

ABSTRACT

This study investigates the impact of electronic word-of-mouth (eWOM) on TikTok and the Fear of Missing Out (FOMO) on consumer purchase intentions toward Somethinc makeup products among Generation Z in Indonesia. As TikTok continues to grow as a dominant social media platform, particularly among Gen Z, its influence on consumer behavior has become increasingly significant.

This study uses the Information Adoption Model (IAM) as its theoretical framework to investigate how perceived usefulness, which in turn affects information adoption and purchase intention, is influenced by information quality, quantity, and credibility. Additionally, the study investigates how FOMO may moderate these associations.

A quantitative method was used, collecting information from 300 Gen Z respondents who have used TikTok and Somethinc products via an online survey. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to analyze the data.

The findings show that information usefulness is positively and significantly impacted by information quantity, quality, and credibility. Purchase intention is largely predicted by direct influence of FOMO, then followed by information adoption, which is heavily influenced by both FOMO and information usefulness.

These findings highlight the crucial role of eWOM and FOMO in shaping consumer decisions and offer practical insights for brands aiming to engage younger audiences through social media platforms like TikTok.

Keywords : eWOM, Generation Z, Purchase Intention, FOMO