



The Psychological Pull of FoMO in Consumer Behavior: a Literature Review

Hartini Pratiwi Pane^{1*}, Syahrika Luthfi², Ismail Napitupulu³, Syafrizal Helmi Situmorang⁴, Beby Karina Fawzee Sembiring⁵

¹⁻⁵ Universitas Sumatera Utara, Medan, Indonesia

Email: hartinipratiwi@students.usu.ac.id^{1*}, syahrikaluthfi@students.usu.ac.id², ismailnapitupulu@students.usu.ac.id³, syafrizal.helmi@usu.ac.id⁴, beby@usu.ac.id⁵

*Corresponding author: hartinipratiwi@students.usu.ac.id

Abstract: *The purpose of the research is to find out FoMO in analyzing customer satisfaction. SLR method in writing this article, literature review plays an important role in formulating research ideas, understanding previous findings related to the topic raised, and identifying gaps in existing knowledge. A systematic literature review (SLR) was conducted in two well-known databases, ScienceDirect and Scopus. After applying inclusion and exclusion criteria, 1,098 out of 3,977 articles were deemed relevant. Thereafter, these papers were carefully examined to produce an in-depth analysis of the subject. Ultimately, 13 papers were selected for in-depth examination in this study. Based on data from SLR the articles were written between 2021 and 2024. The research methodology used in this paper includes descriptive analysis and bibliographic analysis. The results of writing the article found that Fear of Missing Out (FoMO), which capitalizes on the feeling of fear of missing an opportunity, is proven to increase consumer confidence to make a purchase immediately. Effective marketing strategies in leveraging Fear of Missing Out (FoMO) often involve elements of time constraints and product popularity that can trigger impulsive behavior in consumers. Social media marketing also plays an important role by creating interactions that attract consumers through trending content. The findings in this study enable brands to strengthen emotional connections with consumers, expand reach, and drive engagement in purchase decisions.*

Keywords: *Fear of Missing Out (FoMO), Consumer Behavior, Social Media Marketing, Consumer Satisfaction, Impulse Purchase.*

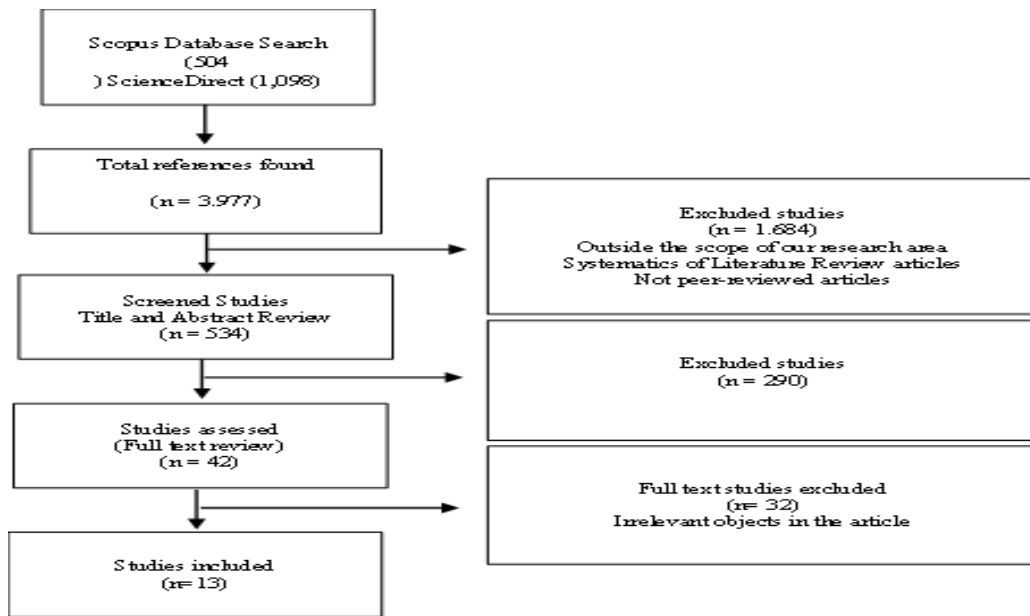
1. INTRODUCTION

In today's digital era, social media has become an inseparable part of people's daily lives, especially generation Z. The presence of social media has changed behavioral patterns and consumer satisfaction. The presence of social media has changed the behavior patterns and lifestyle of generation Z, including in terms of consumption behavior. The phenomenon of products going viral on social media is a new trend that attracts the attention of consumers, especially generation Z. Tjiptono (2020) says that culture, social, personal and psychological factors will influence consumer behavior. This statement indicates that consumer behavior is influenced by several internal and external factors. These factors include culture, social factors, personal factors, and psychological factors. Culture influences consumers' views, values and

attitudes towards certain products and brands. Social factors include interactions between individuals, groups, and the social environment that influence consumer behavior. Personal factors include age, income, education level, and social status that influence how individuals perceive and decide to buy certain products. Psychological factors include an individual's feelings, motivations, and perceptions of products and brands.

