

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan pemaparan dan hasil yang diperoleh, penelitian mengenai pengaruh FOMO, *anticipated elation*, *self-enhancement*, dan *anticipated expense regret* terhadap kemungkinan pembelian produk *skincare* pada Generasi Z dapat disimpulkan sebagai berikut:

1. FOMO memiliki pengaruh positif dan signifikan terhadap kemungkinan pembelian (H1 diterima).
2. FOMO memiliki pengaruh positif dan signifikan terhadap *anticipated elation* (H2 diterima).
3. *Anticipated elation* tidak memiliki pengaruh signifikan terhadap kemungkinan pembelian (H3 ditolak).
4. FOMO memiliki pengaruh positif dan signifikan terhadap *self-enhancement* (H4 diterima).
5. *Self-enhancement* tidak memiliki pengaruh signifikan terhadap kemungkinan pembelian (H5 ditolak).
6. FOMO memiliki pengaruh positif dan signifikan terhadap *anticipated expense regret* (H6 diterima).
7. *Anticipated expense regret* tidak memiliki pengaruh signifikan terhadap kemungkinan pembelian (H7 ditolak).

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang dilakukan terhadap 182 responden dari Generasi Z yang aktif di media sosial dan memiliki ketertarikan terhadap

produk *skincare*, terdapat beberapa implikasi penting yang dapat menjadi pertimbangan strategis bagi pelaku industri *skincare* dan pemasar digital dalam mengoptimalkan pendekatan mereka terhadap konsumen Generasi Z. Adapun implikasi manajerial yang dapat diterapkan sebagai berikut:

1. Temuan utama menunjukkan bahwa FOMO memiliki pengaruh signifikan dan langsung terhadap kemungkinan pembelian produk *skincare*. Implikasi ini memberikan sinyal kuat bahwa strategi pemasaran yang menonjolkan urgensi, eksklusivitas, atau tren yang sedang viral dapat meningkatkan intensi beli dari konsumen Generasi Z. Oleh karena itu, *brand* perlu merancang kampanye dengan elemen *limited time offer*, *flash sale*, atau *exclusive early access* untuk menciptakan tekanan sosial dan rasa takut tertinggal. Selain itu, kolaborasi dengan *influencer* dan *content creator* yang relevan dapat dimaksimalkan untuk membangun kredibilitas sosial dan memperkuat persepsi "semua orang sedang menggunakannya".
2. Meskipun temuan penelitian menunjukkan bahwa pengaruh FOMO terhadap kemungkinan pembelian tidak terlalu dipengaruhi oleh faktor-faktor psikologis seperti *anticipated elation*, *self-enhancement*, dan *anticipated expense regret*, temuan ini tetap memberikan wawasan penting. Hal ini mengindikasikan bahwa dorongan pembelian yang dipicu oleh FOMO lebih bersifat impulsif dan tidak terlalu dipengaruhi oleh pertimbangan emosional mendalam atau evaluasi pasca pembelian. Oleh karena itu, pemasar sebaiknya mengarahkan upaya komunikasi pada aspek-aspek yang memicu reaksi cepat dan spontan. Misalnya, dengan memperkuat visualisasi produk melalui konten singkat seperti *reels* atau *story* yang menampilkan tren terkini dan testimoni cepat dari pengguna. Strategi ini akan lebih efektif dalam menarik perhatian dan mendorong tindakan pembelian tanpa memberi terlalu banyak ruang bagi konsumen untuk mempertimbangkan risiko atau manfaat jangka panjang.

5.3 Keterbatasan Penelitian

Berdasarkan penelitian yang telah dilakukan, penulis menemukan beberapa kelemahan yang dapat disajikan sebagai pedoman bagi peneliti selanjutnya. Adapun beberapa kelemahan dalam penelitian sebagai berikut:

1. Penelitian ini hanya melibatkan 182 responden yang berasal dari Generasi Z di Indonesia yang aktif di media sosial dan memiliki ketertarikan terhadap produk *skincare*. Mayoritas responden merupakan perempuan dan sebagian besar berasal dari tahun kelahiran 2003. Hal ini menimbulkan potensi bias demografis, sehingga hasil penelitian ini belum tentu dapat digeneralisasikan ke seluruh populasi Generasi Z secara menyeluruh, khususnya yang berada di daerah terpencil atau memiliki akses digital terbatas.
2. Objek yang dikaji hanya terbatas pada kategori produk *skincare*, sehingga temuan penelitian tidak dapat digeneralisasikan ke produk lain seperti *fashion*, gadget, atau layanan hiburan, yang mungkin dipengaruhi oleh FOMO dengan mekanisme yang berbeda.
3. Variabel kemungkinan pembelian dalam penelitian ini hanya diukur menggunakan satu indikator pertanyaan, sehingga kurang mampu merepresentasikan konsep secara lebih komprehensif. Penggunaan lebih banyak indikator akan memperkuat validitas konstruk dan memperkaya pemahaman terhadap perilaku pembelian yang dimaksud.
4. Skala pengukuran yang digunakan pada variabel kemungkinan pembelian dalam penelitian ini berbeda dengan skala yang digunakan dalam jurnal acuan. Penelitian ini menggunakan skala *likert* 1-5, sementara jurnal acuan menggunakan skala 1-10. Perbedaan skala ini dapat memengaruhi sensitivitas data yang dikumpulkan dan membatasi perbandingan hasil secara langsung dengan studi sebelumnya.
5. Nilai *adjusted r-square* yang diperoleh dalam penelitian ini tergolong rendah, yang menunjukkan kemampuan model dalam menjelaskan

variabel dependen masih terbatas. Hal ini mengindikasikan perlunya penambahan variabel *independent* atau mediasi lainnya yang relevan untuk meningkatkan kekuatan prediktif model pada penelitian selanjutnya.

5.4 Saran Penelitian Selanjutnya

Berdasarkan keterbatasan-keterbatasan yang telah diuraikan, maka saran untuk penelitian di masa mendatang adalah sebagai berikut:

1. Penelitian berikutnya dapat menambahkan variabel psikologis atau sosial lain seperti *materialism*, *anticipated envy*, *brand trust* dan sebagainya yang mungkin memiliki hubungan mediatif atau moderatif terhadap perilaku pembelian dalam konteks FOMO.
2. Akan sangat menarik untuk mereplikasi model penelitian ini pada kategori produk yang berbeda seperti *fashion*, teknologi, atau makanan-minuman, sehingga dapat dianalisis apakah pola pengaruh FOMO serupa atau berbeda antar kategori konsumsi.
3. Mengingat mayoritas responden dalam penelitian ini adalah perempuan, penelitian selanjutnya dapat mempertimbangkan variabel moderator seperti gender atau tingkat FOMO (tinggi vs rendah) untuk melihat apakah terdapat perbedaan pengaruh antar kelompok. Hal ini akan membantu mengidentifikasi apakah laki-laki dan perempuan dalam Generasi Z merespons strategi pemasaran FOMO secara berbeda.

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LAMPIRAN

Lampiran 1 Kuesioner

Pertanyaan Filter

1. Apakah Anda mengetahui produk-produk *skincare* seperti pelembap, serum, tabir surya, pembersih wajah?
 - Ya
 - Tidak

Pertanyaan Demografi Responden

1. Nama/Inisial
2. Tahun Kelahiran
3. Jenis Kelamin
 - Laki-Laki
 - Perempuan

Pernyataan Indikator *Fear of Missing Out*

Indikator	Pertanyaan	Alternatif Jawaban				
FOMO1	Jika saya tidak membeli atau mencoba produk <i>skincare</i> yang sedang populer... Saya takut akan merasa menyesal karena tidak mencobanya	STS	TS	N	S	SS
FOMO2	Saya khawatir melewatkan manfaat dari produk <i>skincare</i>	STS	TS	N	S	SS
FOMO3	Saya khawatir teman-teman saya mendapatkan hasil yang lebih baik dari produk <i>skincare</i> dibanding saya	STS	TS	N	S	SS
FOMO4	Saya merasa tertinggal jika tidak	STS	TS	N	S	SS

	mengikuti tren produk <i>skincare</i>					
FOMO5	Saya menyesal tidak mencoba produk <i>skincare</i> yang direkomendasikan oleh <i>influencer</i> atau teman-teman	STS	TS	N	S	SS
FOMO6	Saya merasa gelisah jika belum memiliki produk <i>skincare</i> yang sedang populer	STS	TS	N	S	SS
FOMO7	Saya terganggu karena melewatkan kesempatan mencoba produk <i>skincare</i> yang banyak digunakan orang lain	STS	TS	N	S	SS

Pertanyaan Indikator Kemungkinan Pembelian

Indikator	Pertanyaan	Alternatif Jawaban				
KP	Seberapa besar kemungkinana Anda akan membeli produk <i>skincare</i> yang sedang populer?	STM	TM	N	M	SM

Pertanyaan Indikator *Anticipated Elation*

Indikator	Pertanyaan	Alternatif Jawaban				
AE1	Saat mempertimbangkan untuk membeli produk <i>skincare</i>... Saya berharap akan merasa senang	STS	TS	N	S	SS
AE2	Saya merasa bersemangat membayangkan menggunakannya	STS	TS	N	S	SS
AE3	Saya yakin akan merasa puas setelah menggunakannya	STS	TS	N	S	SS
AE4	Saya percaya pembelian ini akan membuat saya lebih bahagia	STS	TS	N	S	SS

