

Is It Impossible for Generation Z to Engage in Mindful Consumption Behaviour while Experiencing FOMO?

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Abstract - FOMO is often employed as an effective marketing strategy to increase excessive consumption behavior among Generation Z. However, over-reliance on FOMO strategies poses a threat to marketers, as excessive exposure to information on social media can lead to social media fatigue, which may hinder the development of mindful consumption behaviour. The research aimed to examine the relationship between fear of missing out (FOMO), social media fatigue (SMF), mindfulness, and mindful consumption behaviour (MCB) in Generation Z. The research applied an empirical approach through quantitative analysis. The proposed theoretical model was empirically tested using primary data collected by a self-designed structured questionnaire. The research sample comprised individuals aged between 13 and 25, as this demographic is the most active user on social media. The model was empirically tested using structural equation modelling applied through partial least squares (PLS) software. The findings reveals the significance of FOMO in influencing social media fatigue, mindfulness, and mindful consumption behaviour in Generation Z. FOMO is confirmed as a predictor of consumption behavior, specifically mindful consumption behavior. Also, FOMO is found to have a significant correlation with social media fatigue, which is due to the excessive exposure to various information on social media by Generation Z.

Keywords: fear of missing out, FOMO, social media fatigue, mindfulness, mindful consumption behaviour

I. INTRODUCTION

Generation Z is a young cohort born between 1997 and 2012, growing up in a world dominated by technology. As a digitally native generation, the impact of social media is profoundly felt, leading to insecurity stemming from the excessive consumption of information from various sources, including scientific articles, websites, personal experiences, and opinions accessible to anyone (Utami & Gischa, 2023).

Several phenomena have emerged concerning the excessive use of social media, including FOMO (Aurel & Paramita, 2021). This trending term has been widely studied in psychology and marketing. In some literature, FOMO is also associated with feelings of envy. It is described as an emotional experience driven by excessive exposure to social media, resulting in negative emotional responses such as acute feelings of envy (Argan et al., 2019; Kilburn, 2019; Good & Hyman, 2020). This feeling reflects dissatisfaction in a person's life, contributing to the formation of the FOMO phenomenon. In this context, social media users may feel threatened and fear that their lives are less interesting than others, leading to poor mood and dissatisfaction.

To date, literature on FOMO and consumer behavior has predominantly focused on examining mindless, emotional, and impulsive behaviors.

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Literature has yet to be found discussing the limitations and extent to which marketers can leverage the FOMO phenomenon as a marketing tactic to achieve sales targets. This situation persists until the emergence of social media fatigue, which presents an opportunity to enhance consumer awareness. Therefore, it is essential to examine its role as a challenge in the context of FOMO and consumer behavior (Rautela & Sharma, 2022; Xiao & Mou, 2019).

Consumption behavior arising from FOMO can be minimized if consumers practice mindfulness and avoid excessive product usage or unnecessary consumption (Kumar et al., 2023). When consumers prioritize mindfulness in their purchasing, usage, and disposal decisions, they become aware that excessive consumption has negative consequences for themselves and the surrounding environment. This awareness shapes what is known as mindful consumption behavior (Gupta & Verma, 2019; Kumar et al., 2023; Sermboonsang et al., 2020). In the marketing context, mindful consumption has been identified as an issue that explores how the mindfulness can transform individual well-being (Kotler, 2021).

The Self-Determination Theory (SDT) is first employed by Przybylski et al. (2013) to construct an empirically based understanding of FOMO from a psychological perspective. In their research, FOMO is understood as a self-regulation phenomenon arising from situational deficits in an individual's psychological needs. Thus, social media is considered a source for developing competence, deepening social bonds, and connecting with others. Furthermore, FOMO is a concept deeply rooted in SDT, where individuals desire constant social support, making them highly appreciative of social media platforms that allow them to stay connected with others.