The concept of FoMO can be utilized in the marketing world which leads to compulsive buying behavior by putting pressure on the consumer decision-making process (Hodkinson, 2016). Putting pressure on the decision-making process can be in the form of anxiety if not doing the same thing, then the person is not in the mainstream group. Thus, referring to previous studies, Kang *et al.* (2019) relate FoMO to basic psychological needs and social needs to be accepted in a group.

Some previous research will support the phenomenon of *Fear of Missing Out* (FoMO) in social media marketing. A study (Emi Ulfi Yani and Rojuaniah, 2023) found that marketing strategies based on FoMO can trigger impulsive behavior, especially in users who are active on platforms such as Instagram and Facebook. This finding is reinforced by previous research (Rizky *et al.*, 2024), which found that product marketing on social media not only increases product visibility but also strengthens brand engagement, which has an impact on improving consumer behavior. Consumer behavior falls into the category of purchasing decisions (Kotler & Armstrong, 2016) which includes how groups, individuals and organizations choose, buy, and use goods, services, or ideas to meet their needs and wants (Pakpahan, 2016). In addition, buyers' personal characteristics, such as age, occupation, and economic conditions, influence the overall buying process. Through a quantitative approach, it explores how *Fear of Missing Out* (FoMO) and social media marketing influence consumer purchasing decisions in Indonesia. This study collected data from active social media users to analyze the relationship between FoMO, digital marketing strategies, and consumer behavior. This research is expected to provide new information and assist businesses in creating better marketing strategies in the digital era to improve customer engagement and increase sales.



This study aims to conduct an in-depth literature review on FoMO on Consumer Behavior So that whatever is done by others, it will be very interesting to imitate, whether it is done by people in *their cycles*, or people seen on social media. Consumers who are affected by FoMO tend to buy products or follow certain trends for fear of being left behind from their social environment, it is done without paying attention to certain factors such as price, product quality, or personal needs.

2. LITERATURE REVIEW

Methods

In writing this article, literature review plays an important role in formulating research ideas, understanding previous findings related to the topic, and identifying gaps in existing knowledge. A comprehensive literature review helps to find research gaps and provides a basis for developing a more in-depth theoretical framework. In addition, a literature review is an effective way to synthesize research findings to show meta-level evidence and reveal areas that require further research. It is a key component in building theoretical frameworks and conceptual models (Snyder, 2019). A literature review is conducted through careful selection and analysis of various sources of information, including books, journals, theses, reports, conference proceedings, unpublished manuscripts, and articles from academic journals (Sajeevanie, 2021).



Figure 1
Research method with systematic literature review (SLR)

In this literature review, the journals used were obtained through the Scopus indexed international journal database, with the help of the Publish or Perish application to facilitate the search and collection of references. As shown in Figure 1, the initial stage of the search yielded 534 relevant articles using the keyword "FoMO." The articles were then collected and stored in RIS (*Research Information System Citation File*) format for easy management and reference. From the total 534 articles found, only 42 journals were selected based on their relevance and quality, from both international and national sources, which were used in the completion of the *systematic review*.

a. Data Extraction

Title, citation count, journal source, keyword combination, and author-level metrics were all used in this article classification system.

b. Review Protocol

The authors also used VOSviewer, a software that facilitates the creation of maps based on research network data, which can then be visualized and further explored. VOSviewer was chosen because it is easier to use and has a clearer display than other software such as *CiteSpace* (Zhang, Quoquab and Mohammad, 2024). This application makes it easier for researchers in certain fields to find publications and related citations (Kirby, 2023). VOSviewer produces three types of visualizations: network visualization that displays the strength of relationships between research terms, *overlay visualization* that shows historical development based on publication year, and *density visualization* that shows research areas with a particular focus (Zakiyyah, Winoto and Rohanda, 2022).

c. Data Filtering

In this literature review, the journals used were obtained through the Scopus indexed international journal database, with the help of the *Publish or Perish* application to facilitate searching and collecting references. As shown in Figure 1, the initial stage of the search resulted in 42 relevant articles using the keyword "FoMO" The articles were then collected and stored in RIS (*Research Information System Citation File*) format for easy management and reference. From a total of 584 articles found, only 42 journals were selected based on their relevance and quality, from both international and national sources, which were used in the completion of the *systematic review*.

