

Fear of Missing Out (FOMO) in Consumer Behaviour: A Systematic Literature Review on Antecedents, Consequences, and Moderating Factors

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ABSTRACT

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Introduction: FOMO, Fear of Missing Out, a psychological phenomenon, has become increasingly significant in both social media and consumer behavior. FOMO occurs when individuals sense that others are experiencing rewarding situations from which they are excluded, causing them to stay constantly connected to social platforms. With the emergence of social media, this tendency has been sharply exacerbated by increases in envy and feelings of inferiority. This phenomenon plays a pivotal role in affecting consumer behavior; by making people frightened of missing exclusive deals or offers of limited duration, it encourages impulse purchases and brand engagement. This paper investigates how FOMO affects consumer decisions and analyses what businesses can do to make good use of FOMO in marketing without harming their customers.

Objectives: This study is designed to do the following: (1)What factors contribute to the emergence of FOMO (Fear of Missing Out) in consumer behavior; (2) What are the consequences of FOMO on consumer behaviors, including impulsive buying, brand engagement, and social media fatigue; (3) What factors influence the relationship between FOMO and consumer behavior. In addition, the study will discuss how social media and schemes with a sense of urgency can enhance FOMO's impact on consumer decisions.

Methods: A systematic literature review (SLR) is carried out on a portion of Scopus research. The papers cover articles published between 2014 and 2025. The studies selected should cover psychological, social, and technological factors driving FOMO in consumer behavior. Both qualitative and quantitative studies were scrutinized to discuss the antecedents, outcomes, and moderators of FOMO. This approach serves to give an all-around understanding of how FOMO can be catered for in marketing strategies while at the same time minimizing the damage it causes.

Discussion: FOMO can encourage consumer involvement and brand loyalty, but it, at the same time, runs the risk of impulse buying and digital weariness. It depends on psychological traits, social factors, and cultural contexts how great an impact FOMO has. This requires marketers to balance their urgency-driven practices with ethics: How can they achieve both happy consumers and still keep FOMO at bay?

Conclusions: This review systematically examines the effects of Fear of Missing Out (FOMO) on consumer behavior. We present an overview of the literature bearing on any antecedents, consequences, and moderation of FOMO; over and above that, we also provide a rundown arrangement for this content. FOMO motivates consumer engrossment and transient buys but also results in bad outcomes like impulsive spending. Building on the negative side effects of its appeal to adult peer groups (networkers), FOMO (Fear of Missing Out) appears rather inhuman discolored. The study highlights the importance of adopting a balanced approach in marketing activities, which will benefit both consumer health and authenticity. Future research should try to understand FOMO's cultural differences and draw on multi-disciplinary theories to deepen understanding. Marketers can draw on FOMO's potential while protecting the well-being of

individuals through collective and balanced development, and they can use marketing that is both moral and truthful.

Keywords: Fear of Missing Out (FOMO), Consumer Behaviour, Impulsive Buying, Social Media Fatigue, Systematic Literature Review

INTRODUCTION

Fear of missing out (FOMO) is an individual psychological issue which has become progressively significant in social media (Dhir2018), including consumer conduct (Yin2015). FOMO has also been described as a negative emotion (Hodkinson2019). This phenomenon whereby one believes that others are engaging in rewarding experiences from which one is excluded and thus generates a wish to remain always connected to the experiences of others (Kang2019). The rise of online social media platforms have also exacerbated FOMO, as these platforms allow for continuous monitoring and social comparison (Talwar2019). Social media helps to cultivate a sense of being continuously exposed to people's curated lives, and social media-based vacations, achievements or private events can cause feelings of not being good enough or anxiety in people that they were not included on the last holiday with friends (Bright2019). The fear of missing out leads people to interact more forcefully with social networking applications such as compulsively checking information notifications or updates to avoid missing important information or experiences (Zhang 2020, Verma 2024).

FOMO is widely known as an influential driver in consumer behavior. It nurtures people's engagement to a new purchase and interacts with a brand and the digital media (Hartini2023). For instance, the fear of losing time-bound bargains, special goods, or well-liked items may compel customers to impulse buying (Fitrianna2025). Moreover, FOMO can boost interaction with the brand since consumers strive to keep in contact with brands that generate a sense of urgency or exclusivity (Malik2025). However, this rising activity level may also have negative consequences like social media fatigue, when people feel overwhelmed by the incessant flow of information and the obligation to stay current; (Dhir2018, Jabeen2023, Yang2024). This highlights that FOMO may serve as an effective marketing weapon but raises questions about the potential impact of FOMO on people's well-being and decision-making behaviors (Friederich2024).