Pertanyaan Indikator *Self-Enhancement*

Indikator	Pertanyaan	Alternatif Jawaban				
SE1	Saya merasa membeli produk <i>skincare</i> ini dapat meningkatkan citra diri saya	STS	TS	N	S	SS
SE2	Saya percaya menggunakan produk <i>skincare</i> ini akan menciptakan kesan positif di mata teman-teman saya	STS	TS	N	S	SS
SE3	Saya yakin produk <i>skincare</i> ini akan membuat orang lain memiliki pandangan positif terhadap saya	STS	TS	N	S	SS

Pernyataan Indikator *Anticipated Expense Regret*

Indikator	Pertanyaan	Alternatif Jawaban				
AER1	Saya mungkin menyesal telah menghabiskan uang untuk produk <i>skincare</i> ini	STS	TS	N	S	SS
AER2	Saya merasa seharusnya uang ini digunakan untuk tabungan	STS	TS	N	S	SS
AER3	Saya menyesal tidak menggunakan uang tersebut untuk kebutuhan yang lebih penting	STS	TS	N	S	SS

Lampiran 2 Hasil Pengisian G-Form

Timestamp	Apakah Anda mengetahui produk-produk <i>skincare</i> seperti pelembap, serum, tabir surya, pembersih wajah?	Nama/Inisial	Tahun Kelahiran (contoh: 2004)	Jenis Kelamin
4/9/2025 16:16:44	Ya	May	2003	Perempuan
4/9/2025 16:20:38	Ya	Josephine Karin	2003	Perempuan
4/9/2025 16:21:54	Ya	Fito	2000	Laki-laki
4/9/2025 16:26:08	Ya	Hygea	2003	Perempuan
4/9/2025 16:26:19	Ya	Yulia	1999	Perempuan
4/9/2025 16:27:58	Ya	gratia	2005	Perempuan
4/9/2025 16:31:26	Ya	G	2003	Perempuan
4/9/2025 16:33:10	Ya	FS	2003	Perempuan
4/9/2025 16:33:54	Ya	Gracia	1998	Perempuan
4/9/2025 16:34:57	Ya	Angel	2003	Perempuan
4/9/2025 16:39:00	Ya	win	2003	Perempuan
4/9/2025 16:42:36	Ya	Naya	2002	Perempuan
4/9/2025 17:01:05	Ya	Fery	2003	Laki-laki
4/9/2025 17:53:20	Ya	Edwin	2004	Laki-laki
4/9/2025 17:56:05	Ya	V	2003	Laki-laki
4/9/2025 18:01:06	Ya	Ghaisan N	2004	Laki-laki
4/9/2025 18:56:45	Ya	mumun	2003	Perempuan
4/9/2025 18:58:52	Ya	Lodero	2004	Laki-laki



4/9/2025 19:25:27	Ya	gita	2004	Perempuan
4/9/2025 19:25:36	Ya	Dio	2004	Laki-laki
4/9/2025 19:26:29	Ya	Oca	2004	Perempuan
4/9/2025 21:25:22	Ya	Agnes	2001	Perempuan
4/9/2025 22:15:34	Ya	Filla	2005	Perempuan
4/10/2025 11:21:17	Ya	viona abigail	2003	Perempuan
4/10/2025 16:37:37	Ya	Rara	2005	Perempuan
4/12/2025 17:27:19	Ya	nop	2003	Perempuan
4/13/2025 3:27:31	Ya	Vio	2002	Perempuan
4/13/2025 8:11:22	Ya	kezia	2003	Perempuan
4/13/2025 11:02:00	Ya	Lina	2004	Perempuan
4/13/2025 11:16:04	Ya	Elsa	1999	Perempuan
4/13/2025 12:06:46	Ya	Lidya	2000	Perempuan
4/21/2025 14:46:09	Ya	Ariana Grande	2003	Perempuan
4/21/2025 14:57:07	Ya	gebi	2004	Perempuan
4/21/2025 15:01:15	Ya	Klara	2001	Perempuan
4/21/2025 17:26:21	Ya	Sopeh	2002	Perempuan
4/21/2025 18:15:06	Ya	Vena	2003	Perempuan
4/22/2025 12:44:46	Ya	Put	2003	Perempuan
4/22/2025 12:49:52	Ya	Juli	2003	Perempuan
4/22/2025 13:13:00	Ya	Alin	2003	Perempuan
4/22/2025 13:39:15	Ya	Debi	2003	Perempuan
4/22/2025 14:34:49	Ya	Tiani imoetzzz	2003	Perempuan
4/22/2025 15:27:38	Ya	Dedi	1997	Laki-laki



4/22/2025 15:41:09	Ya	Naya	2002	Perempuan
4/22/2025 15:55:21	Ya	Stella	2003	Perempuan
4/22/2025 16:02:44	Ya	A	2004	Perempuan
4/22/2025 16:41:24	Ya	Donny	2001	Laki-laki
4/22/2025 17:26:47	Ya	Candy	2001	Perempuan
4/22/2025 17:50:29	Ya	Nico	2002	Laki-laki
4/22/2025 17:57:54	Ya	V	2003	Perempuan
4/22/2025 18:02:34	Ya	Bryan	2003	Laki-laki
4/22/2025 18:09:10	Ya	Laura	2003	Perempuan
4/22/2025 18:40:40	Ya	sonia	2003	Perempuan
4/22/2025 18:46:47	Ya	Anna	2003	Perempuan
4/22/2025 19:48:42	Ya	Indri	2001	Perempuan
4/22/2025 20:25:20	Tidak			
4/22/2025 22:20:16	Ya	Syalu	2001	Perempuan
4/23/2025 6:27:16	Ya	Felicia G	1999	Perempuan
4/23/2025 7:19:36	Ya	Adindapof	2000	Perempuan
4/23/2025 11:48:33	Ya	Caren	2004	Perempuan
4/23/2025 11:56:34	Ya	Dela	2002	Perempuan
4/23/2025 12:24:33	Ya	Beka	2003	Perempuan
4/23/2025 12:43:41	Ya	Tiska	2004	Perempuan
4/23/2025 12:53:18	Ya	gita	2003	Perempuan
4/23/2025 15:21:24	Ya	ninka	2003	Perempuan
4/23/2025 18:24:13	Ya	Senli Y	2001	Laki-laki
4/23/2025 19:38:54	Ya	Sha	2002	Perempuan