Descriptive Analysis

The literature on the influence of FoMO on consumer behavior was mapped using descriptive analysis. In addition to highlighting the strengths and limitations of current

research, this approach helps identify trends (Tranfield *et al.*, 2003). Our findings are presented in this section along with information on the place published, country of origin, and year of publication.

- a. Publications by Year The growth of publications on the topic of FoMO on consumer behavior has been tracked over time, starting in 2021 and continuing until January 2024. Figure 2 illustrates this progression, showing that most of the research has occurred in the last four years, indicating an increased scientific interest in the subject. Therefore, it seems reasonable to anticipate that additional research will be released before the end of 2024.



Figure 2
Growth of publications on the topic of FoMO

- b. Publications by country Figure 3. shows the geographical distribution of articles by country based on the quantity of papers and citations collected from Scopus. Even if an article is co-authored with another country, each country receives points for their distinct authorship contribution (Del Vecchio *et al.*, 2022). The purpose of this analysis is to identify countries that have declared FoMO towards consumer behavior.

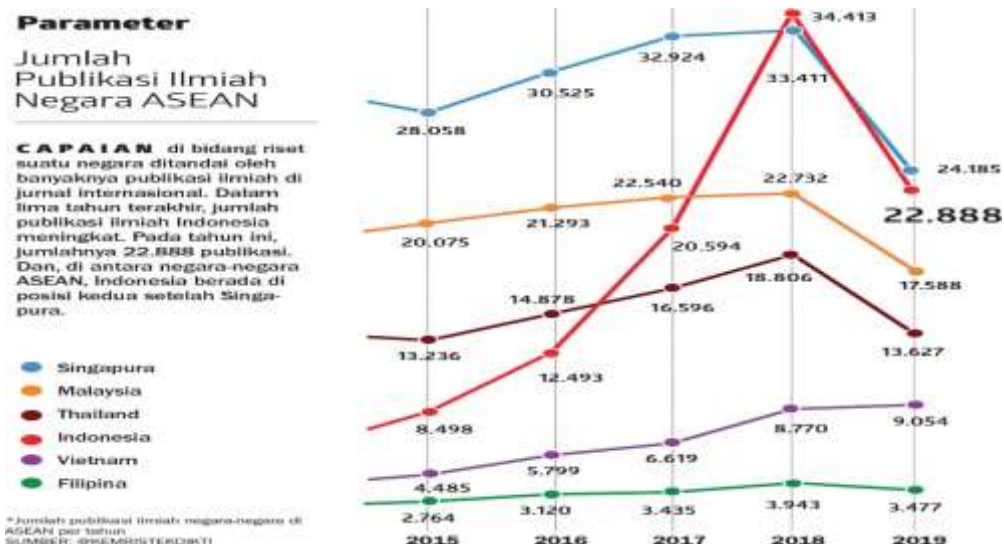


Figure 3
Geographic Distribution

3. RESULTS

Common Keywords

This analysis focused on identifying keywords that were frequently used by authors to evaluate a large number of texts on FoMO artificial content against consumer behavior. By performing a keyword occurrence analysis, a network was created to visualize the

relationships between various terms (Radhakrishnan et al., 2017). This method helps uncover the implicit connections that authors make between their chosen keywords and their research topics (Su and Lee, 2010). The frequency of certain keywords (FoMO, Consumer Satisfaction, Social Media, Instagram, Consumer Experience) across 42 articles is displayed in graph format, with larger circles indicating higher frequency.

Bibliographic Merging

As these sources shed light on the subject, articles citing the same references were linked (Perianes-Rodriguez et al., 2016). The benefits of bibliographic merging include creating visualization maps of widely cited works, shedding light on contemporary research issues, and directing further investigations (Mariani et al., 2022). The 13 articles in the data sample underwent bibliographic merging using VOSviewer software, using documents as the unit of analysis. Four clusters were found using this study. Van Eck and Waltman (2010) created VOSviewer, which is often used to create bibliometric maps and is more suitable for this task than multidimensional scaling (Ferreira, 2018).

a. Main themes

To improve the accuracy of article clustering and understanding of research areas, a detailed analysis was conducted on 42 articles identified through bibliographic merging. The initial grouping showed a lack of thematic coherence, which is often due to diverse academic backgrounds. Content analysis focused on each article's purpose, research questions, methods and main arguments to identify the main topics. Descriptive statements were made, leading to initial theme headings (Clark et al., 2019). Articles were compared and sorted to categorize them by theme, which were then grouped into larger study themes. This process resulted in a structured hierarchy, with duplicates checked and adjusted.

