

Online Compulsive Buying and Brand Addiction in Indonesia: The Importance of Using Fear of Missing Out and Social Commerce Interactivity

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Abstract - The research aimed to investigate the impact of fear of missing out and interactivity on online compulsive buying and brand addiction, drawing upon the theoretical framework of compensating the internet use method. The data were obtained through an online questionnaire, which was satisfactorily filled out by 133 participants. The participants were individuals who had engaged in online compulsive buying behavior and exhibited addiction to purchasing specific brands. The statistical data analysis involved utilizing structural equation modeling with partial least squares (SEM-PLS). The findings indicate that the presence of fear of missing out and interactivity have the potential to enhance consumers' propensity to engage in online compulsive buying and develop brand addiction. Individuals who exhibit a proclivity for engaging in obsessive online purchasing behavior might have been incentivized to develop brand addiction. The research contributes to the existing literature on the theory of compensating internet use. It proposes that individuals may be motivated to participate in online activities to alleviate negative feelings from challenging situations.

Keywords: brand addiction, fear of missing out, online compulsive buying, social commerce interactivity

I. INTRODUCTION

The convergence of social networks with online purchasing has resulted in a paradigm shift (Khan & Bhutto, 2023), wherein digital social interactions smoothly merge with economic activity. The burgeoning prevalence of social media has

engendered the emergence of a novel avenue for conducting commercial transactions known as social commerce (Leong et al., 2023). Multiple scholars have expounded upon the utilization of social media and Web 2.0 technologies in developing novel attributes, aiming to enhance client engagement and foster a more reliable and amicable online transaction milieu (Lu et al., 2016). According to Almahdi (2021), the three primary characteristics that define social commerce are social technologies, community relationships, and commercial activities.

While integrating fusion technology provides unparalleled ease and tailored shopping experiences, it simultaneously gives rise to apprehensions regarding its potentially harmful utilization. Social media sites, which function as influential marketing channels, consistently expose users to targeted adverts and product suggestions influenced by peers. The continuous flow of promotional content has the potential to influence compulsive buying tendencies (Moes et al., 2022), as individuals are enticed by the appeal of fashionable products that are prominently featured within their social networks. Moreover, the convergence of personal data across different platforms can potentially exacerbate privacy apprehensions as customers negotiate the delicate balance between disclosing preferences to enhance customized purchasing experiences and protecting confidential information. Considering the convergence of these two domains, effectively tackling the associated difficulties necessitates a nuanced equilibrium encompassing user education, transparent corporate conduct, and solid privacy measures, all aimed at fostering a cohesive and protected digital milieu.

The research focuses on two main dark sides in social commerce: 1) the fear of missing out (FoMO) and 2) online compulsive buying. First, according to Rozgonjuk et al. (2020), fear of missing out activities can be linked to interruptions in daily life. FoMO can potentially exacerbate negative emotional states (Sekścińska & Jaworska, 2022) and enhance problematic social media use (Alshakhsi et al., 2023; Dempsey et al., 2019). FoMO compels individuals to maintain constant connectivity to online platforms, resulting in excessive usage (Cao et al., 2018; Rosen et al., 2018) and subsequent negative behaviors (Stead & Bibby, 2017). According to Hattingh et al. (2022), the phenomenon known as fear of missing out (FoMO) is significantly linked to several negative elements of social media usage. These include the problematic use of social media, a behavior characterized by excessive and compulsive engagement with online platforms, and the practice of “phubbing”, which refers to ignoring one’s immediate surroundings in favor of one’s phone. Additionally, individuals experiencing FoMO tend to report reduced levels of well-being.

Second, the phenomenon of compulsive behavior disorders has been extensively examined in academic literature for over a century across multiple disciplines, including marketing (Moon, Faheem, & Farooq, 2022). Individuals with compulsive buying tend to favor online shopping over traditional brick-and-mortar retail experiences (Huang, Chen, & Sun, 2022). Prior studies have elucidated various determinants that exert an influence on compulsive purchase behavior, encompassing anxiety sensitivity, narcissism (Neale & Reed, 2023), boredom, the fear of missing out (FoMO) (Hattingh et al., 2022; Tandon et al., 2022), materialism (Hussain et al., 2023), hedonistic shopping (Tarka et al., 2022), and other related characteristics. The affordability of pricing has a significant impact on the occurrence of compulsive purchase behavior in online contexts (Firdaus & Santoso, 2023). Most studies indicate a greater prevalence of compulsive buying in females than in males (Zheng et al., 2020).