4/23/2025 19:46:00	Ya	Audrey Martins	2002	Laki-laki
4/23/2025 22:20:28	Ya	R	2002	Perempuan
4/23/2025 22:25:01	Ya	win	2003	Perempuan
4/24/2025 11:39:55	Tidak			
4/24/2025 12:34:17	Ya	Karunia Ari Hagana Tarigan	2003	Laki-laki
4/24/2025 12:35:13	Ya	ara	2003	Perempuan
4/24/2025 12:36:02	Ya	Dhea	2003	Perempuan
4/24/2025 14:23:37	Ya	lau	2000	Perempuan
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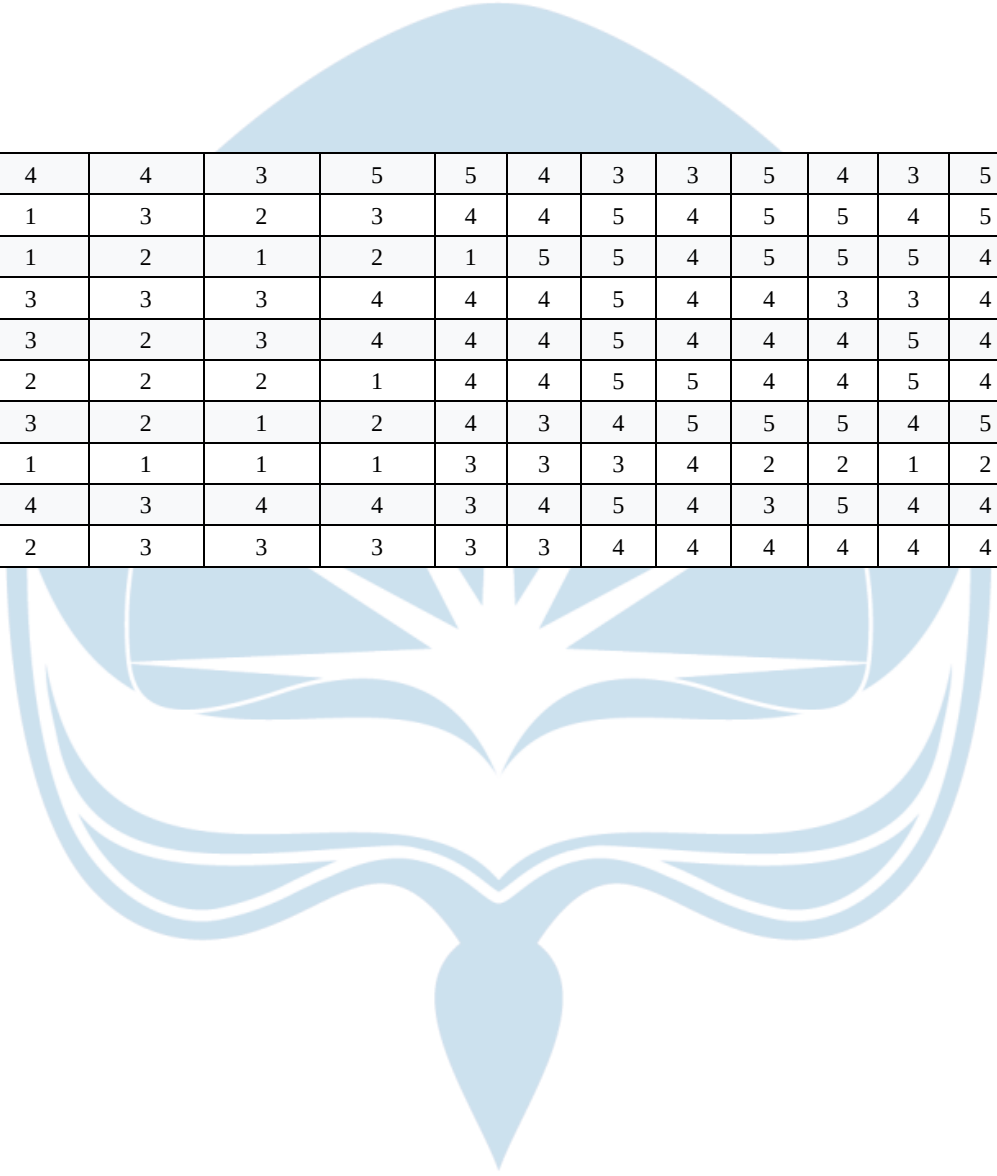
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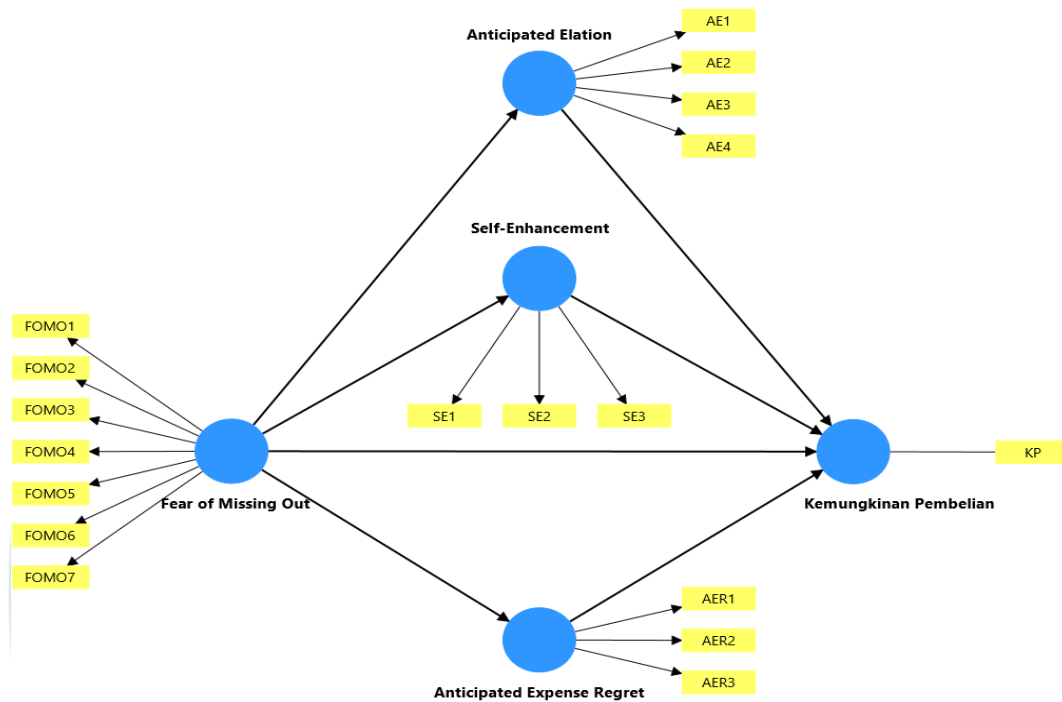


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Lampiran 3 Hasil Olah Data PLS-SEM



Nilai Mean, Min, Max, dan Standar Deviasi

Indicators													
Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
FOMO1	1	MET	0	2.956	3.000	1.000	5.000	1.000	5.000	1.329	-1.256	0.025	0.000
FOMO2	2	MET	0	3.555	4.000	1.000	5.000	1.000	5.000	1.082	-0.587	-0.511	0.000
FOMO3	3	MET	0	2.945	3.000	1.000	5.000	1.000	5.000	1.295	-1.200	-0.019	0.000
FOMO4	4	MET	0	2.797	2.000	1.000	5.000	1.000	5.000	1.409	-1.240	0.295	0.000
FOMO5	5	MET	0	2.907	3.000	1.000	5.000	1.000	5.000	1.316	-1.072	0.203	0.000
FOMO6	6	MET	0	2.670	2.000	1.000	5.000	1.000	5.000	1.407	-1.279	0.280	0.000
FOMO7	7	MET	0	2.824	3.000	1.000	5.000	1.000	5.000	1.387	-1.312	0.170	0.000
KP	8	MET	0	3.731	4.000	1.000	5.000	1.000	5.000	0.907	0.098	-0.463	0.000
AE1	9	MET	0	4.231	4.000	1.000	5.000	1.000	5.000	0.793	1.914	-1.106	0.000
AE2	10	MET	0	4.170	4.000	1.000	5.000	1.000	5.000	0.851	1.224	-1.037	0.000
AE3	11	MET	0	3.857	4.000	1.000	5.000	1.000	5.000	0.956	0.853	-0.851	0.000
AE4	12	MET	0	3.956	4.000	1.000	5.000	1.000	5.000	0.870	0.755	-0.723	0.000
SE1	13	MET	0	3.786	4.000	1.000	5.000	1.000	5.000	0.985	1.220	-1.053	0.000
SE2	14	MET	0	3.604	4.000	1.000	5.000	1.000	5.000	1.052	0.147	-0.692	0.000
SE3	15	MET	0	3.681	4.000	1.000	5.000	1.000	5.000	1.138	-0.213	-0.636	0.000
AER1	16	MET	0	3.324	4.000	1.000	5.000	1.000	5.000	1.094	-0.891	-0.216	0.000
AER2	17	MET	0	3.478	4.000	1.000	5.000	1.000	5.000	1.147	-0.605	-0.441	0.000
AER3	18	MET	0	3.484	4.000	1.000	5.000	1.000	5.000	1.093	-0.479	-0.467	0.000

Nilai Outer Loadings Tahap 1

Outer loadings - Matrix					
	Anticipated Elation	Anticipated Expense Regret	Fear of Missing Out	Kemungkinan Pembelian	Self-Enhancement
AE1	0.734				
AE2	0.768				
AE3	0.823				
AE4	0.768				
AER1		0.806			
AER2		0.866			
AER3		0.908			
FOMO1			0.854		
FOMO2			0.673		
FOMO3			0.800		
FOMO4			0.919		
FOMO5			0.891		
FOMO6			0.904		
FOMO7			0.907		
KP				1.000	
SE1					0.824
SE2					0.900
SE3					0.912

Nilai Outer Loadings Tahap 2

Outer loadings - Matrix					
	Anticipated Elation	Anticipated Expense Regret	Fear of Missing Out	Kemungkinan Pembelian	Self-Enhancement
AE1	0.733				
AE2	0.767				
AE3	0.823				
AE4	0.769				
AER1		0.808			
AER2		0.867			
AER3		0.906			
FOMO1			0.847		
FOMO3			0.798		
FOMO4			0.926		
FOMO5			0.896		
FOMO6			0.912		
FOMO7			0.916		
KP				1.000	
SE1					0.825
SE2					0.900
SE3					0.912

Nilai Construct Reliability dan Validity

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Anticipated Elation	0.777	0.784	0.856	0.599
Anticipated Expense Regret	0.829	0.887	0.896	0.742
Fear of Missing Out	0.943	0.948	0.955	0.781
Self-Enhancement	0.855	0.879	0.911	0.774

Nilai Cross Loadings

Discriminant validity - Cross loadings					
	Anticipated Elation	Anticipated Expense Regret	Fear of Missing Out	Kemungkinan Pembelian	Self-Enhancement
AE1	0.733	0.188	0.366	0.308	0.423
AE2	0.767	0.171	0.437	0.380	0.423
AE3	0.823	0.134	0.454	0.437	0.586
AE4	0.769	0.166	0.418	0.340	0.572
AER1	0.133	0.808	0.293	0.077	0.052
AER2	0.167	0.867	0.286	0.092	0.146
AER3	0.225	0.906	0.420	0.181	0.221
FOMO1	0.438	0.337	0.847	0.537	0.459
FOMO3	0.421	0.306	0.798	0.455	0.408
FOMO4	0.522	0.367	0.926	0.632	0.506
FOMO5	0.508	0.359	0.896	0.591	0.521
FOMO6	0.498	0.362	0.912	0.589	0.499
FOMO7	0.485	0.379	0.916	0.591	0.487
KP	0.478	0.145	0.644	1.000	0.481
SE1	0.628	0.224	0.384	0.335	0.825
SE2	0.579	0.102	0.504	0.435	0.900
SE3	0.535	0.154	0.532	0.481	0.912

Nilai R-Square

R-square - Overview		
	R-square	R-square adjusted
Anticipated Elation	0.296	0.292
Anticipated Expense Regret	0.159	0.154
Kemungkinan Pembelian	0.459	0.447
Self-Enhancement	0.297	0.293