Table 1. Data analysis matrix on articles used in the literature review

No.	Title	Population and Sample	Research Location	Method	Results
1.	Is fear of missing out (FOMO) a cultural construct? Investigating FOMO from a marketing perspective	Sample: 3,286 respondents	Florida State University	The data were obtained via an online survey.	The results show that while consumption of English-language social media is not significantly related to FOMO, the consumption of social media in other languages appears to be a significant predictor of FOMO. The study also finds that collectivism and ethnic identity appear to have a strong correlation with FOMO and can be used as predictors of FOMO. These findings support the idea that FOMO is highly cultural. The paper goes on to discuss how these conclusions contribute to the literature, along with the managerial implications of the findings.

No.	Title	Population and Sample	Research Location	Method	Results
2.	FOMO related consumer behavior in marketing context: A systematic literature review	Sample: This study employs a systematic literature review, analyzing 42 empirical studies from the SCOPUS and Web of Science databases.	Airlangga University Surabaya	This systematic literature review analyzes and synthesizes developments, antecedents, and emerging responses to FOMO in a broad context of consumer behavior.	The findings indicate that FOMO is often associated with negative psychological situations. Still, without realizing it when studying FOMO in the marketing context, it turns out that it gives a response that positively impacts consumption behavior.
3.	Fear of Missing Out and Consumer Happiness on Instagram: A Serial Mediation of Social Media Influencer-Related Activities	Sample: A serial mediation model using survey data ($N = 604$) indicates SMI-related activities are positively associated with a consumer's happiness.	Seoul National University	IBM SPSS Statistics 22 was used to analyze the data.	Findings in this study showed that SMI-related activities function as key mechanisms linking FoMO and happiness in Gen Z consumers. Although FoMO was negatively associated with happiness, corroborating previous studies, SMI-related activities partially attenuated this effect. Based on the Absorption-Addiction model, following the lives of SMIs and purchasing products they recommend seem to allow young adults to identify with SMIs and satisfy some level of psychological deficiency.
4.	The FOMO effect of social media habits on consumers and the return rate of purchases made under this effect.	Population and Sample: The survey was conducted online between September 8-19, 2022, and 468 surveys were collected. As 26 of these questionnaires were not suitable for the analysis, 442 questionnaires were included in the analysis.	Turkey	IBM SPSS 23.0 and Smart PLS 3.3.6 package programs were used to analyze the data.	In this study, it was revealed that social media use and social media advertising have a significant and positive effect on FOMO. In addition, the FOMO effect has a positive effect on impulse buying, impulse buying has a positive effect on post-purchase regret and post-purchase regret has a positive effect on the propensity to return. Both consumers and marketing managers must be prepared for the consequences of consumer regret.
5.	Consumer impulse buying behavior based on FOMO psychology in the digital era	Population: The qualitative approach was chosen because of its focus on deep understanding and the meaning behind behavior, aligning with the research goal to explore the context and emotional factors influencing the relationship between FOMO and impulsive buying. Data collection was conducted through in-depth interviews with a sample of consumers who have experienced FOMO and impulsive buying.	Ambon, Indonesia	Thematic analysis was utilized to identify thematic patterns from the interviews, while content analysis was conducted to identify patterns of the relationship between FOMO and impulsive buying.	The research findings indicate that FOMO plays a key role in driving consumers towards impulsive buying as a response to curiosity, social connectedness, and urgency. Furthermore, the intensity of FOMO significantly influences the level of impulsivity in purchasing, with individuals experiencing higher FOMO intensity being more susceptible to impulsive actions.
6.	Chinese Consumers' Herd	The sample size of 279 is sufficient,	Korea	The collected data were analyzed	The results provide theoretical explanations as to why Chinese