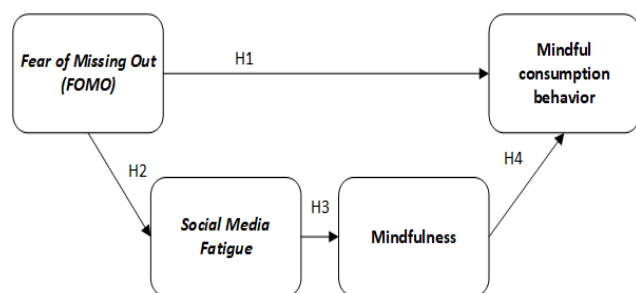


Figure 1 Conceptual Framework

However, according to the Limited Capacity Model of Motivated Mediated Message Processing (LC4MP) theory, individuals are assumed to have limited cognitive capacity for processing information. Cognitive limitations can hinder communication processes, affecting how appeals, pleasures, and learning from received information are perceived. Hattingh et al. (2022) argue that FOMO tends to result in excessive information and communication for social media users. This is because users frequently

engage with social media and are bombarded with excessive information and messages from social networks. This overwhelming volume of information challenges individuals' information processing, leading to detrimental effects such as social media fatigue (Tandon et al., 2021). Social media fatigue is a phenomenon that marketers should consider, as individuals experiencing social media fatigue tend to become more mindful in their decision-making, also known as mindful consumption behavior. The concept of mindful consumption has been widely embraced by the millennial generation (Arnaz-Pamberton, 2019). Thus, this research builds a framework that combines the following hypotheses, as illustrated in Figure 1.

Research on FOMO is growing and evolving rapidly across various disciplines, including education, management, and psychology (Tandon et al., 2021). This concept was first recognized as a psychological phenomenon observed in the use of social networking sites by a British psychologist (Przybylski et al., 2013). The term is then conceptualized using the SDT, revealing that FOMO arises when individuals experience low life satisfaction and unfulfilled basic psychological needs, leading to a desire to compare themselves with others' lives. These three basic psychological needs include the capacity to act in the world (competence), individual initiative (autonomy), and connection with others (relatedness) (Dogan, 2019; Przybylski et al., 2013).

Mindful consumption (MC) was first examined by Sheth et al. (2011), who introduced its constituent elements: the intangible aspect known as a mindful mindset (concern for oneself, the community, and the environment) and the tangible aspect called mindful behavior (cultivating simplicity in greedy, repetitive, and aspirational or conspicuous consumption). MC is utilized to develop sustainable marketing strategies. A mindful mindset shapes attitudes and values that influence consumption choices and effects, increasing or decreasing the likelihood of consumption. Furthermore, MC assumes that individuals are consciously aware and able to make choices regarding what and how much they consume according to their values and preferences. As for mindful behavior, simplicity is the key to behavioral change. Simplicity here does not imply anti-consumption but aims to optimize consumption for well-being and align with individual values.

When discussing the relationship between these two variables (FOMO and mindful consumption), researchers have examined previous FOMO studies related to consumer behavior science. Consumer behavior driven by FOMO is initially addressed as an issue in the marketing field by Hodgkinson (2019) and subsequently garnered attention from academics, albeit in limited numbers. Subsequent research delved deeper into the relationship between FOMO and consumption in the realm of social media, initiated by Argan and Tokay-Argan (2018), where the term "fomsumerism" is introduced.

Fomsumerism refers to a new paradigm in

marketing, particularly within the context of consumers who engage in consumption driven by FOMO in the social media. In the fomsmerism paradigm, consumer behavior is motivated by desires or underlying social comparisons, prompting individuals to consume (Argan & Tokay-Argan, 2018). Fomsmerism is also seen as a tendency to consume in order to be liked and create envy in others, with FOMO at its core. This tendency means that the lifestyle is always based on what satisfies and brings happiness to individuals on social media. The consumption patterns associated with the fomsmerism approach are characterized by consumerism, where consumption tends to be excessive without considering its negative effects on individuals and the planet.