Uji Hipotesis



Nilai Path Coefficients

Path coefficients - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Anticipated Elation -> Kemungkinan Pembelian	0.122	0.129	0.073	1.668	0.095
Anticipated Expense Regret -> Kemungkinan Pembelian	-0.126	-0.126	0.072	1.746	0.081
Fear of Missing Out -> Anticipated Elation	0.544	0.546	0.050	10.798	0.000
Fear of Missing Out -> Anticipated Expense Regret	0.399	0.403	0.066	6.088	0.000
Fear of Missing Out -> Kemungkinan Pembelian	0.564	0.561	0.068	8.303	0.000
Fear of Missing Out -> Self-Enhancement	0.545	0.547	0.050	10.821	0.000
Self-Enhancement -> Kemungkinan Pembelian	0.116	0.117	0.083	1.394	0.163

Nilai Spesific Indirect Effect

Specific indirect effects - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Fear of Missing Out -> Self-Enhancement -> Kemungkinan Pembelian	0.063	0.064	0.046	1.374	0.169
Fear of Missing Out -> Anticipated Expense Regret -> Kemungkinan Pembelian	-0.050	-0.051	0.032	1.589	0.112
Fear of Missing Out -> Anticipated Elation -> Kemungkinan Pembelian	0.066	0.070	0.041	1.620	0.105

Lampiran 4 Jurnal Acuan



ACADEMIC PAPER

Direct and indirect effects of fear-of-missing-out appeals on purchase likelihood

Megan C. Good¹  | Michael R. Hyman² 

¹Department of International Business and Marketing, College of Business Administration, California State Polytechnic University, Pomona, California

²Department of Marketing, New Mexico State University, Las Cruces, New Mexico

Correspondence

Megan C. Good, Department of International Business and Marketing, College of Business Administration, California State Polytechnic University, 3801 West Temple Avenue, Pomona, CA 91768.
Email: mcgood@cpp.edu

Abstract

Researchers typically treat fear-of-missing-out (FOMO) as a personality trait or a general sense of anxiety about “missing out on” activities with others. If messages with FOMO-laden appeals can induce context-specific FOMO responses, FOMO is crucial to consumer behaviour scholars and marketing practitioners. Also, certain emotions may moderate the effect of such appeals on consumers' purchase intentions toward the recommended hedonic service/experience. The vignette-based experiment summarized here suggests that FOMO-laden appeals can influence consumers' purchase intentions. Specifically, such appeals can strengthen purchase intentions by boosting consumers' anticipated elation and self-enhancement or weaken purchase intentions by boosting anticipated expense regret.

1 | INTRODUCTION

FOMO has been defined as a predisposition toward worrying that one's “peers are doing, or are in possession of more or something better than you” (J. Walter Thompson, 2011), “an emotional anxiety” (Dykman, 2012), “a pervasive apprehension others might be having rewarding experiences from which one is absent,” and “a desire to connect continually with peer's activities as a byproduct of knowing about those activities” (Przybylski, Murayama, DeHaan, & Gladwell, 2013). These conceptualizations depict FOMO as a general personal characteristic independent of a single event. However, to better understand its influence on consumer behaviour, such as buying a ticket for a once-in-a-lifetime event like a playoff game or seeing a movie, FOMO should be defined as a context-specific anxiety.

Psychologists generally treat fear-of-missing-out (FOMO) as an enduring psychological phenomenon independent of context-specific influences (Przybylski et al., 2013). However, context would be consequential if advertisers can create effective service-centric (e.g., “Don't let your friends go without you”) and convergent (e.g., “I could have vacationed with my friends if I had that credit card”) FOMO-laden appeals. Current advertising practice and several marketing studies suggest this is the case (Cocheo, 2018; Hodgkinson, 2016; Parsons, 2009; Rea, 2012).

FOMO-laden appeals may be commercial or non-commercial and personal or impersonal (Hodgkinson, 2016). Commercial FOMO-laden appeals, which mention or imply producer attempts to stimulate product demand or usage, may be delivered impersonally (via ads or webpages) or personally (via salespeople or employees). Non-commercial FOMO-laden appeals made in-person are more influential than appeals made via phone, text messages, or social media (Hodgkinson, 2016). Persuasive FOMO-laden appeals mention the negative emotions associated with “missing out” on activities with close friends or family members (Kreilkamp, 1984).

Previous research suggests close friends or family members' hedonic-service-related suggestions can influence buying decisions (Aggarwal & Khurana, 2016; Kerrane, Hogg, & Bettany, 2012), and mild social-fear-related appeals in ads can persuade (Tanner Jr, Hunt, & Eppright, 1991). Thus, studying the effect of FOMO-laden appeals by close friends or family members (i.e., mild-anxiety-inducing appeals) on hedonic-service purchase decisions is warranted as a prelude to studying the effect of FOMO-laden appeals developed for commercial promotions. Hence, the research summarized here assessed (a) the direct effect of a FOMO-laden appeal on purchase likelihood and (b) the indirect effect of a FOMO-laden appeal, via three psychological influences suggested by a preliminary study (i.e., anticipated elation, self-enhancement, and anticipated expense regret), on purchase likelihood. This research focuses on hedonic services rather than goods

because US consumers' purchases are shifting from goods to experiences (Tully & Sharma, 2018), and goods-related FOMO is not ephemeral (i.e., time-unrestricted consumption).

The exposition proceeds as follows. First, the theoretical background and hypotheses related to FOMO are introduced. Evidence from a preliminary qualitative study supporting FOMO's pertinence to hedonic services is described. Next, a vignette-based experiment on the effect of FOMO-laden appeals by close friends or family members is summarized. Finally, theoretical and managerial implications, along with future research possibilities, are presented.

2 | FOMO LITERATURE OVERVIEW

FOMO-related literature is divisible into two categories: non-marketing and marketing. Although both sets of studies are limited, the more extensive non-marketing literature predominantly probes FOMO's psychological causes and influence (Abel, Buff, & Burr, 2016; Przybylski et al., 2013). Most non-marketing research has treated FOMO as a personal characteristic. It has focused on the negative psychological externalities of social media and internet usage (e.g., Abel et al., 2016; Baker, Krieger, & LeRoy, 2016; Beyens, Frison, & Eggermont, 2016; Blackwell, Leaman, Trampusch, Osborne, & Liss, 2017; Elhai, Levine, Dvorak, & Hall, 2016; Larkin & Fink, 2016; Oberst, Wegmann, Stodt, Brand, & Chamarro, 2017; Przybylski et al., 2013) and the pervasive negative effect of FOMO on students' mental and physical health (Alt, 2018; Hetz, Dawson, & Cullen, 2015; Milyavskaya, Saffran, Hope, & Koestner, 2018). FOMO has been related to personality traits, social connection, and problematic internet, social media, and mobile app use (Alt & Boniel-Nissim, 2018; Roberts & David, 2020; Zhou, 2019). Typically, FOMO as researched anteceded or mediated problematic outcomes.

Although most non-marketing studies assume FOMO-as-a-personality-trait, the few published marketing studies suggest FOMO can be context-specific or dispositional for consumers (Hayran, Anik, & Gürhan-Canli, 2020; Rifkin et al., 2019). FOMO can induce impulse purchases that subsequently can increase post-purchase regret (Celik, Eru, & Cop, 2019; Saleh, 2012). FOMO derived from learning about concurrent unattended experiences while participating in a dull activity (e.g., summer school) or an enjoyable event (e.g., museum trip) reduces immediate satisfaction and a subsequent intention to enjoy the unattended experience (Hayran et al., 2020). Viewing photos of other people doing something enjoyable can increase FOMO, decrease enjoyment of a current event, and increase expected enjoyment of a missed event (Rifkin et al., 2019). Tied to purchasing outcomes, FOMO is related to a frenzied buying wave of culturally associated brands (Kang, Cui, & Son, 2019).

The non-marketing-related and marketing-related FOMO studies generally differ in focus, theoretical frameworks, and applications. Representative studies from both categories are shown in Table 1.

Several previous studies have focused on FOMO as a personal characteristic related to adverse mental and physical health outcomes and toxic social media usage. Initial marketing studies suggest that

FOMO may be context-specific and influence impulse purchases, post-purchase regret, dissatisfaction with current activities, the likelihood of repeating an experience, and expectations about future events. However, these studies generally ignore purchase-specific FOMO-laden appeals delivered offline via non-commercial and personal communication channels (Hodkinson, 2016), and they fail to resolve whether FOMO-laden appeals can increase purchase intentions and if select emotions can mediate that relationship.

3 | EXPLORATORY STUDY

To better understand the relationship between FOMO appeals and their relationship to purchase likelihood, an exploratory study with mainly open-ended questions was conducted (Good, 2019). This study was meant to pretest the service context's realism and to identify common themes and variables for further investigation of FOMO-laden appeals on purchase likelihood in a hedonic service/experience context. Recognizing the characteristics of FOMO messages that affect purchasing behaviour would suggest a beginning for empirical investigation. The exploratory study addressed the following research questions:

RQ1: Can FOMO-laden appeals generate context-specific FOMO?

RQ2: Do previously unstudied emotions affect FOMO and the likelihood of purchasing the hedonic service/experience recommended in the appeal?