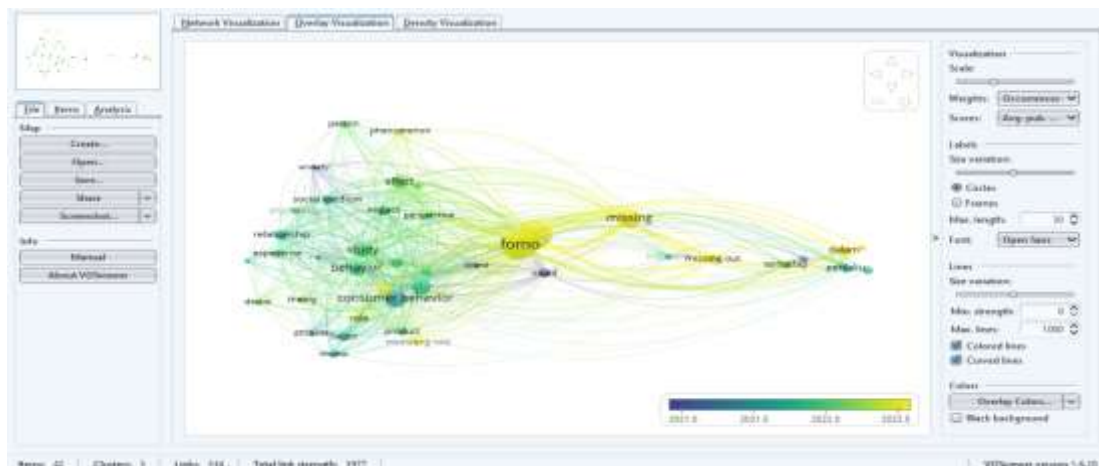
No.	Title	Population and Sample	Research Location	Method	Results
	Consumption Behavior Related to Korean Luxury Cosmetics: The Mediating Role of Fear of Missing Out	because a sample of at least 267 is required at the 95% confidence level, and a confidence interval of six is used for the total population of the five selected cities in China (52,781,714).		using the structural equation modeling (SEM) method, conducted within SPSS and AMOS.	consumers indulge in collective obsession-like stockpiling consumption toward certain luxury brands, as well as several managerial implications related to this behavior.
7.	Investigating 'Fear of Missing Out' (FOMO) as an extrinsic motive affecting sport event consumers' behavioral intention and FOMO-driven consumption's influence on intrinsic rewards, extrinsic rewards, and consumer satisfaction.	219 usable responses were collected after excluding 23 incompletes	America	Structural Equation Modeling with Moderation	Study 1 results support the notion that FOMO can boost sport media viewing intention through two mechanisms: by directly stimulating intention and by lifting the negative effect of constraints on intention. In Study 2, FOMO-driven consumption shows a stronger link to extrinsic than intrinsic rewards, extrinsic reward is marginally but negatively associated with intrinsic reward, and intrinsic reward is a stronger predictor of satisfaction. Overall, FOMO is identified as a meaningful extrinsic motive for sport event consumption although its effects on consumer satisfaction are arguable. Implications for FOMO-driven marketing are discussed.
8.	Exploring the influence of uncontrolled social media use, fear of missing out, fear of better options, and fear of doing anything on consumer purchase intent.	survey of 543 participants	America	Structural Equation Modeling	The results reflect the theoretical and practical implications by concluding that the FoMO for marketing purposes is significant in decision-making. However, FoBO and FoDA inhibit the consumer's ability to commit to a decision.
9.	Indonesian consumers' emotional and psychological factors in the nexus of fear of missing out (FOMO)	150 respondents	Indonesia	The SEM-AMOSis used to analyze the results.	The result also shows that anticipated elation and anticipated envy from others have a positive effect on FOMO. It was also found that comforting rationalizations negatively influence FOMO and FOMO positively and significantly affect purchase intention. This study finds that comforting rationalization explains concerns about alternatives and offers behavioral mitigation that assists individuals to make their choices and reduce their FOMO.
10.	The Effect Of Fear-Of-Missing-Out (FoMO) On Hedonic Services Purchase In Collectivist And Restrained Society: A Moderated	324 respondents	India	structural equation modeling (PLS-SEM)	The results show that anticipated elation and anticipated expense regret perfectly mediate the impact of FOMO on the purchase likelihood of hedonic services. Moreover, gender moderates these mediation effects. Hence, females are more sensitive to FOMO as compared to males.
11.	Individual differences in Fear of Missing Out (FoMO): Age, gender, and the	3370 German participants completed the 10-item FoMO scale and the 45-item	Germany	structural equation modeling (PLS-SEM)	The results showed no gender differences in experiencing FoMo. Younger people had higher FoMo scores. The Neuroticism domain, its facets, and items robustly positively