It is crucial to comprehend the significant impact that brand addiction plays. Brand addiction is generally perceived in a negative (Mrad, 2018) or positive light (Francioni et al., 2021). Nevertheless, the immediate benefits of participating in addictive behavior may have a considerably more pronounced effect than the inevitable negative consequences in the future (Cui, Mrad, & Hogg, 2018). Scholars have increasingly advocated for the investigation and distinction of brand addiction from other constructs within the same domain, such as brand attachment (Fetscherin & Heinrich, 2015) and brand relationship (Hattingh et al., 2022). The research aims to investigate the impact of fear of missing out and interactive attractiveness on online compulsive buying and brand addiction, drawing upon the theoretical framework of compensating internet use theory.

The compensatory internet use theory is a theoretical framework that posits that individuals may

utilize the internet to satisfy psychological demands and compensate for inadequacies or unfulfilled requirements in their offline existence (Kardefelt-Winther, 2014). This theory is predicated on the notion that individuals can leverage the internet to surmount obstacles, alleviate stress, or address deficiencies in their everyday existence. Within this framework, the internet is regarded as a compensation device enabling users to surmount deficits or shortcomings in real-life encounters. For instance, individuals who encounter social isolation in their offline existence may endeavor to satisfy their requirement for social connection using online social networks. The research employs this theoretical framework to elucidate the manner in which a single adverse manifestation, such as FoMO and behavioral addiction, might engender further unfavorable manifestations, such as obsessive purchasing on social commerce platforms (Tandon et al., 2020).

The concept of interactivity can be characterized as the extent to which consumers think that the manifestation of an object is characterized by two-way communication, controllability, and responsiveness to input (Rehman, Taşçıoğlu, & Bayrakdaroğlu, 2019). The inclusion of interactive elements, such as live chat functions, customized recommendations, and interactive product displays, enhances the level of involvement found on online platforms, hence promoting compulsive decision-making. As individuals increasingly invest their attention and emotional attachment towards the interactive elements of the online environment, the temptation to participate in compulsive buying behavior gains greater influence. Interactivity can influence online buying activity (Kakalejck et al., 2020) and online compulsive buying. This research proposes that interactivity has a favorable effect on online compulsive buying.

H₁: Interactivity has a positive impact on online compulsive buying.

Interactivity pertains to how consumers can actively participate with a brand within a virtual or interactive setting. Interactivity between parties, such as whether it is two-way interactive or more one-way non-interactive (Kaye et al., 2022). Consumers will engage proactively with providers through live streaming on social commerce platforms. Providers employ strategic explanations, direct product trials, and installations to give consumers comprehensive information about their commodities. This enables consumers to gain a genuine and intuitive understanding of the commodity specifics and facilitates sharing social trading information with friends and family (Xue et al., 2020). Engaging consumers through interactive brand experiences, such as tailored content and social media engagements, can cultivate a strong relationship between consumers and the brand (Cui et al., 2018). This engagement can ultimately contribute to addiction (Le, 2020). This research proposes that interactivity can boost brand addiction.

H₂: Interactivity has a positive impact on brand addiction.

The prevalence of FoMO has increased due to the proliferation of social media platforms and the constant accessibility of information regarding the activities and experiences of individuals (Alutaybi et al., 2020). The utilization of the internet and social media platforms has resulted in a rise in the number of concurrent shares and interactions. Adolescents and young adults allocate a significant portion of their daily routine to engaging in activities, such as disseminating information, staying abreast of current events, and maintaining awareness of the status of individuals and organizations (Aydin et al., 2019). Adolescents are significantly impacted by circumstances in which they experience a sense of urgency to acquire the things being presented promptly. The individuals exhibit apprehension about the depletion of available merchandise. The promotional offer compels individuals to promptly purchase a product they see as inexpensive and valuable, contingent upon immediate acquisition. Fear was the prevailing factor influencing purchasing behavior throughout that period, and this recurring event persisted. FoMO can potentially contribute to heightened compulsive buying behaviors (Aydin et al., 2019; Hussain et al., 2023).