People "live through" or participate in hedonic-service purchases either actively (e.g., performing at a concert) or passively (e.g., attending a concert). Relative to goods purchases, hedonic-service purchases are more conducive to interpersonal interactions (Bastos & Brucks, 2017). This initial vignette, which describes an opportunity to join close friends and avoid "missing out" on a concert, is as follows:

Assume you're a big fan of (genre choice selected) music. A nationally recognized (genre choice selected) artist that you have never seen live will be coming to your area as part of a farewell tour next month. A close friend has posted photos, videos, and messages on (social media platform choice selected) that make it seem like something you shouldn't miss. You feel you would probably enjoy the experience.

The study was administered online to 29 undergraduates attending a university in the southwestern United States (Good, 2019). The predominantly female (58.6%) sample with a mean age of 27.1 years ($\sigma = 6.87$) generally believed this vignette is realistic (62.1% "yes," 27.6% "no," and 10.3% "unsure"). On a seven-point purchase-likelihood scale anchored by 1 = not likely and 7 = very likely, 51.7% of respondents answered positively about buying a ticket.

The authors relied on this qualitative study to inform a more rigorous study, and thus reviewed respondents' verbatims to identify consistent themes. Responses to the concert decision scenario indicated a likely concern about "missing" out on the experience with

TABLE 1 Representative FOMO-related academic studies

Author(s)	FOMO-related research focus	FOMO as ...	Behaviours/variables related to FOMO	Findings
Non-marketing literature				
Abel et al. (2016)	FOMO scale development; adverse psychological externalities of social media use	IV	Social media use	Social media consumption differs across FOMO levels
Alt (2018)	Students' mental and physical health	IV	Well-being, social media engagement for leisure	SNS use leads to students' maladjustment by boosting FOMO
Alt and Boniel-Nissim (2018)	Personality traits and problematic internet usage (PIU)	Mediator	Neuroticism, internet use	FOMO mediates the relationship between neuroticism and PIU
Baker et al. (2016)	SNS and health outcomes	IV	Need to belong, SNS use, health outcomes	FOMO, need to belong, and SNS use create adverse health outcomes
Beyens et al. (2016)	Relation of personality to SNS and Facebook use	Mediator	SNS and Facebook use, perceived stress, need to belong, need for popularity	Increased need to belong and need for popularity relate to increased Facebook use; relationships mediated by FOMO
Blackwell et al. (2017)	Predictors of social media use and addiction	IV	Extraversion, neuroticism, attachment style, social media use	FOMO precursor to social media addiction; extraversion and neuroticism predict social media use
Elhai et al. (2016)	Problematic smartphone use	IV	Smartphone use, anxiety, need for touch, depression, emotion regulation	Problematic smartphone use relates positively to FOMO and need for touch but negatively to depression
Hetz et al. (2015)	Effect of social media on study-abroad experiences	DV	Social media	Students tried to create FOMO in other people instead of experiencing it themselves
Larkin and Fink (2016)	Fantasy sports involvement and team loyalty	IV	Fantasy sports involvement, fan identities, loyalty, social media use	FOMO increases fantasy sports involvement
Milyavskaya et al. (2018)	Momentary affective states and SNS use	Transient cause	Affect, fatigue, stress, physical symptoms, daily hours of sleep	For university freshmen, FOMO is prevalent, consequential, and associated with adverse outcomes such as increased negative affect, fatigue, stress, physical symptoms, and decreased sleep
Müller, Wegmann, Stolze, and Brand (2020)	Problematic SNS use	Mediator	Social zapping (cancelling an appointment on short notice), SNS use	Social zapping and FOMO mediate tendency to maximize outcomes and procrastination on problematic social networks use
Oberst et al. (2017)	Adverse psychological externalities of social media usage	Mediator	Psychopathological symptoms, SNS use, social network intensity (SNI), consequences of SNS use via a mobile device (CERM)	FOMO and SNI mediate the link between psychopathology and CERM
Przybylski et al. (2013)	FOMO scale development, adverse psychological externalities of social media use	IV	Life satisfaction, need satisfaction, mood, SNS use	Demographics, motivations, behaviours, emotions, and well-being relate to FOMO
Roberts and David (2020)	Relationship between FOMO and well-being	IV	Social media intensity, connection, well-being	FOMO can boost well-being if it induces social media use that fosters social connection
Stead and Bibby (2017)	Relation of personality, internet use and FOMO on subjective well-being	IV	Internet use, subjective well-being	FOMO and problematic internet use contribute adversely to overall subjective and emotional well-being

TABLE 1 (Continued)

Author(s)	FOMO-related research focus	FOMO as ...	Behaviours/variables related to FOMO	Findings
Zhou (2019)	Mobile app use	IV	Feeling of acceleration, continuous online and mobile app use	For university students, FOMO relates to mobile app usage
Marketing literature				
Celik et al. (2019)	Development of "FOMO tendency toward a sale" scale; FOMO's effect on impulse purchasing and post-purchase regret	IV	FOMO tendency toward a sale, impulse purchasing, post-purchase regret	Fear of missing out on a sale increases impulse purchasing, and impulse purchasing increases post-purchase regret
Good and Hyman (Forthcoming 2020)	FOMO's emotional antecedents	IV	Anticipated elation, envy from other people, comforting rationalizations, purchase likelihood	Anticipated elation and envy from other people raise FOMO; comforting rationalizations lower FOMO
Hayran et al. (2020)	Intention to repeat an experience	DV	Loyalty, redo intentions, job satisfaction	For a school-related field trip, FOMO reduced immediate satisfaction and a subsequent intention to repeat the experience
Hodkinson (2016)	Taxonomy of FOMO appeals; proposed response mechanisms	Type of appeals	Cognitive and affective responses, participation decision, post-decision attributional and emotional response	A 2 × 2 FOMO-appeal classification scheme comprised of commercial vs. non-commercial and personal vs. impersonal
Kang et al. (2019)	FOMO scale development; conformity consumption	IV	Conformity consumption, evaluation processes	In Korea, FOMO-induced stability and concern leads to excessive conformity for consuming culturally associated brands
Park and Kramer (2019)	Variety-seeking	IV	Self-esteem, variety-seeking	FOMO linked to lower self-esteem and variety-seeking
Rifkin et al. (2019)	Social media photos and role of social belonging uncertainty	DV	Social media photos, enjoyment of current event, expected enjoyment of missed event, social belonging uncertainty	Exposure to social media photos produces FOMO, decreases enjoyment of the current event, and increases expected enjoyment of the missed event; social belonging uncertainty plays an underlying role
Saleh (2012)	Unplanned buying and post-purchase regret	IV	Impulse purchasing, post-purchase regret, sales promotion, bank card payment	FOMO leads to impulse purchasing that leads to increases in post-purchase regret

Abbreviations: DV, Dependent Variable; IV, Independent Variable.

close friends or family members as well as induced emotions. The responses fell into three recurring categories.

1. *Anticipated elation*, which captures positive emotions related to the hypothetical concert. Comments included "When I think about the concert, I feel happy," "I would be excited," and "I think I would feel elated."
2. *Self-enhancement*, which assesses imagined self-improvement derived from how other people would evaluate a respondent who attended the concert. Comments included "Attending the concert would make others like me more," "Going would create a good

impression about me," and "Going would create positive attitudes about me from others."

3. *Anticipated expense regret*, which relates to the cost of attending the concert. Comments by attendance-assuming respondents included "I would be sorry that I spent the money," "I would regret spending the money instead of saving it," and "I'm afraid that later I would wish I spent the money on necessities."

This study suggests the answer to RQ1 is "yes." Although anecdotal, the preponderance of these responses suggests a subsequent study meant to answer RQ2 should include measures related to three

emotions: anticipated elation, self-enhancement, and anticipated expense regret. These common groupings and the literature encourage examining the effect of these emotions on the relationships between FOMO appeals, their ability to create context-specific FOMO, and the resulting influence on purchase likelihood.

4 | PROPOSED MODEL AND HYPOTHESES

The posited model (see Figure 1) depicts the direct relationship between FOMO and purchase likelihood, along with the mediating or indirect effects of anticipated elation, self-enhancement, and anticipated expense regret as suggested by the exploratory study. The model assumes heightened FOMO is inducible by FOMO-laden appeals (Good, 2019; Good & Hyman, Forthcoming 2020).

4.1 | FOMO and purchase likelihood

The regret literature on “what I *could have done*” versus “what I did” implies FOMO can influence purchase likelihood (Loomes & Sugden, 1982). Typically, regrets about inactions are more troubling than regrets about actions and less readily eased by compensatory actions (e.g., treating oneself to dessert after failing an exam) (Davidai & Gilovich, 2018; Morrison & Roese, 2011). For example, regrets about “missing out on” a concert or cruise would tend to be

more intense than regrets about wasting money on a disappointing concert or dull cruise. In contrast, no compensation for “missing out on” a once-in-a-lifetime experience may be sufficient. FOMO may induce acts meant to avoid regrets from inaction (Richard, van der Pligt, & de Vries, 1996).

Avoiding such regrets is similar to activating protection motivation (Tanner Jr et al., 1991). “[T]he protection motivation concept involves any threat for which there is an effective recommended response that can be carried out by the individual” (Floyd, Prentice-Dunn, & Rogers, 2000, p. 409). A FOMO-laden message often includes a fear-arousing recommendation to protect against “missing out.” Protective motivation reflects the importance of fear appeal strength; the higher the anxiety induced by a FOMO-laden appeal, the greater the purchase impetus.