No.	Title	Population and Sample	Research Location	Method	Results
	Big Five personality trait domains, facets, and items	German Big Five Inventory in 2018.			correlated with FoMO, while Extraversion, Openness to Experience, Agreeableness and Conscientiousness were negatively associated with FoMO on the domain-level (with small correlations). In addition to Neuroticism, Conscientiousness had consistent negative (yet small) links with FoMO on domain-, facet-, and item-level data.
12.	Social media-induced fear of missing out (FoMO) and social media fatigue: The role of narcissism, comparison and disclosure	311 responses	USA	structural path analysis in SPSS AMOS	The results show that FoMO is stimulated by time cost and anxiety. FoMO also positively influences users' adoption of narcissistic admiration and rivalry processes, which influence SMP behaviors differently. Interestingly, we found that only social comparison positively influenced fatigue. The findings raise significant implications for theory and practice, particularly for managing negative emotional states while using SMPs and promoting a tempered use of these platforms.
13.	Vulnerable narcissism, fear of missing out (FoMO) and addictive social media use: A gender comparison from Germany	Data of 745 social media users from Germany (men: $N = 365$, women: $N = 380$) were collected by online surveys.	Germany	structural equation modeling (PLS-SEM)	The present findings revealed higher levels of vulnerable narcissism, FoMO and addictive SMU in male participants than in female participants. In both gender-specific groups, vulnerable narcissism, FoMO and addictive SMU were positively associated. Moreover, FoMO mediated the relationship between vulnerable narcissism and addictive SMU. Thus, especially (male) persons with high levels of vulnerable narcissism could be at risk for the addictive tendencies when they experience FoMO. Potential ways how to protect this group against the negative effects of the online activity are discussed.

b. Impact of FoMO on Consumer Behavior

This study found that *Fear of Missing Out* (FoMO), defined as the fear of being left out of an opportunity, is used effectively in marketing strategies that utilize *Fear of Missing Out* (FoMO) to increase customer interest in purchasing products promoted on social media. Another study (Wachyuni *et al.*, 2023) supports these findings by showing that FoMO-based promotions strongly influence consumer purchase intention, especially in digital promotions that use time constraints and exclusive opportunities. *Fear of missing out* is a psychological aspect where this aspect shows a sense of worry, with this sense of worry making individuals avoid this feeling by making consumptive or excessive purchases (Wirasukessa & Gede, 2023). This results in consumers will try to continue to make purchases so as not to lose the ongoing discount. Research results (Siddik *et al.*, 2020) show that FoMO creates a perception where individuals become worried about being outdated and will be looked down upon by others. This happens

because the individual does not yet own or buy certain products, so psychologically FoMO gives encouragement to the individual to make purchases even though it is not what they need.



Source: Author's own work (2024)

Figure 4
Network Visualization Analysis Results on VOSviewer

From the results in Figure 4, *network visualization* shows that after filtering 534 keywords with a minimum criteria of two appearances, there are 42 keywords that meet the threshold. The node and word sizes in Figure 2 represent the weight of each key, with the word "FoMO" showing the highest weight.

Social media marketing and *Fear of Missing Out* (FoMO) overall increase consumer purchase decisions, according to research. Social media marketing has proven effective in creating intense interactions with consumers through engaging content, influencer marketing, and promotions. These strategies increase engagement and make consumers more interested in immediately purchasing the product or service on offer. At the same time, *Fear of Missing Out* (FoMO) plays a role in reinforcing such urgency, where consumers are afraid of missing out on an opportunity to acquire a popular or limited product.

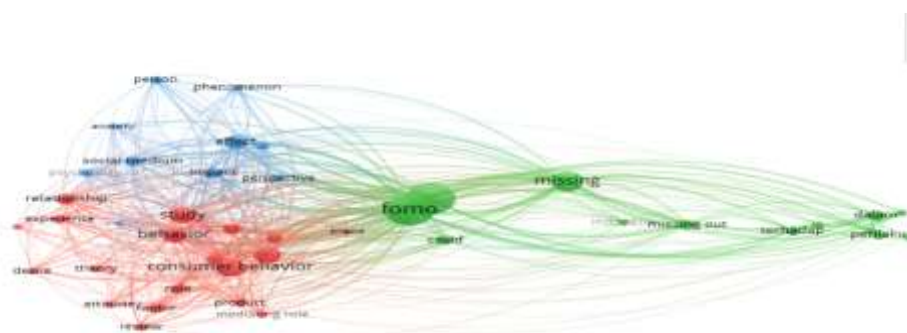
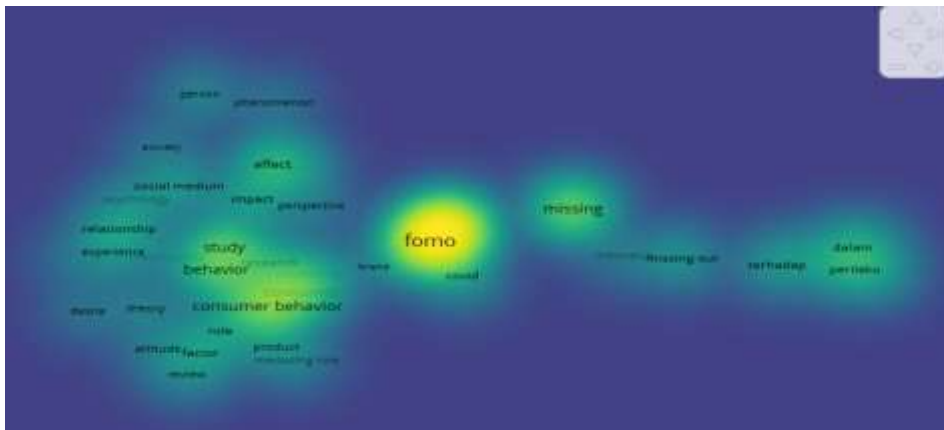