According to previous studies in Scopus (n = 1,453) that explored FoMO, 1,453 publications examine FoMO. The findings of these articles outline that 1,369 cases were identified between 2014 and 2025. A total of 130 articles belonging to the FOMO studies on the management and business focusing relationship and other incentive-focused themes have been duly cited without repeating any of more than 700 subject papers written on the theme. Of the articles, 130 show that fear of missing out (FOMO) influences consumer behaviour, especially in purchasing decision-making, brand engagement, and social media fatigue. These studies highlight how FOMO-based marketing strategies, such as limited offers and exclusive products, can increase customer urgency and engagement. However, negative impacts such as impulsive buying and social media fatigue are significant concerns in the literature. Analysis of relevant articles shows that research on fear of missing out FOMO in the context of consumer behaviour is divided into several levels, namely individual level as much as 50.81%, organizational level as much as 15.32%, both (multi-level) as much as 28.23%, and others (macro/social) as much as 5.65%. This shows that most studies focus on the impact of fear of missing out on FOMO on individuals, especially in purchasing decisions and engagement with social media.

In this study, we will systematically analyze relevant articles to identify the antecedents, consequences, and moderating factors of FOMO in the context of consumer behaviour. In this systematic study, we endeavor to provide deeper insight into optimizing FOMO as an effective marketing strategy whilst ensuring that consumer psychological well-being is not sacrificed. Short title: Optimising FOMO In addition, this study investigates the moderating role of age, gender, and personality in the relationship between FOMO and consumer behavior. Furthermore, external factors like social media impact and urgency-based marketing techniques provide insight into how FOMO can be utilized in more effective marketing campaigns. It examines how businesses can counteract FOMO's negative impacts, such as impulse buying and social media fatigue through self-regulation and principles in marketing on digital platforms.

The purpose of this paper is to systematically review the research on fear of missing out (FOMO) in the context of consumer behavior by identifying the antecedents, consequences, and moderating factors that influence the relationship between FOMO and consumer behavior and fill the gap in the literature by discussing the scientific contributions and key issues of previous studies on the impact of FOMO on impulse buying, brand engagement, and social media fatigue, to provide insights for academics and practitioners in developing ethical and effective FOMO-based marketing strategies while minimizing its negative impacts. The research questions in this study are as follows:

1. What factors contribute to the emergence of FOMO (Fear of Missing Out) in consumer behavior?
2. What are the consequences of FOMO on consumer behaviors, including impulsive buying, brand engagement, and social media fatigue?
3. What factors influence the relationship between FOMO and consumer behavior?

To answer the research questions, this study uses the SLR method applied in relevant studies in this sub-field (Tranfield2003). Database articles are taken from quartile journals (Q1, Q2, and Q3) and English-language literature in Scopus (Garca-Lillo2017). The database used starts from 2014, related to the first article (Hodkinson2014), mentioning FOMO as a psychological phenomenon that influences consumer behavior, until 2025 as a limitation due to time constraints in compiling this article. This study also uses a study review and in-depth analysis of selected papers through tabulation of extracts from selected papers to answer the research questions. Existing research has presented the definition of FOMO, which has been discussed throughout the literature. This study offers new insights into existing knowledge because FOMO needs to be discussed as antecedents, consequences, and moderating factors in consumer behaviors. We argue that in practical terms, this study's findings can help practitioners identify where and how FOMO supports the performance of individuals, divisions, companies, and social media strategies, especially in optimizing consumer behavior. The findings also guide marketers to utilize FOMO ethically while minimizing its negative impacts, such as social media fatigue and excessive impulse buying. The design of business models is essential for effectively utilizing the fear of missing out (FOMO) as a marketing strategy, especially for companies that emphasize consumer behavior and social media engagement (Doan2023).