Most consumption behaviors resulting from fomsmerism are irrational, mindless, and emotional, such as conspicuous consumption, conformity consumption, and impulsive buying. In the context of consumption, research on MC has been conducted in relation to mobile phone addiction, which showed that young consumers tend to exhibit less MC in such situations (Berthon et al., 2019). Furthermore, another research has highlighted that historically, consumers tend to purchase excessive items and store them at home, leading to criticism regarding the importance of mindful consumption in life.

There is also limited literature examining the connection between FOMO and positive consumption behavior. FOMO is considered a situation that leads to behavior without conscious control (mindlessness) or attention, thus tending to consider certain aspects automatically (Herabadi, 2003). Consequently, mindful consumption may be challenging for individuals driven by FOMO-driven behavior. Based on previous research, the researchers propose the first hypothesis.

Hypothesis 1 (H1): Fear of missing out has a significant negative impact on mindful consumption behaviour in Generation Z.

Social media fatigue is defined as a subjective and multidimensional experience for users, encompassing fatigue, annoyance, anger, disappointment, vigilance, loss of interest, and reduced motivation related to excessive use of social media. Regarding FOMO, the situation worsens with the increasing demands placed on social media users to always be active and connected within the network. Social media users experiencing FOMO are constantly afraid that others may be enjoying better and more satisfying experiences, fearing missing out on important information or being left out (Przybylski et al., 2013). Thus, FOMO has the power to drive users to remain constantly connected to social media and engage in excessive usage to avoid missing out on what is important (Tandon et al., 2020).

Referring to the previous explanation regarding the external factors that can stimulate FOMO, social media users receive a vast amount of information daily, including both advertising and non-advertising

content. While this information can fulfill needs and alleviate FOMO, it can also contribute to social media fatigue.

Research examining the relationship between FOMO and social media fatigue are still limited in number. Existing literature shows a significant relationship between FOMO and social media fatigue. FOMO is also the strongest predictor of social media fatigue in users who are always motivated to stay connected to their favorite social media account or brand. However, different results are found in research on the correlation between FOMO and social media fatigue, indicating no direct correlation among Instagram and Snapchat users but rather mediation through excessive communication and information, excessive social media usage, and evaluation of the users' social media lives (Hattingh et al., 2022). A recent research by Rautela and Sharma (2022) exploring the relationship between FOMO and social media fatigue in India also find no correlation. Thus, the second hypothesis is proposed.

Hypothesis 2 (H2): Fear of missing out has a significant positive impact on social media fatigue.

Then, mindfulness is defined as the awareness that arises from paying attention to the present moment and intentionally avoiding judgment from time to time (Gupta & Verma, 2020). It is also mentioned that mindfulness addresses interpersonal issues, strengthens positive feelings, and maximizes emotions for self-care, empathy, and environmental well-being.

In relation to consumption behavior, present-day consumers face numerous product choices when making consumption decisions (the era of consumerism). Most of the time, consumers make choices and consume products automatically and unconsciously without mindful consideration. Rosenberg (2005) stated that mindfulness could address two problems of consumerism. First is subconscious psychological processes exploited by advertising companies to shape consumer preferences (mindlessness). The second problem is dissatisfaction with life and the need to make consumption activities satisfying in the short term (the need for fulfillment).

Moreover, mindfulness is considered a strong countermeasure against human tendencies toward automatic responses that marketers exploit to create consumerism. Several research mention that mindfulness positively correlates with sustainable and ethical behavior (Geiger et al., 2020; Jin et al., 2020; Li et al., 2021; Milne et al., 2020).

When users experience social media fatigue, it can trigger a strong desire to disconnect from the internet (Rautela & Sharma, 2022). Another research by Zhu and Bao (2018) also shows that users experiencing social media fatigue reduce their activities and participation in social media usage.