Figure 5
Results of Network Visualization Analysis on VOSviewer

From the results in Figure 5, the *overlay visualization* maps the historical footprint of FoMO-related research. Dark-colored nodes indicate research that has been conducted in the past within the specified time period. In contrast, the color of the nodes related to FoMO indicates that research related to this field began in 2021 and is still relatively new. This indicates a growing interest and increasing research focus on the FoMO phenomenon in an academic context, and opens up opportunities for further research to explore aspects that have not yet been fully researched.

Fear of Missing Out (FoMO), which capitalizes on the fear of missing out on an opportunity, has been shown to increase consumer confidence to make an immediate purchase. Effective marketing strategies in leveraging *Fear of Missing Out (FoMO)* often involve elements of time constraints and product popularity that can trigger impulsive behavior in consumers. Social media marketing also plays an important role by creating interactions that attract consumers through trending content. This allows brands to strengthen emotional connections with consumers, expand reach, and drive engagement in the decision to purchase.



Source: Author's own work (2024)

Figure 6
Density Visualization Results on VOSviewer

From the results in Figure 6, the *density visualization* shows that FoMO and other variables such as *customer behavior*, *experience*, marketing and *study behavior* are in one cluster with yellow nodes. Although the yellow color is not too bright, it indicates that the topics are related, but the intensity of the relationship is still in the early stages. This means that there is a great opportunity to make these topics the subject of further research, especially by analyzing the relationship between these variables. This approach can provide deeper insights into how each variable influences and contributes to the FoMO phenomenon. According to research conducted by (Pergiwati, 2016) shows that consumptive behavior if not controlled will have an impact on the

students themselves, such as having a wasteful nature, the emergence of unproductive nature, lying, excessive work patterns, to using instant methods such as desperately plunging into the night world. So that ultimately this consumptive behavior not only has an impact on the economy but also has an impact on the psychology and social of the individual. In addition, according to research conducted (Faristiana, 2022) shows that consumptive behavior carried out by students is due to maintaining their appearance so as not to be out of date or want to follow the current fashion, and are tempted by the discounts offered by the market place. According to research conducted by (Celik et al., 2019), it shows that there is a significant influence of FoMO on impulse buying and has a partial effect on post-purchase regret, and post-purchase regret is influenced by impulse buying.

Table 2. Dimensions of Brand Experience on Aspects of Consumer Satisfaction

No	Variable	Dimensions	Indicator	Author
1.	FOMO	<ol style="list-style-type: none"> 1. Need to belong 2. Need for popularity 3. Anxiety 4. Addiction 	<ol style="list-style-type: none"> 1. Need to belong, refers to the feeling of worry when individuals will be left behind by the activities or experiences of their friends or peers. 2. Need for popularity, refers to feelings of anxiety when individuals feel insufficiently recognized or appreciated by others. This aspect describes an individual's drive to be popular or recognized in their social environment. 3. Anxiety, refers to feelings of anxiety or worry when an individual misses out on experiences or information that is considered important. A person with FOMO anxiety often becomes obsessed with breaking news or the latest information that they fear they have missed. 4. Addiction, refers to the behavior of individuals who tend to rely heavily on social media or technology in an attempt to avoid the anxiety associated with the fear of missing out. The individual feels that they must constantly check in and be active in online activities. 	Lim (2016), Sette et al. (2020)
		<ol style="list-style-type: none"> 1. Relatedness 2. Self 	<ol style="list-style-type: none"> 1. Relatedness (closeness or desire to relate to others in social media) has a negative meaning, namely a person's need to feel a feeling of belonging, connection, and togetherness with others by checking social media. "Conditions such as strong, warm, and caring attachments can satisfy the need for relatedness, so that individuals feel that they want to have more opportunities to interact with people who are considered important and continue to develop their social 	