Organizations with transnational experience and a solid cognitive grasp of worldwide consumer dynamics can create business models leveraging the FOMO phenomenon to support global expansion and market development (Gupta2022). This indicates building up the business models by using social media channels such as Instagram, TikTok, and Facebook to generate a sense of urgency, encouraging FOMO. Marketers who leverage FOMO may use limited-time sales and exclusive goods and services. So, in addition to the positive results associated with these tactics, we need to deal with the negative consequences associated with these practices, such as social media burnout and impulse purchasing through self-regulatory mechanisms, as well as ethical marketing practices. This study is a twofold contribution. First, it extends the literature (Dhir2018) that FOMO experiences are psychological constructs related to social anxiety and play an important role in consumer behavior, including impulse buying, brand activity, and social media fatigue. This means that although FOMO can be a useful marketing device, it also has negative effects that should not be dispensed with lightly. Second, it gives insights for marketers and businesses, reinforcing the importance of marketers paying attention to their implementations of FOMO, especially in positioning consumers' behavior (Gupta2022). They contend that though FOMO can be utilized to increase consumer engagement, it should be used in conjunction with strategies promoting the psychological welfare of consumers. This study guides marketers on FOMO's potential optimization to produce desirable consumer behavior as well as avoid negative effects, including social media fatigue and impulse purchasing (Lyngdoh2023). To date, the academic literature addressing FOMO is scarce, and there is no widely adopted model that captures the antecedent, outcome, and moderating factors of FOMO in the context of consumer behavior. Conversely, this study provides a thorough organization of the currently limited academic literature on FOMO, benefiting both scholars and practitioners. Additionally, it presents opportunities for future research aimed at addressing the constraints of empirical examinations of FOMO by diversifying the research context across various cultures, industries, and social media platforms, as well as incorporating a wider range of theories and methodologies

SYSTEMATIC LITERATURE REVIEW

A literature review seeks to gather and evaluate a substantial body of information regarding a specific subject (Garca-Lillo2017). The subsequent phase of this procedure involves looking for articles or journals in Scopus by utilizing

keywords in the search and reflecting on the outcomes of the concept analysis. The search employed the keyword "fear of missing out" within the Scopus database. The Scopus database was chosen because of its broad scientific composition and its credibility as one of the leading databases for academic literature (Garca-Lillo2017) Table.1

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OVERVIEW OF SELECTED ARTICLES

Overview of the year distribution in this article (Table 1). One million three hundred sixty-nine thousand three hundred sixty-nine were identified with the subject "Fear of Missing Out" from 2014 to 2025. The geographical distribution of this research is presented in Table 1. It shows that this topic has been explored in more than 50 countries. Figure 1 shows the network has strong connections between countries, indicating international collaboration in FOMO research. Countries such as the United States, the United Kingdom, China, and Germany seem to be the main research centres because these countries have larger nodes and more connections with other countries. This suggests that FOMO research in these countries may be more advanced or supported. These results suggest that most Fear of Missing Out (FOMO) research needs further exploration for countries with small nodes.

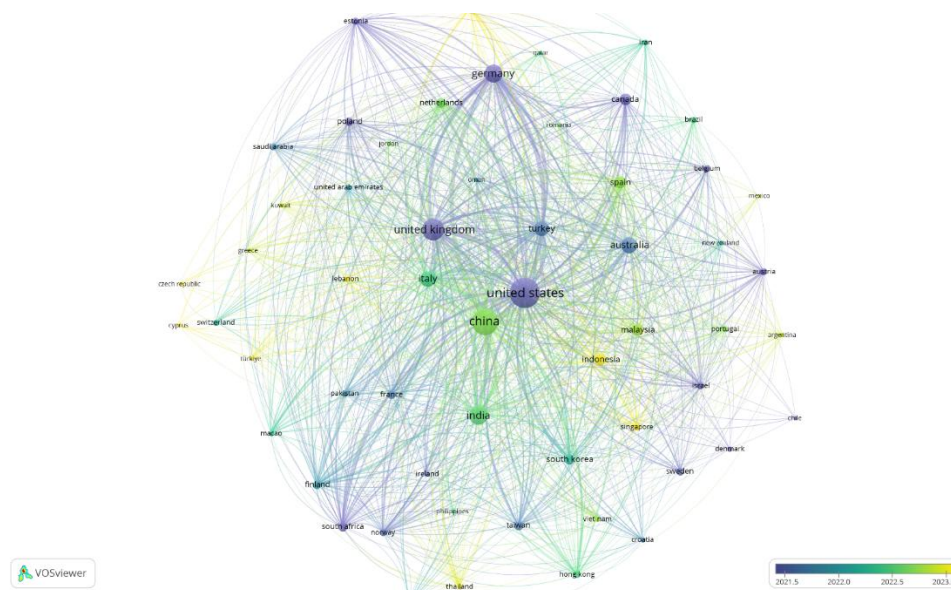


Figure. 2. Co.authorship Country.