As users begin to reduce their activities on social media, accompanied by high levels of mindfulness, it prompts individuals to enjoy life without being

constantly connected to others. This situation is introduced as a new concept called the joy of missing out (JOMO). This condition allows individuals to better understand the true meaning of life by being aware and grateful for what they have (mindful). Thus, mindfulness is the awareness that arises from paying attention to the present moment and intentionally avoiding judgment from time to time (Gupta & Verma, 2020).

This researchers believe that in a state of exhaustion caused by social media, there is an opportunity for the emergence of powerful mindfulness that allows individuals to momentarily disconnect but reconnect with their wisdom.

Consumption, as a consequence of FOMO, is often depicted as impulsive behavior (Zhang et al., 2022), conspicuous (Argan et al., 2022), herding (Kang et al., 2020), and bandwagoning (Kang & Ma, 2020). In another research, impulsive and conspicuous consumption behaviors have been found to have a negative relationship with mindfulness (Tan et al., 2022; Yiğit, 2020). On the other hand, mindfulness has been found to positively influence positive consumption behaviors such as sustainable consumption behavior (Geiger et al., 2020) and ethical consumer behavior (Li et al., 2021). Hence, the research proposes hypothesis 3 and 4.

Hypothesis 3 (H3): Social media fatigue has a significant positive impact on mindfulness.

Hypothesis 4 (H4): Mindfulness has a significant positive impact on mindful consumption behavior.

The research contributes to the FOMO literature, particularly in the marketing domain, by investigating the consequences of FOMO on consumer behavior. Previously, FOMO has often been associated with negative consumer behaviors such as conspicuous consumption, herd behavior, and impulse buying (Alfina et al., 2023). However, the research examines FOMO and its influence on positive consumer behavior, namely mindful consumption behavior. The research also investigates the extent to which FOMO situations affect the presence of social media fatigue and mindfulness in individuals and their impact on mindful consumption behavior.

II. METHODS

The research applies an empirical research approach, utilizing quantitative analysis techniques. The proposed conceptual model is empirically tested using primary data. Previous research has been considered to formulate items or questions for constructs in the questionnaire (Brown & Ryan, 2003; Gupta & Verma, 2019; Przybylski et al., 2013; Rautela & Sharma, 2022). The respondents are randomly selected individuals aged 13-25, belonging to Generation Z, which is considered the most active

generation on social media.

The research is conducted by distributing a questionnaire using Google Forms. A total of 150 valid questionnaires are analysed for the research. Forty-four questions are used to measure the four constructs in the model. The questionnaire also includes several demographic questions to provide a better understanding of the sample. The demographic profiles of the respondents are presented in Table 1.

Table 1 Respondents' Demographic Information

Item	N	(%)
Age (years)		
13-17	13	9%
18-21	85	57%
22-25	52	35%
Occupation		
University student	110	73%
Senior High Student	7	5%
Junior High Student	2	1%
Worker	31	21%
Gender		
Male	44	29%
Female	106	71%
Average time spent on social media (in a day)		
>3 hours/day	67	45%
2-3 hours/day	36	24%
Less than 1 hour/day	10	7%
Currently accessing social media	37	25%

In measuring the variables, the researchers refer to previous literature and adapt them to the research context. The measurement for each variable atigue a five-point Likert scale to measure the level of agreement (ranging from 1 = "strongly disagree" to 5 = "strongly agree"). The measurement for the FOMO variable uses 10 items that is adapted from the research by Przybylski et al. (2013). The measurement for the social media fatigue variable uses 4 items adapted from the research by Rautela and Sharma (2022). The measurement for the mindfulness variable is assessed using the mindful attention awareness scale (MAAS) with 15 items (Brown & Ryan, 2003). As for the mindful consumption behaviour variable, the measurement employes the mindful consumption behaviour scale (MCBS) with 15 questions adapted from the research by Gupta (2019).