Counterfactual thinking—imagining “what might have been”—can be upward or downward (i.e., imagining a better or worse outcome) (Shih & Schau, 2011; Wolfson & Briggs, 2002). Through counterfactual thinking about enhancing their social standing via friend-or-family-member-approved purchases, people reinforce their FOMO. By definition, FOMO-prone consumers are more sensitive to the negative consequences of ignoring hedonic-service recommendations by close friends or family members.

Purchase likelihood is a popular surrogate indicator of eventual purchase (He & Wang, 2017; Helmeffalk, 2019). Intentions can sway buying-related activity because they follow from personal beliefs and attitudes, which are the foundation for actions. As intention is an

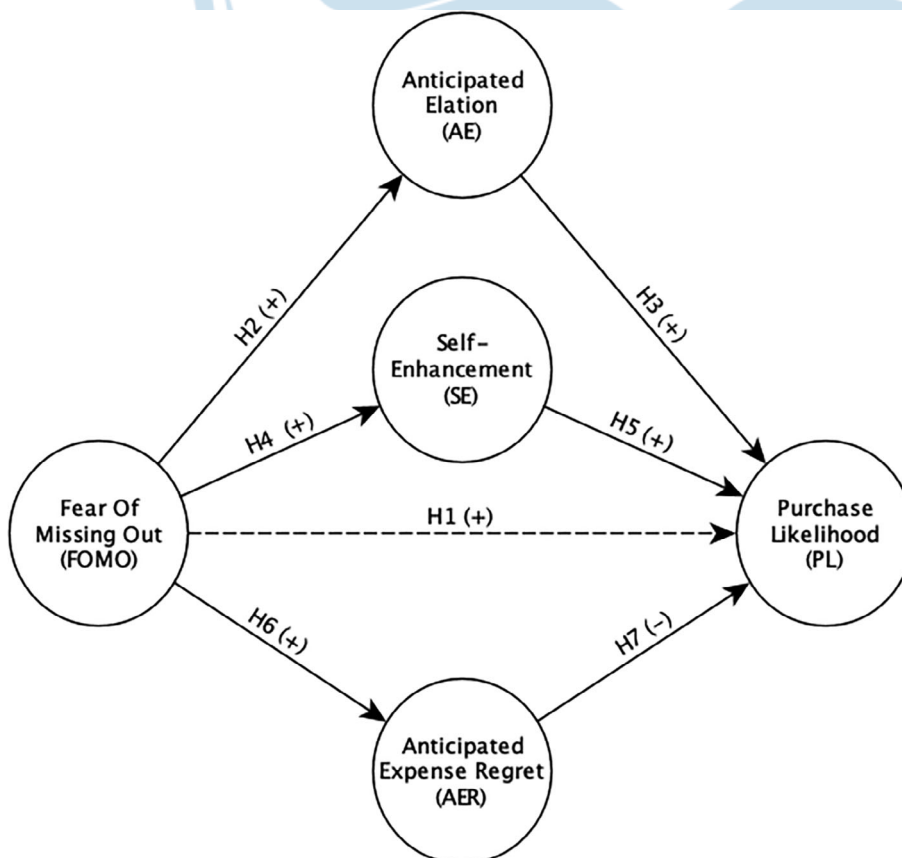


FIGURE 1 Conceptual model

acceptable surrogate for subsequent behaviour (Ajzen & Fishbein, 1973), self-reported purchase likelihood is an acceptable surrogate for eventual purchase. Hence,

H1 Higher (lower) FOMO on a hedonic service will increase (decrease) the likelihood of purchasing that service.

4.2 | Influences on FOMO and purchase likelihood

Consumers' cognitive structures and processes influence their emotional responses to purchases. As positive anticipated emotions about buying a hedonic service increase (decrease), FOMO should increase (decrease). The converse is true for negative anticipated emotions. Anticipated emotions other than FOMO may co-influence purchase decisions.

4.2.1 | Anticipated elation

One posited determinant linking FOMO and purchase likelihood is anticipated elation. Purchasing a hedonic service can be exciting and fun. Anticipated elation is a euphoric emotion related to assessing the value of an imagined transaction (Brandstatter & Kriz, 2001). For example, anticipated elation can enhance willingness to select an excitement- or pleasure-enhancing alternative. Allowing consumers to imagine scenarios in which they ask themselves "what if," anticipated elation allows people to visualize hopeful emotion-arousing outcomes (Taute & Sierra, 2015).

For hedonic goods, consumers may anticipate pleasure by imagining positive post-purchase emotions that overwhelm FOMO-induced anxiety (Hirschman & Holbrook, 1982). FOMO-laden appeals can increase purchase likelihood when consumers anticipate positive outcomes. As a result, expecting positive emotions after mitigating FOMO-related anxiety may enhance purchase enjoyment (Mandel & Nowlis, 2008).

Although FOMO may yield adverse outcomes (e.g., fatigue, depression) (Milyavskaya et al., 2018), it also may manifest positive effects when consumers purchase hedonic services that they might have bypassed otherwise. As anticipated elation about purchasing a hedonic service increases, the relationship between FOMO and purchase likelihood should intensify. Thus,

H2-3 FOMO-prone (FOMO-resistant) consumers will experience more (less) anticipated elation when purchasing a hedonic service.

4.2.2 | Self-enhancement

Self-enhancement theory, which is grounded in several personality theories (Horney, 1937; Rogers, 1961) and learning theory, is a propensity to maintain a positive self-image (Alicke & Sedikides, 2009;

Chang, 2008; Walker & Keller, 2019). Its central tenet is "people are motivated to boost their sense of personal worth" (Epstein, 1973; Tesser, 1985). The theory assumes that people routinely appraise their qualities and behaviours based on expected and preferably favourable feedback from other people. Hence, affective reactions to social feedback correlate positively with its favourableness (Swann Jr, Griffin Jr, Predmore, & Gaines, 1987).

When motivated by self-enhancement, people try to think well about themselves, especially when facing a threat, failure, or blow to self-esteem. Rather than short-lived impression management, self-enhancement can promote psychological health (e.g., happiness, self-confidence, and lower anxiety) (Perloff, 1983; Sedikides & Gregg, 2003; Taylor & Brown, 1988; Vanypere, 1992). People self-enhance by maximizing the positivity and minimizing the negativity of their self-views; specifically, people with negative self-concepts and low self-esteem compensate by trying to enhance their self-views (Jones, 1973). Many social activists (e.g., humanitarians, environmentalists) self-report that they would "do more" if other people showed more concern, which suggests self-enhancement influences people's willingness to act (White & Plods, 1995).

Self-enhancement encourages consumers to share their positive rather than negative experiences (Dufner, Gebauer, Sedikides, & Denissen, 2019; Vargo, Gangadharbatla, & Hopp, 2019). It can motivate them to preserve or enhance their public image, especially about prior decisions (Paulhus & Holden, 2010; White & Dahl, 2007). The possibility that self-enhancement may influence purchase decisions subject to FOMO suggests the following hypothesis.

H4-5 FOMO-prone (FOMO-resistant) consumers will experience more (less) self-enhancement when purchasing a hedonic service.

4.2.3 | Anticipated expense regret

Regret theory (Bell, 1982; Loomes & Sugden, 1982) suggests that consumers anticipate and consider the consequences of their decisions (Loomes & Sugden, 1982; Zeelenberg, Beattie, der Pligt, & de Vries, 1996). Decision-induced regret is a severe form of self-sorrow (Landman, 1993) about chosen and unchosen options. Consumers behave so that their choices minimize later regret rather than risk (Bell, 1982; Zeelenberg, 1999).

Justifying a decision may prime consumers to scrutinize alternatives and focus on negative consequences (Connolly & Zeelenberg, 2002); for example, justifying a software upgrade can spur thoughts about possible adverse outcomes (e.g., hardware, software, or driver incompatibility) (Shih & Schau, 2011). Although triggered thoughts can be positive ("imagine how good it feels to use new technology"), negative thoughts ("imagine how bad it feels to miss out on new technology") leading to higher anticipated regret can affect evaluations (Shih & Schau, 2011).

Consumers may regret a non-purchase decision once they learn that friends or family members chose otherwise. Alternatively,

overspending on Christmas gifts in December often leads to dreaded credit card bills the following January (Giovanetti, 2019). Because most consumers' budgets are finite—for example, US consumers often tap into savings or incur debt to “not miss out” on a purchase (Country Financial Security.com, 2018; Devaney, 2018)—purchase decisions for hedonic services often entail financial tradeoffs that consumer may anticipate regretting. Although many consumers learn to anticipate “anticipated expense regret,” they may differ in their tendency to experience it. Furthermore, FOMO may mitigate anticipated expense regret by providing a personally acceptable purchase rationale. Hence,

H6-7 FOMO-prone (FOMO-resistant) consumers will experience less (more) anticipated expense regret when purchasing a hedonic service.

5 | MAIN STUDY

The main study entailed an experiment meant to compare respondents randomly assigned to receive either a FOMO-laden or non-FOMO-laden non-commercial appeal. Respondents completed an online questionnaire administered on Qualtrics. To make the vignettes more relatable, customized inserts reflected each respondent's favourite music genre (which they initially indicated). To avoid decision-making based on cost, the vignette stated ticket prices were “typical.” The vignette asked respondents to assume they would probably enjoy the concert and would need to decide whether to buy a ticket. All vignettes contained the same opening followed by either the FOMO-laden or non-FOMO appeal:

Assume you like (favourite genre choice previously selected) music. Someone posted on (social media platform most used choice previously selected) that several artists will come to your area in a few months for several concert dates. The prices are typical of concerts in your area. You feel you would probably enjoy going to a concert. You have to decide whether or not to buy a ticket and go to a concert.