H₃: FoMO has a positive impact on online compulsive buying.

FoMO is frequently linked to its impact on excessive consumer behavior (Alfina, Hartini, & Mardhiyah, 2023), such as a tendency to addictive behavior. The FoMO phenomenon is positively correlated with increased levels of addiction to social networking sites (Blackwell et al., 2017). Individuals with heightened degrees of FoMO sometimes tend to monitor social commerce platforms to continuously alleviate negative emotions (Brailovskaia et al., 2023). This can lead to a sense of alleviation in the immediate period. Over an extended period, nevertheless, it has the potential to cultivate addictive traits. FoMO can contribute to addictive consumption, as consumers are driven to engage with the brand to avoid missing out on something exciting or unique (Francioni et al., 2021). The research proposes that interactivity can boost brand addiction.

H₄: FoMO has a positive impact on brand addiction.

The correlation between online compulsive buying and brand addiction underscores the interrelated nature of both disorders within the digital consumer environment. Findings of the research are consistent with the outcomes of prior investigations (Mrad & Cui, 2020). The phenomenon of online compulsive buying pertains to the recurring and excessive act of making purchases, which is motivated by irresistible cravings within the digital realm (Mrad, 2018).

According to Rose and Dhandayudham (2014), it is argued by scholars that the virtual aspect of internet shopping, along with its convenient accessibility and continuous exposure to many brands, plays a role in the development of compulsive buying behaviors. Individuals who partake in compulsive internet purchases may develop addicted attachments to brands through repetitive and often ritualistic buying patterns. The immersive and interactive characteristics of online purchasing platforms offer a conducive environment for the emergence of brand addiction as consumers make habitual associations with their chosen companies.

H₅: Online compulsive buying has a positive impact on brand addiction.

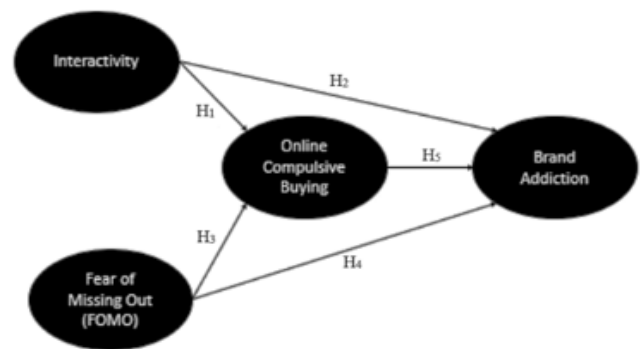


Figure 1 Research Framework

II. METHODS

The research focuses on individuals who exhibit compulsive buying tendencies and addictive behavior towards specific brands when engaging in transactions on social commerce platforms. The sampling approach employed is proportional sampling. The eligibility criteria for participating in the research include: (1) engaging in transactions on social commerce platforms; (2) exhibiting compulsive buying tendencies and addicted behaviors towards certain brands during online transactions on social commerce platforms.

Researchers disseminate an online questionnaire to acquire data. A total of 133 respondents completed the questionnaire. The respondents have met the requirements as Partial Least Squares Structural Equation Modeling (PLS-SEM) has proven highly effective when applied to datasets with limited sample sizes (Hair et al., 2017). Furthermore, Hair et al. (2017) explain that certain scholars argue that using PLS-SEM is not influenced by considerations regarding the sample size.

A respondent profile commonly denotes an elaborate depiction of an individual or a collective of individuals that constitute the intended recipients of a survey, research investigation, or other data gathering. The development of a respondent profile

enables researchers or survey designers to gain a comprehensive understanding of the demographic and psychographic attributes of the individuals they aim to engage with. This process ensures that the questions and methodologies employed are tailored to the specific audience, hence enhancing the relevance and appropriateness of the research or survey.