The proposed research model employs the analysis technique of structural equation modeling (SEM) using IBM AMOS 23.0. In research using CB-SEM, the measurement model testing assesses whether

these indicators can explain the research construct. The procedure of measurement model validation test on CB-SEM uses confirmatory factor analysis (CFA), which includes convergent validity (factor loading ≥ 0.50 , AVE ≥ 0.50 , and reliability between 0.6 and 0.7) and discriminant validity (AVE $>$ squared correlation value). The subsequent step involves the development of a structural model wherein the relationship between constructs was established based on the theoretical model using the proposed path diagram. At this stage, an overall model fit test is carried out using a goodness of fit test, which includes a minimum of one absolute index and a minimum of one incremental index, in addition to the X2 (Chi-Square) test.

III. RESULTS AND DISCUSSIONS

The first step in analysing the model using PLS-SEM is to determine the loading factor of each item. Table 2 shows that the items in the model are said to have good convergent validity because the overall loading factor values are greater than 0.7.

The second step is to define the construct validity through internal consistency analysis using the values of reliability (CR) and average variance extracted (AVE). Table 2 shows that the overall CR and AVE values for the constructs are greater than 0.7, indicating good reliability of the construct measurements (Fornell & Larcker, 1981). A discriminant validity analysis is

needed to differentiate each variable from one another. As shown in Table 3, in terms of discriminant validity, when the square root of the AVE values is greater than the correlation between constructs, it indicates that discriminant validity is met.

The research conducts goodness-of-fit testing before examining the causal relationships between variables. The model's goodness-of-fit is analyzed by examining the values of the root mean square (R square) and standardized root mean square residual (SRMR). Table 4 shows that the model is considered fit because the R square value exceeds 0.26 and the SRMR values range between 0.05-0.08.

After determining that the model is good, the researchers proceeded to the hypothesis analysis stage. For the first hypothesis, it is found that FOMO significantly impacts mindful consumption behavior. However, the direction of the hypothesis is slightly different from the proposed hypothesis. Table 5 shows that H2, H3, and H4 results are consistent with the proposed hypotheses. The results are also illustrated in Figure 2. The results of H2 indicate that individuals in a FOMO situation are likely to experience social media fatigue. The results of H3 indicate that mindfulness tendencies also emerge when individuals experience social media fatigue. Meanwhile, the results of H4 indicate that individuals with high levels of mindfulness tend to exhibit mindful consumption behavior.

Table 2 Scale Reliabilities

Cons	Item	Mean	SD	FL	CR	AVE
FOMO	F1	3.773	0.776	0.978	0.9	0.853
	F2	3.827	0.854	0.947		
	F3	3.673	0.804	0.834		
	F4	3.633	0.778	0.827		
	F5	3.727	0.774	0.964		
	F6	4.087	0.916	0.903		
	F7	3.76	0.806	0.959		
	F8	3.733	0.772	0.911		
	F9	3.84	0.731	0.942		
	F10	3.807	0.746	0.955		
SMF	S1	3.427	0.827	0.966	0.948	0.823
	S2	3.473	0.709	0.942		
	S3	3.787	0.899	0.729		
	S4	3.387	0.885	0.968		
MDF	M1	4.04	0.84	0.854	0.977	0.735
	M2	4	0.775	0.851		
	M3	4.02	0.868	0.869		
	M4	3.907	0.843	0.847		
	M5	3.847	0.862	0.867		
	M6	3.847	0.862	0.87		
	M7	3.913	0.765	0.842		

Table 2 Scale Reliabilities (Continued)