Table. 1 Global Research Landscape on FOMO.

Region	Document
North America	283, 42, 7
South America	14, 7, 5
Western Europe	151, 107, 24, 32,17,15, 16, 9, 11, 20, 24
Eastern & Central Europe	22, 10, 6, 5, 16, 9
Southern Europe	77, 47, 6
Northern Europe	17, 6

East Asia	218, 45, 33, 28,18,10
Southeast Asia (ASEAN)	38, 18, 10, 7, 45, 11
South Asia	108, 14
Western Asia (Middle East)	16, 11, 17, 5, 9, 9, 73, 8, 8, 7
Oceania	80, 8
Africa	28, 5
Russia & Commonwealth	7,5

In terms of region, research related to Fear of Missing Out (FOMO) in consumer behavior has been widely conducted in various continents, with the dominant research originating from Asia (especially China, India, Malaysia, Indonesia, and South Korea), North America (the United States and Canada), and Europe (United Kingdom, Germany, France, and Spain). Asia dominates with a significant number of publications, indicating that the FOMO phenomenon is widely studied in the context of societies with high digital penetration. Europe and North America have also made significant contributions, reflecting academic interest in how FOMO influences consumption decisions in developed economies.

Previous studies have shown that FOMO can be utilized as a marketing strategy to increase brand engagement and purchase decisions. Still, it also has negative impacts, such as social media fatigue and impulsive buying. Although the study of FOMO in consumer behavior continues to grow, research comparing the impact of FOMO across countries and cultures is still limited. Therefore, further studies that discuss regional differences and cultural factors in moderating the effects of FOMO on consumer behavior are needed to provide more comprehensive insights.

THEORY

Fifty qualitative journals discuss how theory helps build the concept of FOMO. Some of them examine social psychology theory (FlechaOrtiz2024, Lichy2023, John2018, Sabia2022, Berezan2020, Gupta2022, Balcilar2023, Blse2024, Chen2024, Chhabra2022, Elhajjar2023, Hargitai2023, Hodgkinson2019, Meyer2024, Paul2024, Ripp2023, Vega2024, Verma2024, Xi2022) and communication theory (Morsi2025). In addition, social psychology theory is also analyzed by (Lichy2023) in the context of consumer behavior. Meanwhile, eighty quantitative articles explore social psychology theory (Tandon2021, James2017, Talwar2019, Ashrafi2025,Cengiz2024, Djamhari2024, Jabeen2023,Japutra2025, Khetarpal2024, Kumar2023, Sallaku2025, Song2023,Wang2022, Yang2024), cognitive and behavioral theory (Sharma2023) , and dynamic capabilities as a theoretical basis for FOMO (Handayani2021, Zhang2020, Kumar2023, Gartner2022, Gold2022, John2018, Nata2022, Radic2022, Talwar2019, Tandon2021). In addition, research also shows that of articles discuss social networks, while others discuss the use of social media (Lu2024, Sultan2023, Dutot2020, Tandon2022, Dinh2022, James2017, Djamhari2024, Japutra2025,Kumar2025, Lim2023, Maheshwari2025, Singh2024). The main findings in this literature show that although studies follow similar topics, most of them still use cross-theoretical or diverse theoretical approaches. This approach aims to enrich the understanding and theoretical perspectives related to FOMO in consumer behavior.

METHOD

The sample of this study included 130 articles, consisting of 19 theoretical papers and 111 empirical papers. Of the empirical papers, 51 qualitative studies produced conceptualization findings to be further tested in quantitative research, and 43 quantitative studies tested models with antecedent variables, moderators, mediators, and outcome variables. Figure 2 shows the article selection process used in systematic research on the Fear of Missing Out (FOMO) in the context of consumer behaviour. This process began with a search of the Scopus database using the keyword "Fear of Missing Out," which resulted in 1,453 articles. After going through the screening process, 1,369 articles were selected for the period 2014-2025.

Furthermore, the articles were filtered based on subject area (Business Management and Economics), document type (articles and reviews), and language (English), resulting in 151 articles. Of these, 130 articles included in the Q1, Q2, and Q3 quartiles were selected for further analysis. Qualitative research (e.g., single and multiple case studies,

thematic analysis) is particularly concerned with thoroughly examining the FOMO (Fear of Missing Out) phenomenon, determining that psychological (e.g., anxiety, need to belong) and social factors, including peer and social pressure, serve as the roots of FOMO and culminating in a psychological model. Not only has the research on adolescent FOMO influence in Indonesia (Hodkinson2019) and COVID-19 impulse buying behavior in Indonesia (Fitrianna2025) been conducted to provide a holistic table of FOMO at the respective levels in each area, but the researchers also contributed a view of FOMO in a general sense.