Table 1 displays the socio-demographic statistics of the people involved in the research. The majority of respondents, 69.9%, are male and belonged to the millennial generation (24.8%) or Generation Z (61.7%). In terms of employment, most respondents (45.9%) are students and private employees (26.3%), with the remainder working as lecturers (8.3%), civil servants (7.5%), entrepreneurs (6.8%), and others (5.2%). Respondent education levels are senior high school (36.9%), diploma (1.5%), bachelor (27.1%), master (30.1%), and PhD (4.5%).

Table 1 Sample Profile

Characteristics	Frequency	Percentage
Gender		
Men	40	30.1%
Women	93	69.9%
Generation Cohort		
Baby Boomers (1946-1964)	3	2.3%
Gen X (1965-1980)	15	11.3%
Gen Millennial (1981-1996)	33	24.8%
Gen Z (1997-2012)	82	61.7%
Education		
Senior high school	49	36.9%
Diploma	2	1.5%
Bachelor	36	27.1%
Masters	40	30.1%
Doctoral	6	4.5%
Occupation		
Student	61	45.9%
Lecturer	11	8.3%
Private sector employee	35	26.3%
Government employees	10	7.5%
Businessman	9	6.8%
Other	7	5.2%

The participants' responses in the research are assessed using a seven-point Likert scale. The scale employed in the research consists of five numerical values, with 1 indicating a response of "strongly disagree" and 7 indicating a response of "strongly agree." The research examines data obtained from items that have been previously validated. The measurement of interactivity is conducted using four items adapted from Park and Yoo (2020) and Liu, Zhang, and Chen (2022). FoMO was measured using four items adapted

from Jabeen et al. (2023). The measurement of online compulsive buying is conducted using five items adapted from Gori, Topino, and Casale (2022) and Mrad and Cui (2020). Brand addiction is measured using four items adapted from Mrad and Cui (2020).

The data are analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). Numerous researchers favor the PLS-SEM analytic method because of its capability to estimate intricate models comprising multiple constructs, indicators, and structural routes without necessitating the imposition of distributional assumptions on the data (Hair et al., 2019). The data underwent processing utilizing WarpPLS version 8.

III. RESULTS AND DISCUSSIONS

The initial stage involves the examination of the measurement model. The evaluation of the measurement model consists of assessing the reliability and validity of the constructs concerning their respective items. Adopting the measurement model is contingent upon three key factors: 1) convergent validity, 2) internal consistency reliability, and 3) discriminant validity (Hair et al., 2017). Convergent validity can be assessed by examining the factor loading and average variance extracted (AVE) values, which should ideally be above the threshold of 0.5 (Hair et al., 2017). The assessment of internal consistency reliability can be observed by examining the composite reliability value, as indicated by Hair et al. (2017). The soundness of the determinants suggests that the square root of the average variance extracted (AVE) should surpass the correlation between variables (Hair et al., 2017). Table 2 and Table 3 demonstrate the validity and reliability of the generated items, as indicated by the values surpassing the required thresholds.

Once the reliability and validity of the construct measurements have been established, the subsequent stage involves assessing the results of the structural model (Hair et al., 2019). Each hypothesis in a structural model is assigned a causal link, and the hypothetical relationship in a structural model is frequently evaluated using a route coefficient, like determinant coefficient (R^2) and predictability relevance (Q^2).

Brand addiction has an R^2 value of 0.636. This implies that the influence of fear of missing out, interactivity, and online compulsive buying is modest (Cohen, 1998), and three of these variables can explain 63.6% of brand addiction. Q^2 (predictive relevance) is used to evaluate the predictive significance of the inner model displays the endogenous component's Q^2 value = 0.634, which is greater than zero to demonstrate the model's predictive relevance (Cohen, 1998).