Cons	Item	Mean	SD	FL	CR	AVE
	M8	4	0.757	0.849		
	M9	4	0.816	0.864		
	M10	3.987	0.766	0.854		
	M11	4.007	0.868	0.854		
	M12	3.893	0.834	0.844		
	M13	3.847	0.862	0.871		
	M14	3.847	0.862	0.868		
	M15	3.9	0.755	0.846		
MCB	MCB1	3.907	0.778	0.774	0.965	0.649
	MCB2	3.893	0.801	0.755		
	MCB3	3.887	0.762	0.774		
	MCB4	3.607	0.986	0.845		
	MCB5	3.94	0.85	0.747		
	MCB6	3.62	0.984	0.851		
	MCB7	3.233	1.061	0.797		
	MCB8	3.733	0.869	0.847		
	MCB9	3.7	0.877	0.834		
	MCB10	3.953	0.859	0.751		
	MCB11	3.633	0.996	0.852		
	MCB12	3.247	1.077	0.794		
	MCB13	3.74	0.875	0.845		
	MCB14	3.953	0.859	0.748		
	MCB15	3.633	0.996	0.849		

Note: Standard Deviation (SD), composite reliability (CR), Average Variance Extracted (AVE), Fear of Missing Out (FOMO), Social Media Fatigue (SMF), Mindfulness (M), Mindful Consumption Behavior (MCB)

Table 3 Assessment of Correlation Matrix and Discriminant Validity

	FOMO	MCB	MF	SMF
FOMO	<i>0.924</i>			
MCB	0.770	0.805		
MF	0.653	0.776	0.857	
SMF	0.715	0.795	0.611	0.907

Note: Square roots of AVE are reflected in italics and bold on the diagonal.
Fear of Missing Out (FOMO), Mindful Consumption Behavior (MCB), Mindfulness (MF), Social Media Fatigue (SMF)

Table 4 Model Fit Test

	R Square	SRMR
MCB	0.723	0.079
MF	0.373	
SMF	0.511	

Note: Mindful Consumption Behavior (MCB), Mindfulness (MF), Social Media Fatigue (SMF)

Table 5 Hypotheses Proposed from the Theoretical Model

Hypothesis	Exist	t-test	p	Notes
FOMO -> MCB	0.464	5.380	0.000	Supported
FOMO -> SMF	0.747	13.039	0.000	Supported
MF -> MCB	0.492	5.876	0.000	Supported
SMF -> MF	0.640	8.967	0.000	Supported

Note: $p < 0.05$, Fear of Missing Out (FOMO), Mindful Consumption Behavior (MCB), Social Media Fatigue (SMF), Mindfulness (MF)

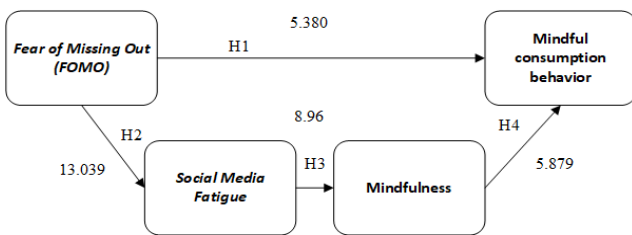


Figure 2 T-Statistic Values in the Structural Model

To examine whether social media fatigue and mindfulness mediate the relationship between FOMO and mindful consumption behavior, mediation analysis is used to test the indirect effects. Moreover, this research uses 5000 bootstrap samples to estimate a 95% confidence interval. The PLS software indicates the mediation relationships with p-values below 0.05. Table 6 shows the mediating roles of the social media fatigue and mindfulness variables.

Table 6 The Summary of Mediation Test Results

Parameter	Estimated	t-test	p	Notes
SMF -> MF -> MCB	0.315	4.7	0.000	Indirect effect
FOMO -> SMF -> MCB	0.235	4.442	0.000	Indirect effect
FOMO -> SMF -> MF	0.478	6.065	0.000	Indirect effect

Note: Social Media Fatigue (SMF), Mindfulness (MF), Mindful Consumption Behavior (MCB), Fear of Missing Out (FOMO)

The research examines the relationships between FOMO, social media fatigue, mindfulness, and mindful consumption behavior. It provides a new lens to explain the presence of social media fatigue and mindfulness as important factors to be recognized by marketers. Thus, this research is resulted two main findings.