The FOMO-laden appeal was as follows:

Your friends just added posts on (social media platform most used) with photos and videos about the artists and how much fun the concert will be. You think you'll miss out if you don't go with them.

The non-FOMO appeal was as follows:

Your friends haven't mentioned this and haven't posted any photos or videos or shown any interest on (social media platform most used), so you're not sure if it would be fun. You don't think you'll miss out if you don't go.

After reading the vignette, respondents indicated whether it was credible and easy to comprehend. Next, they answered the FOMO and purchase likelihood questions.

5.1 | Sample profile

For the main study, the authors queried 330 Amazon TurkPrime panellists, which is appropriate for scholarly consumer research when querying a broad group of US adult respondents (Goodman, Cryder, & Cheema, 2013; Hulland & Miller, 2018). Screening panellists with TurkPrime's naivete filter (set for less than 100 completed path surveys) and location filter (set for the United States) excluded non-US and professional respondents. TurkPrime's prevent-ballot-box-stuffing option was chosen to prevent respondents from participating multiple times. Attention-check errors, overly brief completion time, and incoherent or nonsensical responses to open-ended questions disqualified 35 respondents. The remaining 295 respondents (mean age = 40.8 years) were predominantly white (70.8%), female (59.3%), unmarried (61.4%), childless (63.7%), not employed full-time (55.6%), and without a college degree (63.7%).

5.2 | Scales

Although reliable (Alt, 2015; Beyens et al., 2016; Elhai et al., 2016), the widely used FOMO scale in Przybylski et al. (2013) measures FOMO as a non-context-specific personal characteristic. Hence, the eight-item FOMO scale developed in Good (2019)—which she called FOMO-situational—and validated subsequently (Good & Hyman, Forthcoming 2020) reflected the influence of FOMO-laden versus non-FOMO appeals.

The preliminary qualitative study suggested three mediators that were assessed with a four-item anticipated elation (AE) scale adapted from Batra and Ray (1986), a new three-item self-enhancement (SE) scale, and a new three-item anticipated expense regret (AER) scale informed by Tsiros and Mittal (2000). Purchase likelihood (PL) was measured with a single item (i.e., probability of purchase on 0–100% item scaled in 10% increments) (Juster, 1969). All but the PL scale were measured on a seven-point continuum, with 1 = strongly disagree and 7 = strongly agree. Table 2 shows the items and Cronbach alpha for each scale. The alphas, which range from 0.91 to 0.94, far exceed the 0.7 threshold for acceptable inter-item reliability (Nunnally & Bernstein, 1994).

5.3 | Results

First, a comparison was made to assess the scenario's credibility and comprehension. Regardless of treatment condition (i.e., non-FOMO-laden versus FOMO-laden appeal), neither belief about vignette credibility (respectively, $\mu_{\text{non-FOMO}} = 5.34$; $\mu_{\text{FOMO}} = 4.98$, $t_{(df = 293)} = 1.88$, $p < .10$; $F_{(df = 1,135)} = 1.64$, $p < .2$) nor comprehension assessment

TABLE 2 Scales

Scale	Factor loading	t-value
Fear of Missing Out (FOMO) (Good, 2019; $\alpha = .944$)		
If I do not go to this concert ...		
I'm afraid later I will feel sorry I did not go with my friends	0.772	16.987
I will worry about what I'm missing	0.803	18.510
I will worry my friends are doing more rewarding things than me	0.891	22.460
I will feel concerned my friends are having more fun without me	0.889	— ^a
I will feel left out	0.814	18.806
I will feel sorry I did not experience an event with friends	0.805	18.206
I will feel anxious about not being with my friends	0.820	19.074
I will feel bothered that I missed an opportunity to be with friends	0.802	18.183
Purchase likelihood (PL) (Juster, 1969)		
On a scale of 0–10 (where 0 indicates no chance and 10 indicates certainty), what is the chance you would buy the ticket and go to the concert?	N/A	N/A
Mediators suggested by qualitative study		
Anticipated elation (AE) (Batra & Ray, 1986; $\alpha = .911$)		
When considering this experience ...		
I expect I would feel elated	0.855	19.984
I anticipate I would feel excited	0.903	23.081
I would feel exhilarated	0.890	— ^a
I expect I would feel happy about going	0.771	16.452
Self-enhancement (SE) (new scale; $\alpha = .918$)		
I think that others would like me if I go	0.822	20.372
I think that going would create a good impression of me	0.941	— ^a
My going would result in others' positive attitudes toward me	0.902	24.887
Anticipated expense regret (AER) (new scale; $\alpha = .942$)		
I would be sorry I spent the money	0.860	14.997
I would be sorry because I should save money	0.915	16.222
I would be sorry I did not spend the money on necessities	0.954	— ^a

Notes: All but the purchase likelihood scale assessed on a 7-point continuum, with 1 = strongly disagree to 7 = strongly agree. CFI = 0.973, GFI = 0.912, RMSEA = 0.058, $\chi^2_{(df = 132)} = 260.501$, $p = .000$.

^aConstrained to 1.0; $p < .001$ for each factor loading.

TABLE 3 Mean purchase likelihood, by appeal type, for FOMO-prone versus FOMO-resistant consumers

Priming	FOMO	
	Resistant (N = 149)	Prone (N = 146)
FOMO-laden appeal	4.228 _a (3.301)	5.843 _b (2.696)
Non-FOMO-laden appeal	4.172 _a (3.123)	5.000 _b (2.690)
Difference	0.06	0.84

Note: Within rows, means (σ) associated with different subscripts differ at $p < .01$.

(respectively, $\mu_{\text{non-FOMO}} = 6.04$; $\mu_{\text{FOMO}} = 5.88$, $t_{(df = 293)} = 1.07$, $p < .29$; $F_{(df = 1,135)} = 2.34$, $p < .2$) differed.

A median split of respondents—as recommended by Iacobucci, Popovich, Bakamitsos, Posavac, and Kardes (2015) and Nenkov, Inman, Hulland, and Morrin (2009)—created groups of higher and lower FOMO scorers. Relative to respondents exposed to the non-FOMO appeal, respondents exposed to the FOMO-laden appeal scored higher on FOMO ($\mu = 4.12$, $\sigma = 1.56$, $t_{(df = 293)} = 6.35$, $p < .01$) and on PL ($\mu = 5.21$, $\sigma = 3.04$). The effect of the FOMO-laden versus non-FOMO appeal on PL is significant ($t_{(df = 293)} = -2.08$, $p < .05$).

The mean PL score for higher FOMO scorers is 5.84 ($\sigma = 2.70$) for the FOMO-laden appeal and 5.00 ($\sigma = 2.69$) for the non-FOMO appeal. In contrast, the mean PL score for lower FOMO scorers is 4.23 ($\sigma = 3.30$) for FOMO-laden appeal and 4.17 ($\sigma = 3.12$) for non-FOMO appeal. Relative to lower FOMO scorers, the purchase predictions of higher FOMO scorers are more responsive to FOMO-laden appeals. Furthermore, factorial ANOVA results for the non-FOMO-appeal condition show relatively higher FOMO scorers reported a higher purchase likelihood (overall $F_{(3,291)} = 5.86$, $p < .01$) (see Table 3). These results support H_1 .

5.3.1 | Relationships among study variables

Table 4 shows the means, standard deviations, and correlations between the variables. The mean scores were as follows: $\mu_{\text{FOMO}} = 3.53$ ($\sigma = 1.69$), $\mu_{\text{PL}} = 4.84$ ($\sigma = 3.03$), $\mu_{\text{AE}} = 5.27$ ($\sigma = 1.35$), $\mu_{\text{SE}} = 3.55$ ($\sigma = 1.74$), and $\mu_{\text{AER}} = 3.87$ ($\sigma = 1.96$). The correlations ranged from -0.04 ($p > .05$) for AE and AER to 0.48 ($p \leq .01$) for SE and FOMO. All correlations between FOMO, AE, SE, AER, and PL were significant except between AE and AER (see Table 4).

When the average variance extracted (AVE) is higher than both 0.5 and the squared correlation between constructs, discriminant validity is established (Fornell & Larcker, 1981). Table 5 shows all pairwise comparisons satisfied this criterion, and all chi-square difference tests were significant ($p < .01$), which indicates sufficient discriminant validity (Anderson & Gerbing, 1988).

Reliability, paths, and maximum likelihood estimation were used to estimate the model in Figure 1. The fit indices (GFI = 0.99, CFI = 0.97, RMSEA = 0.13, CMIN = 11.16, $df = 2$, $p < .01$) indicate good model fit.

TABLE 4 Means and correlations between constructs

	FOMO	Anticipated elation	Self-enhancement	Anticipated expense regret	Purchase likelihood
Mean	3.53	5.27	3.55	3.87	4.84
Standard deviation	1.69	1.35	1.74	1.96	3.03
FOMO	0.94				
Anticipated elation	.309**	0.91			
Self-enhancement	.479**	.308**	0.92		
Anticipated expense regret	.335**	-.036	.115*	0.94	
Purchase likelihood	.342**	.428**	.384**	-.163**	(n/a)

Note: σ s on the diagonal; (n/a), not applicable.