Structural model evaluation aims to assess the relationships between constructs by examining the proposed hypotheses. Hypothesis testing is a fundamental statistical procedure employed to draw inferences about population parameters by utilizing

Table 2 Convergent Validity and Internal Consistency Reliability Testing

Variable and Indicator	Loading Factor	AVE	Composite Reliability	Cronbach Alpha
Fear of Missing Out		0.660	0.886	0.827
FOMO1	0.832			
FOMO2	0.851			
FOMO3	0.835			
FOMO4	0.726			
Interactivity		0.613	0.864	0.789
INT1	0.730			
INT2	0.808			
INT3	0.821			
INT4	0.770			
Online Compulsive Buying		0.598	0.881	0.830
COM1	0.784			
COM2	0.661			
COM3	0.792			
COM4	0.829			
COM5	0.788			
Brand Addiction		0.732	0.916	0.877
ADD1	0.811			
ADD2	0.891			
ADD3	0.872			
ADD4	0.846			

Table 3 Discriminant Validity

	FOMO	Interactivity	Online Compulsive Buying	Brand Addiction
FOMO	(0.812)	0.393	0.325	0.353
Interactivity	0.393	(0.783)	0.373	0.461
Online Compulsive Buying	0.325	0.373	(0.773)	0.754
Brand Addiction	0.353	0.461	0.754	(0.856)

Table 4 Hypothesis testing

Hypothesis	Result	Explanation
H ₁ : Interactivity → Online Compulsive Buying	$\beta = 0.379; \rho < 0.001$	H ₁ is accepted
H ₂ : Interactivity → Brand Addiction	$\beta = 0.166; \rho = 0.024$	H ₂ is accepted
H ₃ : Fear of Missing Out → Online Compulsive Buying	$\beta = 0.201; \rho = 0.008$	H ₃ is accepted
H ₄ : Fear of Missing Out → Brand Addiction	$\beta = 0.162; \rho = 0.027$	H ₄ is accepted
H ₅ : Online Compulsive Buying → Brand Addiction	$\beta = 0.635; \rho < 0.001$	H ₅ is accepted

sample data. The subject matter pertains to the concept of shape. According to the data shown in Table 4, the results demonstrate that interactivity significantly influences online compulsive buying ($\beta = 0.379; \rho < 0.001$) and brand addiction ($\beta = 0.166; \rho = 0.024$). Furthermore, fear of missing out significantly influences online compulsive buying ($\beta = 0.201; \rho = 0.008$) and brand addiction ($\beta = 0.162; \rho = 0.027$). In addition, online compulsive buying significantly

influences brand addiction ($\beta = 0.635; \rho < 0.001$).

The research has demonstrated that interactivity enhances online compulsive buying tendencies. The utilization of interactive product displays, tailored recommendations, and dynamic user interfaces have the potential to foster heightened engagement, resulting in an immersive and emotionally evocative shopping experience. Utilizing certain elements such as limited time offers, countdowns, and

tailored promos can evoke a sense of immediacy and excitement, which may stimulate compulsive decision-making. This compulsive behavior has been linked to a higher prevalence of compulsive buying. Furthermore, incorporating social factors, such as user reviews and integration with social media platforms, can foster a feeling of social validation (Japutra et al., 2019). This, in turn, may exert an influence on consumers, compelling them to engage in compulsive buying behavior to conform to perceived trends or seek approval from their online communities. The interactive aspect of online shopping platforms can enhance compulsive buying behavior through psychological triggers and social dynamics (Luciana & Febrianti, 2022).

The inclusion of interactivity in many forms, such as tailored content, real-time engagement, and interactive interfaces, has been observed to exert a notable and favorable influence on the development of brand addiction. Providing consumers with immersive and engaging brand experiences can cultivate a profound emotional connection (Mostafa & Kasamani, 2021) and develop loyalty (Bae & Jeon, 2022). Incorporating interactive features, such as gamification, social media engagement, and tailored suggestions, plays a significant role in fostering a sense of connection and affiliation with a brand. As individuals engage in active participation inside the online ecosystem of a brand, they may encounter intensified emotions associated with the brand, thereby strengthening a favorable connection and potentially fostering addictive tendencies. The interactive features' dynamic and responsive nature corresponds to the psychological principles that underlie brand addiction (Mrad, 2018). Users are attracted to the brand not only for its practical benefits but also for the emotional gratification they experience through interactive interaction.