First, FOMO is confirmed as a predictor

of consumption behavior, specifically mindful consumption behavior. The presence of mindful consumption behavior resulting from FOMO can occur directly without the need to experience fatigue from excessive exposure to information on social media. This is indicated by a higher correlation value compared to when the relationship between FOMO and mindful consumption behavior is mediated by social media fatigue and mindfulness. This supports the inconsistency of the relationship between FOMO and social media fatigue, as shown by Logan et al. (2018), where social media fatigue is a predictor of FOMO. However, in the research by Rautela and Sharma (2022), social media fatigue is found to not correlate with FOMO.

Second, FOMO is found to have a significant correlation with social media fatigue, which is due to the excessive exposure to various information on social media by Generation Z. The condition of social media fatigue has the potential to bring about high levels of mindfulness in individuals, which in turn can influence consumption behavior in selecting products and services.

Ultimately, the presence of FOMO becomes irrelevant if it is always associated with impulsive and excessive consumption behavior in this generation, because whether through social media fatigue and mindfulness or not, this generation is wise enough to engage in mindful consumption behavior.

IV. CONCLUSIONS

The research clarifies the assumption that Generation Z is often associated with negative consumption behavior. It is confirmed that Generation Z has good control in facing the impact of FOMO on social media on their consumption behavior, making it easy for this generation to exhibit mindful consumption behavior. This condition is suspected to arise because Generation Z has become accustomed to using social media as entertainment and a means to support education and find information. Future research is expected to delve deeper into how this generation can control FOMO arising from social media to create mindful consumption behavior, particularly regarding the role of personality and lifestyle in social media.

The research has several theoretical implications. First, the research offers additional insights into the literature on FOMO in relation to mindful consumption behavior. Second, it utilizes data collected from young social media users in Indonesia, a group that has rarely been studied. This makes the research significant and provides valuable opportunities for further exploration. Third, the research empirically demonstrates that FOMO has a significant positive relationship with social media fatigue, mindfulness, and mindful consumption behaviour, which has not been examined in previous studies. Lastly, one of research findings shows that FOMO has a significant positive relationship with mindful consumption behavior.

This opens up interesting avenues for future research. Future research can address the contradictory findings by comparing FOMO behavior among Generation Z in various regions and age groups worldwide.

Besides research implications, the research has significant practical implications for marketers in various industries. First, FOMO is found to have a significant positive relationship with mindful consumption behavior among Generation Z. This finding supports articles stating that this generation possesses consciousness and concern for more sustainable consumption. This is a positive signal for advocating positive consumption behavior through social media compared to previous generations. Marketers can still rely on Generation Z by utilizing FOMO strategies to enhance their consumption behavior. However, this should be accompanied by creating creative, authentic, and valuable products to become part of consumers' daily lives. Second, social media fatigue eventually becomes a desire among Generation Z when they are excessively exposed to social media. This condition challenges marketers to create more meaningful and engaging marketing strategies to evoke strong and long-lasting emotions so that consumers do not become bored with what is presented on social media.

The research has been conducted with diligence and understanding. Still, some limitations have been identified. First, the findings and implications of the research are based on data collected from specific geographic regions and generations. Therefore, the results cannot be generalized to other geographic regions and all generations. However, the results allow future researchers to conduct research in different geographic regions and generational ranges. Second, the research did not target specific research objectives. In the future, researchers are encouraged to target specific objects for more specific research so that the implications can be more applicable to marketers in industries that heavily rely on social media to create FOMO in consumer behavior, such as the fashion and tourism industries. Third, the research includes the age group of 13-17 years, which should be reconsidered regarding their role as respondents in purchasing decisions that still depend on their parents. For future research, it would be important to provide more scientific justification for its relevance, such as supporting emerging autonomy that indicates that adolescents are starting to develop their preferences and decision-making skills, which can influence family purchasing decisions.

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Data Availability Statement: Data are available from the corresponding author, A., upon reasonable

request.

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