*Significant at $p \leq .05$.

**Significant at $p \leq .01$.

TABLE 5 Discriminant validity

Discriminant validity	Factor correlation	Correlation squared (r^2)	AVE1 AVE2 (AVE's > r^2)	Discriminant validity
FOMO (.681) ↔ PL (.728)	.342	.117	.681 .728	Established
FOMO ↔ AE (.733)	.309	.095	.681 .733	Established
FOMO ↔ SE (.792)	.479	.229	.681 .792	Established
FOMO ↔ AER (.829)	.335	.112	.681 .829	Established
AE ↔ PL	.428	.183	.733 .728	Established
SE ↔ PL	.384	.147	.792 .728	Established
AER ↔ PL	-.163	.027	.829 .728	Established

Note: The average variance extracted for each construct is in parentheses.

5.3.2 | Hypothesis testing

Table 6 shows the path coefficients associated with the five constructs (FOMO, AE, SE, AER, and PL) used to test the hypotheses. All hypotheses are supported at the $p < .05$ level. As FOMO, AE, and SE increase, and as AER decreases, PL increases. FOMO is positively related to AE, SE, and AER.

6 | DISCUSSION

Prior research primarily focused on FOMO-as-a-trait. This study suggests that FOMO-laden appeals can induce context-specific FOMO, which directly and indirectly—via attitude mediators (e.g., anticipated elation, self-enhancement, and anticipated expense regret)—can increase purchase likelihood. Answering both proposed research questions and testing the related hypotheses within a posited model has theoretical and practical implications for marketing. As the FOMO-laden scenario presented to study participants induced a FOMO-related response, advertisers may deliver comparable messages about current customers recommending a purchase (e.g., “Tell your friends to join you if they don’t want to miss out”). It implies commercial FOMO-laden appeals disseminated by impersonal methods (e.g., ads or webpages) or personal sellers (e.g., service salespeople, travel agents, and celebrities promoting personal events) could boost sales.

TABLE 6 Standardized structural parameter estimates

Path	Hypothesis	Coefficient	R^2
FOMO → PL	H ₁ (+) supported	.23***	.29
FOMO → AE	H ₂ (+) supported	.39***	.15
AE → PL	H ₃ (+) supported	.26***	
FOMO → SE	H ₄ (+) supported	.64***	.41
SE → PL	H ₅ (+) supported	.23***	
FOMO → AER	H ₆ (+) supported	.55***	.30
AER → PL	H ₇ (–) supported	-.24***	
Goodness-of-fit statistics:		$\chi^2_{(df = 2)} = 11.161$	
		$p = .004$	
		CFI = 0.965	
		GFI = 0.985	
		RMSEA = 0.13	

*** $p < .001$.

6.1 | Theoretical implications

Research on FOMO as a context-specific phenomenon that directly and indirectly affects consumers' behaviours via FOMO-laden appeals extends previous non-marketing and marketing studies related to FOMO (see Table 1). In contrast to research conceptualizing FOMO

as a generalized concern about other people's activities (Przybylski et al., 2013), FOMO as a context-specific phenomenon can partly explain consumer purchasing behaviour. If FOMO-laden appeals can arouse FOMO and boost purchase intentions, then continued situational FOMO research is warranted. Consumers frequently encounter FOMO-laden ads, social media, and "friendly advice" that challenge purchase choices advocated by close friends and family members. Research on such appeals could refine theories related to consumers' shorter- or longer-term satisfaction with immediate and future purchase decisions. More broadly, it may reveal new links between contemporary commercial messaging, consumer sentiment, and purchase decision-making.

This study extends marketing knowledge by proposing and testing possible FOMO mediators that may influence purchase-related responses to FOMO-laden appeals. By suggesting FOMO can induce desirable outcomes, such as increased anticipated elation and increased self-enhancement, it contradicts previous research reporting only undesirable outcomes (Milyavskaya et al., 2018). It also suggests consumers may experience less FOMO-related discomfort when they use anticipated expense regret as a coping mechanism. These findings can extend theory related to triggering negative thoughts, boosting anticipated regret, and worsening evaluations (Shih & Schau, 2011).

6.2 | Managerial implications

The study summarized here suggests that messages similar to the one described in the scenario, which describes post-event anxiety about "missing out" on an experience with close friends, can induce FOMO. Accordingly, advertisers could create FOMO-triggering ads and webpages, and personal sellers (e.g., service salespeople, travel agents) could create FOMO-triggering sales messages. Furthermore, advertisers and personal sellers could create FOMO-laden appeals that reflect one or more of the examined mediators, such as increased anticipated elation (happiness and excitement) and self-enhancement (improving one's image among other people), or offer discounts and credit options meant to overcome FOMO and anticipated expense regret. For example, one recent Citi credit card ad attempts to diffuse FOMO with a solution for avoiding anticipated expense regret by suggesting consumers use the credit card to "enjoy now and pay later."

Based on this research, public policymakers could develop counter messages meant to discourage unhealthful behaviours, such as using tobacco or ignoring public health warnings. Public service announcements could downplay social fears about avoiding these behaviours with close friends and family members (e.g., "sometimes it's smart not to follow the crowd"). To avoid succumbing to FOMO messages and accumulated debt, messages may attempt to educate consumers to avoid anxiety from FOMO, such as being mindful to avoid temptation and not overspend, which may cause regret later.

6.3 | Limitations and future research

The main study is limited in several ways. For example, respondents made a hypothetical decision based on a brief text-only vignette rather than an actual decision, which may cause research artefacts like those found in student cheating studies (Haswell, Jubb, & Wearing, 1999). Although respondents in the qualitative and main studies indicated that the concert ticket vignette was realistic, researchers could (a) augment text-only vignettes with FOMO-laden or non-FOMO appeals in video and print ads, or (b) use a proxy for spending money to make a purchase, which is a valid surrogate for an actual purchase (Haws, Bearden, & Nenkov, 2012). To enhance generalizability, researchers could query respondents other than TurkPrime (now Cloud Research) panel members about purchasing various types of hedonic services.

Many researchable questions remain. For example, what other emotions and cognitions can influence FOMO? Do FOMO-prone consumers spend beyond their means or experience other negative emotions? Can FOMO appeals reduce mindfulness, and if so, are consumers less likely to consider alternatives when they are deeply engaged (Brown & Ryan, 2003)? Can tangential FOMO-laden appeals compel consumers to buy goods by tying non-purchase to bypassed enjoyable experiences with friends or family?

FOMO-laden appeals may affect other attitudes. Recent research has examined how FOMO relates to regret and anticipated regret, envy and anticipated envy from other people, comforting rationalizations, and social exclusion (Good & Hyman, Forthcoming 2020; Hayran et al., 2020). Using fear appeals to induce purchases may raise ethical and public policy questions (Duke, Pickett, Carlson, & Grove, 1993; Snipes, LaTour, & Bliss, 1999). For example, are FOMO-laden appeals ethical if they encourage consumers to overspend? Should (non)government agencies use FOMO-laden appeals to nudge people into more healthful behaviours (e.g., exercising regularly), or do such appeals assume libertarian paternalism supersedes personal autonomy (Hyman & Aguirre, 2015)?

Future studies also could explore different delivery methods for personal FOMO appeals made by salespeople, travel agents, or celebrities (especially athletes) promoting personal events and brands (Hodkinson, 2016). These studies could determine the relative efficacy of various impersonal FOMO-appeal delivery venues (e.g., websites, social media, and emails) and formats.

7 | CONCLUSION

Despite their use by advertisers, neither academic nor popular press articles have adequately tested consumer responses to FOMO-based advertising appeals (Hodkinson, 2016). Relative to purchase likelihood for service/hedonic experiences, this research extends prior studies by confirming FOMO's direct effect and supporting its indirect effect via anticipated elation, self-enhancement, and anticipated expense regret.

DATA AVAILABILITY STATEMENT

Authors elect to not share data.

ORCID

Megan C. Good  <https://orcid.org/0000-0001-6573-2278>

Michael R. Hyman  <https://orcid.org/0000-0001-6675-8808>

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AUTHOR BIOGRAPHIES

Megan C. Good is an Assistant Professor in the Department of International Business and Marketing at California State Polytechnic University, Pomona. Her primary research focuses on the influence of emotional appeals in ethics, advertising, sales and consumer marketing. She has published in *Industrial Marketing Management*, *Journal of Marketing Theory and Practice*, *Journal of Marketing Communications*, *Journal of Selling and International Journal of Retail & Distribution Management*. Previously, she was a marketing business development executive for a cloud computing firm that served mid-sized firms. Her chief responsibilities included sales development and marketing analytics.

Michael R. Hyman is a Distinguished Achievement Professor of Marketing at New Mexico State University. His more than 100 academic journal articles, 60 conference papers (12 which received a “best paper” award), four co-authored/co-edited books, 30 other academic contributions, and 50 non-academic works, attest to his writing compulsion. He has served on 16 editorial review boards and as a journal co-editor. Currently, he is a *Journal of Business Ethics* section editor and a *Journal of Marketing Theory and Practice* associate editor. His research interests include marketing theory, marketing ethics, consumer advertising, survey research methods, and philosophical analyses in marketing.

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