE, the diversity of malls offering various shopping experiences becomes an important element that plays a role in encouraging impulsive purchases among expatriates. This study not only highlights the importance of understanding impulsive buying in the context of marketing strategies but also raises awareness of the ways in which consumers, especially expatriates, are persuaded to make purchasing decisions.

Impulsive buying is a phenomenon often triggered by sudden emotional urges, such as the need to immediately satisfy a desire, the allure of a temptation, or a feeling of excitement. When individuals are confronted with attractive stimuli or tempting offers, emotional impulses can dominate over rational thinking, prompting them to make purchase decisions without careful consideration (Yasin et al., 2023). This phenomenon is reinforced by the role of social media as a platform that provides reviews, testimonials, and recommendations, allowing potential buyers to obtain detailed information about a product. These factors simultaneously interact and significantly influence impulsive buying decisions.

### **Social Media Influencer**

Social networks allow various types of users to share information, and most users are passive. Within it emerges a new group of communicators known as "micro-celebrities," which consists of famous people and ordinary users. These influencers use their reach to teach specific topics to their followers and showcase their daily lives. These influencers are very successful and attract followers due to their reach and closeness (Peter & Muth, 2023).

Social networks are platforms that allow various types of users to share data. Most users are passive, which means they consume content rather than create it themselves. "Mikro-celebrities," which are a combination of regular users and celebrities, are the new group of communicators on social networks. These influencers use their power to inform their followers about specific topics while showcasing their daily lives. These influencers succeed because they are close and intimate with their followers, making them feel emotionally connected and engaged with what they say. Because they can reach a wide audience and engage directly with them, advertisers are more interested in using them as a marketing tool.

The use of social media greatly influences the behavior and thoughts of the audience, including in politics and the tourism industry. A study conducted in Germany found that, although mainstream media continues to be the primary source of political information, young people are increasingly using politically focused influencers to understand that information. These influencers can reinforce existing opinions, shape new ones, and even change choices based on their views (Peter & Muth, 2023). The use of social media has a significant impact on audience behavior and mindset, affecting various aspects of life, including the purchasing decision-making process. A study conducted in Germany shows that, although mainstream media continues to be the primary source of political information, younger generations increasingly rely on politically focused influencers to help them understand issues. However, the influence of influencers is not limited to politics; they can also affect purchasing decisions. Influencers are able to shape customer preferences and encourage them to purchase specific goods or services by recommending certain products or services, providing convincing reviews, and showcasing a particular lifestyle.

Social media influencers have a significant impact on Gen Z's purchasing decisions in Indonesia, and most of the surveyed individuals acknowledge their influence. The most effective content focuses on product reviews and lifestyle, emphasizing the importance of showcasing authentic and relevant products to influence customer behavior (Erwin et al., 2023). Because Indonesian Gen Z is very connected to social media platforms and often seeks real experiences, social media influencers greatly influence their purchasing decisions. Product reviews and lifestyle content are the most effective because they provide useful information to help people make purchasing decisions. The trust built between influencers and their followers is very important, and when they are consistent and honest in recommending products, their relationship is strengthened. Therefore, the main factors influencing Gen Z's purchasing decisions are the emphasis on authenticity and the relevance of the products shown.

#### **Purchase Decision**

high brand credibility in Instagram posts has a positive impact on message credibility, attitude towards ads, purchase intention, and eWOM intention. This shows the importance of considering these factors when planning influencer marketing strategies to influence consumer purchasing decisions (Lee & Kim, 2020). Influencer marketing influences consumer decisions to purchase something. By using influencers to increase brand awareness, create social proof, and produce high-quality content, companies can boost consumer interest and desire to purchase products. Influencer marketing remains an

effective method for influencing consumer purchasing decisions (Adebayo & Omamode, 2023). Because influencers can build strong relationships with their audience, influencer marketing remains an effective strategy for influencing consumer purchasing decisions. When influencers promote goods or services, they can use their trust and credibility to convince their followers about the value and quality of those goods or services.

In influencer marketing strategies, it is very important to pay attention to key elements such as brand credibility and quality content. Brand credibility provides influencers with a solid foundation to promote products, while quality content attracts attention and influences positive perceptions of the brand. Because influencers have a strong appeal among their audience, influencer marketing strategies can be an important component of a successful marketing campaign. By choosing influencers that align with the brand and values they want to convey, and by producing relevant and engaging content, companies can create effective marketing campaigns and positively influence customer purchasing decisions.