In contrast, quantitative research uses statistical techniques, such as regression\,and Structural Equation Modeling (SEM), to investigate causal relationships between variables. For example, in a study, surveys with 500 social media users in the US link FOMO with social media fatigue (Bailey2018, Parveen2022, Bodhi2023). In comparison, a corresponding study examining the impact of FOMO on impulse acquisition behavior in India (Gupta2022) revealed that their outcomes aligned with these\,results in different contexts. A model with FOMO as the antecedent variable, online trust as a moderator, and fake news dissemination as the outcome variable was\,assessed using tentatively 1,000 respondents in India through SEM (Talwar2019).

In addition, a study examining the relationship between FOMO and academic success with social media fatigue in Indian college students (Balasubramanian2023) found that FOMO significantly affected various aspects of life. Together, they complement each other very well as qualitative research explores the FOMO phenomenon in depth, while quantitative research enables generalizing the results to a wider scale. As such, this study makes both theoretical and practical contributions, including but not limited to marketing strategies and psychological interventions to reduce the negative consequences that FOMO may have.

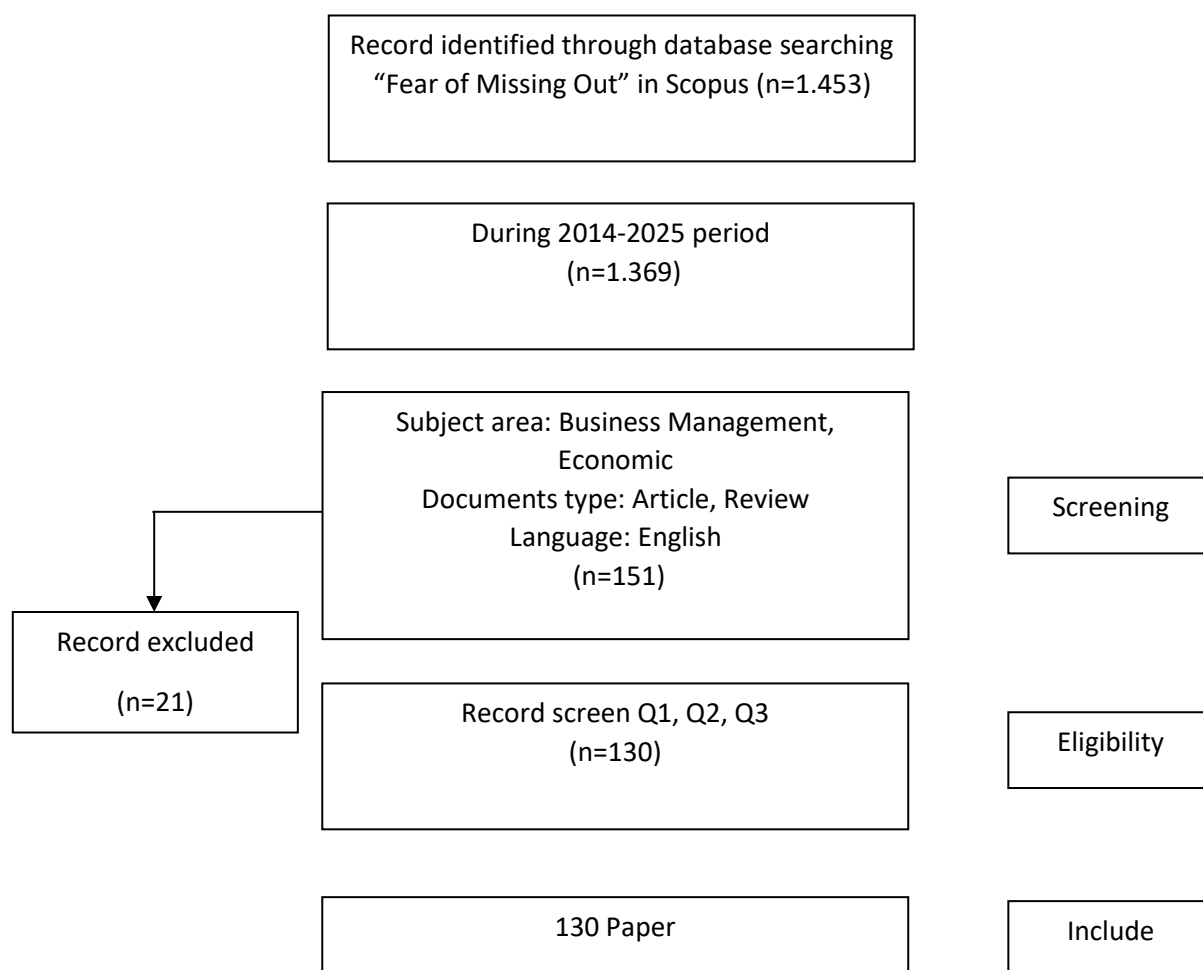


Figure 2. Literature search and process

Table 2. Quantitative Research

Author	Definition	Quartile	Cited
Quantitative Research			
A. Dhir, Y. Yossatorn, P. Kaur, S. Chen	Fear of missing out (FoMO) is defined as the worry or anxiety about being interrupted, absent, or missing out on experiences that other (e.g., friends, family) may enjoy.	Q1	625
S. Talwar, A. Dhir, P. Kaur, N. Zafar, M. Alrasheedy	Fear of Missing Out (FoMO) is a persistent anxiety or state that someone else is having a more satisfying experience.	Q1	369
H. Liu, W. Liu, V. Yoganathan, V.-S. Osburg	Fear of Missing Out (FoMO) Alleviates an individual's anxiety or fear of missing out experiences enjoyed by others	Q1	228
T.L. James, P.B. Lowry, L. Wallace, M. Warkentin	Fear of Missing Out (FoMO) is defined as a pervasive anxiety that others may be having experiences more rewarding than themselves.	Q1	134
C. Hodgkinson	FOMO (Fear of Missing Out) is the uncomfortable and sometimes overwhelming feeling that one is missing out on a better or more interesting experience more interesting experience that someone else is having.	Q1`	124
T.C.T. Dinh, Y. Lee	FOMO (Fear of Missing Out) is anxiety that arises when individuals feel that others out on a better or more interesting experience are experiencing better things or having more satisfying experiences, thus, driving the desire to stay connected and not miss out on certain trends or activities.	Q1	111