Moreover, interactivity is crucial in maintaining and enhancing brand addiction over an extended period. Establishing ongoing involvement via interactive channels, such as loyalty programs, unique content, and interactive customer assistance, strengthens the bond between consumers and the brand. The continuous engagement between the brand and the consumer establishes a reciprocal relationship (Reimann et al., 2012), whereby the brand assumes a significant role in shaping the consumer's identity and everyday experiences. The profound and noteworthy influence of interactivity on brand addiction highlights enterprises' need to allocate resources toward approaches surpassing transactional engagements. Instead, they should prioritize the development of immersive, tailored, and dynamic brand encounters that elicit emotional resonance among consumers.

The psychological phenomenon known as FoMO has been recognized as a factor that can exert a positive and noteworthy influence on the behavior of obsessive internet purchases. The research results are similar to those of Hattingh et al. (2022). FoMO is a psychological state defined by feelings of anxiety

or concern stemming from the possibility of being excluded from enjoyable experiences or advantageous chances that others are now partaking in. Within the realm of online commerce, e-commerce platforms frequently employ time-limited promotions, exclusive bargains, and fleeting sales events, thereby engendering a perception of immediacy and restricted availability. This phenomenon elicits the FoMO response, which drives individuals to engage in spontaneous buying behavior to prevent the possibility of losing out on perceived advantages or distinctive possibilities (Good & Hyman, 2020). The apprehension of missing out on an exclusive offer or falling behind in obtaining a sought-after item contributes to intensified affective reactions, hence motivating compulsive purchasing as individuals strive to fulfill their need for immediate satisfaction and engagement in prevailing fashions.

In addition, it is worth noting that social media platforms play a significant role in magnifying the fear of missing out by prominently displaying the acquisitions and experiences of others, thus heightening the perception of being excluded from a collective cultural or social occurrence (Alutaybi et al., 2020). The persistent exposure to carefully designed online lifestyles and experiences has the potential to contribute to a pattern of compulsive purchasing behavior as consumers endeavor to match the perceived tempo of their social networks. The correlation between the fear of missing out and online compulsive buying highlights the significance of psychological variables in influencing consumer behavior in the digital era. The comprehension of the dynamics of FoMO-inducing methods employed by e-commerce platforms is of utmost importance for consumers and businesses alike, as it aids in effectively navigating the intricate landscape of online purchase choices.

Fear of missing out (FoMO) has been identified as a potent psychological motivator that can play a vital role in the formation of brand addiction. Existing literature suggests that the FoMO phenomenon is likely to exert a significant influence on the development and perpetuation of addiction (Blackwell et al., 2017). Brands that successfully employ techniques that generate FoMO effectively capitalize on consumers' inherent aspirations to participate in exclusive events and groups. Time-limited promotional deals, releases available only to a select few, and strategic social media initiatives that highlight the brand's widespread appeal can elicit the FoMO phenomenon, leading individuals to develop emotional connections with the brand to maintain a sense of connection with what they perceive as culturally significant or socially desirable. The presence of anxiety stemming from the possibility of not participating in distinctive brand-related experiences contributes to a heightened sense of urgency, hence amplifying consumers' emotional involvement and reinforcing addictive inclinations.

Furthermore, it is essential to acknowledge the significant influence of social media platforms in magnifying the effects of FoMO on the development of

brand addiction. As individuals observe the experiences and associations of others with a particular brand, there is an increased concern about being excluded from collective cultural narratives. The pervasive exposure to carefully selected and envy-inducing information on social media platforms amplifies individuals' inclination to engage with the narrative of a particular business. As a result, the fear of missing out does not only generate early interest and involvement with a brand, but also perpetuates a long-term addiction to the brand as individuals strive to maintain an ongoing connection with the company's ever-evolving story. The comprehension and purposeful integration of FoMO dynamics into brand marketing endeavors can prove significant.