### Research methodology

The sampling technique used in this research is snowball sampling. This method was chosen to assist researchers in identifying suitable samples for further analysis. The respondents to be selected must meet the following criteria:

1. Understand the process of purchasing items clearly on online shopping sites.
2. Have social media accounts, both Instagram and TikTok.
3. Following the social media accounts of famous artists and celebrities.
4. Active on social media, both as an observer and as a participant who comments on the social media accounts of artists or celebrities.
5. Aged 20 – 27 years.

Considering that the number of the population meeting these criteria is unknown, the determination of the sample size uses a specific formula to accurately reflect it.

$$n = \frac{(Z\alpha)^2(p)(q)}{d^2}$$

Explanation:

n = Sample size

Z $\alpha$  = The standard normal value, whose magnitude depends  $\alpha$

p = Population proportion estimate

q = 1-p

d = Deviation that is tolerated.

Menurut Annur (2024) According to data from We Are Social, it was recorded that in January 2024, 139 million Indonesian citizens had social media accounts. This figure accounts for 49.9% of the total population of Indonesia. Based on this data, the estimated population proportion used is 49.9%.

$$n = \frac{(1,65)^2(0,499)(0,501)}{0,1^2}$$

$$n = 68,062$$

Based on these calculations, the sample size to be used for examining Generation Z's cosmetic purchasing decisions is 68 people. The design of this research aims to explore the causal relationships between random independent variables and random dependent

variables. Specifically, this research seeks to understand how the influence of impulsive buying styles and the impact of social media influencers shape cosmetic purchase decision-making behavior among Generation Z. To test this relationship, the logistic regression analysis method was used. In this method, the dependent variable is represented on a binary scale, resulting in two possible categories, with a value of  $y=1$  indicating a successful cosmetic purchase, and a value of  $y=0$  indicating the opposite, which is no cosmetic purchase.

So the model equation is as follows:

$$\ln(p/1-p) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + u_i$$

Where :

$P_i$  = The probability of an event occurring, in this case, the purchase of cosmetic products.

$(1-P_i)$  = The probability of an event not occurring, in this case, the non-purchase of cosmetics.

Next, it is simplified to:

$$L_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + u_i$$

Where :

$L_i$  = The probability of cosmetic purchases by Generation Z

$X_1$  = Impulsive buying style.

$X_2$  = sosial media influencer.

### 3. Results and Discussion

#### Results

**Tabel 1**  
*Omnibus Tests of Model Coefficients*

		Chi-square	df	Sig.
Ste	Step	38.475	2	.000
p 1	Block	38.475	2	.000
	Model	38.475	2	.000

**H<sub>0</sub>** : Impulsive buying style and social media influencers do not significantly affect cosmetic purchase decisions among Generation Z.

**H<sub>1</sub>** : Impulsive buying styles and social media influencers significantly affect cosmetic purchasing decisions among Generation Z.

**Keputusan :** Reject  $H_0$  if the sig value is less than 0.05.

Accept  $H_0$  if the sig value is greater than 0.05

In Table 1, the sig output value of the omnibus test of Model Coefficients is 0.000 or less than 0.05, indicating that the model is significant with the decision to reject  $H_0$ . With the decision to reject  $H_0$ , it can be concluded that the model can be used for further analysis and it can be stated that all predictors (impulsive buying style and social media influencer) together have a significant relationship with the purchasing decision of cosmetics among Generation Z.

**Tabel 2**  
*Variables in the Equation*

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>	Gaya Pembelian Impulsive	.111	.132	.643	1	.399	1.117
	Sosial Media Influencer	.657	.284	5.148	1	.022	1.928
	Constant	-6.737	2.535	9.103	1	.003	.001

a. Variable(s) entered on step 1: Gaya Pembelian Impulsive, Sosial Media Influencer.

Table 2 shows the correlation coefficient values between impulsive buying style and social media influencers on the probability of cosmetic purchase decisions among Generation Z, with the following hypothesis:

**Hypothesis of Impulsive Buying Style:**

Ho :  $\beta_1 = 0$ , (impulsive buying style does not significantly affect cosmetic purchase decisions among Generation Z).

H1 :  $\beta_1 \neq 0$ , (impulsive buying style significantly influences cosmetic purchase decisions among Generation Z).

Where Ho is accepted if sig > 0.05 and Ho is rejected if sig < 0.05

Decision: Accept Ho because sig = 0.399

**Hipotesis Sosial Media Influencer:**

Ho :  $\beta_2 = 0$ , (social media influencers do not significantly influence cosmetic purchasing decisions among Generation Z).

H1 :  $\beta_2 \neq 0$ , Social media influencers significantly affect cosmetic purchasing decisions among Generation Z.