A. Tandon, A. Dhir, S. Talwar, P. Kaur, M. M "antym "aki	FOMO (Fear of Missing Out) is the anxiety or worry experienced by individuals because they feel they are missing out on experiences or information that other people experience, especially when using social media	Q1	94
Z. Zhang, F.R. Jim ´enez, J.E. Cicala	FOMO (Fear of Missing Out) is defined as an emotional response to the fear of missing out on experiences that can maintain or enhance one's self-concept, both personally (private self) and socially (public self).	Q1	93
A. Kumar, A. Shankar, A. Behl, V. Arya, N. Gupta	FOMO (Fear of Missing Out) is a social anxiety disorder that occurs when an	Q1	38

individual feels disconnected from their friends and social groups.

Continue

Table 3. Qualitative Research

Author	Definition	Quartile	Cited
Qualitative Research			
J.A. Flecha Ortiz, M. Santos Corrada, S. Perez, V. Dones, L.H. Rodriguez	Fear of Missing Out (FoMO) is characterized as a type of social anxiety that may result in a psychological reliance on social media (SNS)	Q1	3
J. Lichy, F. McLeay, C. Burdfield, O. Matthias	FoMO (Fear of Missing Out) refers to the psychological anxiety that arises when people worry that their peers are experiencing more exciting and socially appealing lives.	Q1	15
C.S. Hodgkinson, A.E. Poropats	FOMO (Fear of Missing Out) or "kiasu" is defined as the fear of missing out or missing an opportunity	Q1	35
M. John, A.P. Melis, D. Read, F. Rossano, M. Tomasello	FOMO (Fear of Missing Out) is the fear of missing out on an opportunity, especially in situations of uncertainty or when faced with items of unknown value, particularly in the presence of competitors.	Q1	41
S. Chhabra	FOMO (Fear of Missing Out) is the fear of missing out on potentially rewarding or enjoyable experiences.	Q3`	4
L. Sabia, R. Bell, D. Bozward	FOMO (Fear of Missing Out) is a feeling of anxiety that occurs when people believe that others are engaged in more enjoyable or fulfilling experiences his leads to a heightened urge to remain tconnected and not lose sight of specific trends or events.	Q1	11
E. Vega, C. Camarero	FOMO (Fear of Missing Out) is defined as the social anxiety anxiety experienced by individuals due to concerns that others are having rewarding or or beneficial experiences that they are missing out on.	Q1	6
O. Berezan, A.S. Krishen, S. Agarwal, P. Kachroo	FOMO (Fear of Missing Out) is defined as the fear of missing out on potentially rewarding or enjoyable experiences experienced by others.	Q1	54
A.S. Gupta, J. Mukherjee	FOMO (Fear of Missing Out) is defined as the anxiety Q1 61 consumers feel when they feel other people are	Q1	61