The occurrence of online compulsive buying has been observed to exert a favorable and substantial influence on the formation of brand addiction. Individuals who exhibit compulsive buying tendencies in the internet context frequently have intense emotional attachments to the brands they compulsively acquire. The iterative and spontaneous characteristics of e-commerce can contribute to reinforcing brand-associated positive affect, engendering a sense of contentment and gratification through the act of acquisition. As consumers persist in compulsive purchasing behavior towards a specific brand, they may build a psychological reliance, establishing an association between the brand and emotional satisfaction (Nanda et al., 2023). The correlation between compulsive shopping and brand addiction is additionally augmented by the convenience and accessibility of internet platforms, which offer a constant and readily available avenue for compulsive purchasing tendencies.

Moreover, the digital landscape presents a plethora of prospects for companies to exploit the captivating nature of compulsive purchasing. Characteristics such as customized recommendations, focused marketing strategies, and unique digital promotions are designed to accommodate the spontaneous inclinations of consumers, so fostering the development of habitual patterns of interaction and purchase with a particular brand. Over time, this repetitive behavior of compulsive purchasing plays a role in strengthening the dependence on a particular brand, as individuals begin to depend on the brand for emotional gratification and as a mechanism for managing stress or pursuing enjoyment. It is imperative for firms operating in the digital marketplace to acknowledge and comprehend the correlation between online compulsive buying and brand addiction (Mrad & Cui, 2020), as this understanding is crucial in establishing enduring brand loyalty.

IV. CONCLUSIONS

The research aims to investigate the impact of fear of missing out and interactivity on online compulsive buying and brand addiction, drawing

upon the theoretical framework of compensating internet use theory. The research findings indicate that the experience of FoMO and the level of involvement can positively impact customer behavior, specifically in relation to online compulsive buying and brand addiction. The impact of customer behavior characterized by online compulsive buying and brand addiction on provider sales in the realm of social commerce is undoubtedly significant.

The research contributes to the development theory of compensatory internet use. The research introduces a theoretical framework that explores compensatory internet use. It proposes that individuals may be motivated to participate in online activities to alleviate negative feelings resulting from challenging life situations. The research examines the phenomenon of compulsive buying and brand addiction behavior in individuals, attributing its occurrence to external influences that exert a significant impact on their psychological state. The external stimulus elicits apprehension regarding the potential scarcity of merchandise available for sale on social commerce platforms. Promotional strategies that employ a sense of urgency highlighting the potential unavailability of items unless promptly purchased, can evoke consumer apprehension and concern. The present item is widely perceived to possess commendable quality standards while being available at a relatively affordable price point.

The research findings offer significant managerial implications. Managers can generate heightened levels of interactivity, thereby eliciting a fear of missing out among consumers, which fosters sustained engagement and facilitates recurring product purchases. The platform employs a combination of exclusive limited-time offers, interactive content, real-time notifications, membership programs, and special events to enhance user engagement and elicit fear of missing out among consumers. The implementation of limited deals and exceptional discounts serves to generate a sense of urgency among users. At the same time, using interactive material, such as video tutorials and live chat functionalities, enhances user engagement. Membership programs offer various incentives to cultivate client loyalty, whereas special events and livestreaming activities enhance the sense of exclusivity. The platform efficiently disseminates up-to-date information to consumers using real-time notifications. Furthermore, incorporating social media integration and prioritizing brand storytelling and branding introduces a social and emotional element, fostering a robust connection with clients. The platform effectively fosters consumer engagement, emotional connection, and sustainable product purchasing.

The research possesses many limitations that necessitate careful consideration when interpreting the findings. First, the research uses a cross-sectional research. It is important to note that the cross-sectional research design only permits the formulation of hypothetical assumptions on causality. The proposed mediation model must be empirically

validated through experimental research. Second, a multipurpose questionnaire is a survey instrument specifically designed to fulfill various functions or objectives. Instead of centering on a singular subject, multifunctional questionnaires exhibit versatility and can be modified to suit various situations or research objectives. The generation of numerous question items in surveys can lead to a significant burden on respondents, resulting in their reluctance to allocate their time and effort. One advantage of this situation is that the individuals who complete the questionnaire are genuinely motivated to invest their time and accurately fill it out.

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Data Availability Statement: All data is taken directly from respondents; no data is related to external parties.

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