No	Variable	Dimensions	Indicator	Author
			competence.". Relatedness has two indicators, namely a sense of wanting to always be connected and wanting to always interact." 2. Self has a negative meaning, namely the psychological need for (oneself) related to competence and autonomy. "Competence is defined as the desire inherent in individuals to feel effective in interacting with their environment, reflecting the need to exercise abilities and seek optimal challenges. While autonomy is defined as the experience of feeling a sense of choice, support and willingness with regard to initiating, maintaining and ending behavioral engagement. This action is carried out by oneself without being bound or controlled by others (the individual is the initiator and source of his behavior). Self has an indicator that it is difficult to blend in."	
2.	Consumer behavior	1. Culture 2. Social 3. Personal 4. Psychological	1. Culture has the broadest and deepest influence on consumer behavior. Within cultural factors there is an important role in purchasing behavior. 2. Social consists of groups, family, role and status. 3. Personal consists of age and stage of the life cycle, occupation and economic environment. Lifestyle. personality and self-concept. 4. Psychological consists of motivation, perception. Learning. beliefs and attitudes.	Kotler (2017)

From the results of the literature review of 13 articles, the authors found various definitions and understandings of the impact of FoMO. The selection of these 13 articles is based on the relevance and completeness of information that is considered the most representative in covering the various perspectives that exist in the literature.

4. CONCLUSION

Based on the theoretical explanation above, it can be concluded that *fear of missing out* has a positive influence on consumptive behavior. This is also in accordance with previous research that *fear of missing out* is a factor that influences consumptive behavior. *Fear of missing out* has a positive relationship with consumptive behavior where the higher the *fear of missing out* (FoMO), the higher the consumptive behavior carried out by individuals, conversely the lower the *fear of missing out* (FoMO) felt by individuals, the lower the consumptive behavior carried out by individuals. The results of the discussion of this study indicate that the use of marketing strategies through social media is effectively able to increase

consumer interest in making purchases. Marketing through social media, which includes the use of creative content, collaboration with *influencers*, and visual and interactive-based promotions, has created a wide reach and strengthened consumer engagement. These activities allow consumers to more easily connect with brands and products, and provide a more personalized experience in the decision-making process. Another study (Nurul *et al.*, 2023) supports these findings and shows that social media marketing, particularly on popular *platforms* such as Instagram and Facebook, has a significant effect on increasing consumer purchase intention. This strategy increases engagement and makes consumers more interested in immediately buying the product or service offered. At the same time, *Fear of Missing Out* (FoMO) plays a role in amplifying such urgency, where consumers feel afraid of missing out on the opportunity to acquire a popular or limited product.

Another factor is that individuals with high levels of FoMO tend to be more motivated to buy viral products in order not to miss out on popular trends and to avoid feeling isolated from their social environment. This shows the importance of paying attention to psychological factors such as FoMO in designing viral product marketing strategies to generation Z. The practical implication of this research is the need for marketers and entrepreneurs to understand and utilize FoMO as one of the factors that can influence generation Z's purchasing decisions. thus a deeper understanding of the relationship between FoMO and consumer behavior can help in improving the effectiveness of viral product marketing in today's digital era.

FoMO plays an important role in shaping consumer behavior by influencing purchasing decisions, encouraging impulse purchases, and affecting emotional well-being. As marketers continue to capitalize on the psychological pull of FoMO, understanding its implications on consumer psychology will be critical to developing effective marketing strategies while also considering the potential adverse impact on consumer mental health. This duality highlights the importance of ethical marketing practices that promote healthy consumption patterns amidst the pervasive influence of social media.

LIMITATIONS

This study has some limitations that must be acknowledged. First, this study focused on the influence of *Fear of Missing Out* (FoMO) in the context of consumer behavior in Indonesia, so the results may not be fully generalizable to other countries or cultures. Secondly, the use of online survey methods and descriptive analysis may limit the depth of insights gained, so a qualitative approach may be considered for future research. In addition, some other factors that influence consumer behavior, such as economic conditions, fast-changing social trends or the influence of *influencers*, may not be fully measured in this study. Furthermore,

this study only covers articles published between 2021 and 2024, which means that recent developments in FoMO research after that period will not be covered. The results of this study may also not be applicable to all market segments or demographics, especially outside of generation Z which is the main focus. With the rapid development of technology and social media, the relevance of these findings may diminish over time, so future research will need to consider newly emerging trends and platforms. Lastly, this study relies on secondary data from indexed journals, which may limit the variety of perspectives and methods used in previous studies.

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