Where you accept Ho if sig > 0.05 and reject Ho if sig < 0.05

Decision: Reject Ho because sig = 0.022

$$\ln P/1-P = -6,737 + 0.111 X_1 + 0.657 X_2$$

$$P/1-P = e^{-6,737 + 0.111 X_1 + 0.657 X_2}$$

Based on this equation, it can be interpreted as follows:

- a) Each increase in the impulsive buying tendency will increase the odds ratio of cosmetic purchase decisions among Generation Z by 1.117.
- b) Each increase in the desire to follow tax social media influencers will increase the odds ratio of cosmetic purchase decisions among Generation Z by 1.928.

Tabel 3

Step	<i>Model Summary</i>		
	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	43.860	.47	.63

In Table 3, it can be seen that the Nagelkerke R Square value is 0.633, thus it can be concluded that the independent variables can explain the model by 63.3%. The significant contribution of the overall influence of the independent variables (predictors), namely impulsive buying style and social media influencers, together on the purchasing decisions of cosmetics among Generation Z is represented by the Nagelkerke R square value of 63.3 percent.

### **Discussion**

The ease of access to information through the internet has changed the way Generation Z makes purchasing decisions. They tend to use online sources to research products, including reviews and comparisons, before making a purchase. Thus, their purchasing decisions become more considered and less impulsive. Generation Z uses smartphones, social media, and online forums as primary tools to gather information about products, making their purchases more informed than impulsive. The pandemic and economic recession have heightened Gen Z's awareness of the importance of financial management, especially since they are still seeking a solid financial footing. They have become more selective in their purchases, prioritizing items that are truly needed and that provide added value. Therefore, when it comes to deciding on the purchase of high-value products, they usually conduct in-depth research on the specifications and usability of the product before making a decision. (JEO Kompas.com, 2022).

Generation Z is known for having high brand awareness and considering quality as an important factor in their purchasing decisions. They are not only looking for affordable products but also those that offer the best value in terms of quality and durability. Generation Z is more likely to research brands and products before making a purchase to ensure they get the best value for their money. In the context of cosmetic products, this may mean they are more likely to seek out product reviews and testimonials, as well as compare ingredients and benefits before making a purchase decision. Sutriani et al., (2024) finding that Generation Z tends to consider brand image before deciding to make a product purchase. This further emphasizes that impulsive buying does not occur because Generation Z tends to be brand-conscious and how the brand presents itself influences their decision to make a purchase or not.

Adriani Faradita & Widjajanti, (2023) In his research, he found that purchasing decisions are influenced by customer reviews; the better the reviews given by consumers for a product, the higher the purchasing decisions of potential consumers to buy that product. Generation Z is greatly influenced by online reviews and recommendations from influencers on social media when making purchasing decisions. They tend to seek confirmation from peers and figures they trust before purchasing a product. Reviews and recommendations can give them confidence that the product they are about to buy has

proven to be of high quality and meets the expectations of others. This can reduce the likelihood of them making impulsive purchases because they are more likely to research and consider their options before making a purchase.

Generation Z tends to trust public figures they find relatable or authentic more than traditional advertisements. The use of influencer marketing impacts the growth of cosmetic brands; an influencer must have a deep connection with the product to effectively market it on social media (Setiabudi et al., 2023). Influencers, as real individuals who use the product in their daily lives, provide a high level of trust. They are often seen as friends or trusted individuals, so product recommendations from them are considered more sincere and reliable.

Social media influencers have a positive impact on potential consumers' trust in a brand (Febriyanti et al., 2024). Influencers often demonstrate the use of cosmetic products through tutorials or review videos. Seeing this product used live or in videos reduces the uncertainty that consumers might feel about the product's effectiveness or application. This demonstration helps showcase the real results of the product, thereby influencing purchasing decisions.

#### 4. Conclusions

This study concludes that impulsive buying styles and the role of social media influencers have a significant impact on shaping the purchase decisions of cosmetic products by Generation Z consumers in Indonesia. As digital natives, Generation Z is highly responsive to marketing strategies that leverage social media platforms and influencer endorsements. Market data confirms that nearly half of FMCG sales on major e-commerce platforms originate from beauty products, with the cosmetics industry demonstrating steady and promising growth. Social media influencers play a pivotal role in raising product awareness and triggering impulsive purchases, which are key drivers of growth in the cosmetics market. Furthermore, trends in self-care and appearance consciousness act as supporting factors for market expansion. Therefore, strategic partnerships with influencers and targeted digital marketing campaigns are essential strategies for players in the cosmetics industry to optimize engagement with young consumers, as well as to maintain and expand market share in the continuously evolving digital era.

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