experiencing, doing, or having
something of value while they are not

DISCUSSION

This work on a comprehensive review of the relevant research on the factors contributing to Fear of Missing Out (FOMO) in consumer behavior was conducted between 2013 to October 2023. The result outlines FOMO antecedents, FOMO outcomes, and FOMO moderators. These results answer the three research questions posed in this study and provide an insightful understanding of the influence of FOMO on consumer behavior, particularly in terms of impulsive purchasing, brand engagement, and social media exhaustion. Below, we present the key findings by research question.

What factors contribute to the emergence of FOMO in consumer behavior?

An analysis of the selected articles showed that a combination of psychological, social, and technological factors drives FOMO. On a personal level, anxiety, the need to belong, and low self-esteem are among the most important psychological drivers of FOMO (Hodkinson2019, Chhabra2022). Such traits make people more susceptible to feeling anxious about not being invited to social events, and social media sites exacerbate this impulse. Moreover, personality traits such as extraversion and neuroticism have been related to the severity of FOMO, wherein individuals with high levels of neuroticism are more susceptible to developing experiences of FOMO (Sharma2023).

What are the consequences of FOMO on consumer behaviors, including impulsive buying, brand engagement, and social media fatigue?

FOMO's influence on consumer behavior is multifaceted, creating positive and negative consequences. Conversely, FOMO has significantly enhanced brand engagement (Ashrafi2025). FOMO-based marketing tactics, such as limited-time discounts and exclusive products, foster urgency and exclusivity to motivate consumers to engage more with brands (Dhir2018). For example, a countdown clock in a campaign or highlighting limited stock availability in a campaign has increased consumer engagement and brand loyalty (Gupta2022).

Conversely, FOMO has its downsides, leading to issues like impulse buying and social media fatigue. The anxiety of losing the opportunity to have access can often lead to prompt buying choices, as the consumers hastily try to buy any product service before they stock out (Fitrianna2025). Creating limited-time scarcity can trump rationality, especially on events like Black Friday or flash sales. Eventually, this can lead to financial stress, guilt about spending money, etc.

Moreover, the constant pressure to stay informed and involved on social media contributes to social media fatigue. Studies find that the increase in FOMO is related to the overload of information and compulsive behavior of staying connected (Yin et al., 2015). This exhaustion leads to decreased productivity, mental health barriers, and the action of leaving social media altogether.

What factors influence the relationship between FOMO and consumer behavior?

Different moderating factors (e.g., personality, culture, marketing strategies) mediate the relationship between FOMO and consumer behavior (Bailey2018). On the individual level, factors such as age and gender, as well as personality traits, play a large role in how FOMO affects individuals (Good2020). A prime case is FOMO, which is more prevalent among younger individuals, specifically among the millennial and Gen Z cohorts, as they are the most frequent social media users (Hodkinson2019). Gender differences are also prominent, with women demonstrating a higher propensity for FOMO and FOMO behaviors like impulse buying (Gupta2022).

Cultural background is a third significant moderator. FOMO has been shown to manifest differently in cultural contexts, with collectivist societies reporting higher levels of FOMO as they are more focused on social inclusion and social conformity (Yin2015) and studies have even suggested ways of utilizing social inclusion to combat FOMO. Rather, individualistic culture members experience FOMO mainly related to personal achievement and opportunities.

Finally, marketing strategies that exploit FOMO, such as time-limited offers and exclusive product launches, can increase its impact on consumer behavior. Still, these techniques should be administered judiciously to avoid negative consequences, including rash buying and burnout on social media. One way to address such concerns is by following ethical marketing approaches promoting self-regulation and streamlined information (Gupta2022).

THEORETICAL AND PRACTICAL IMPLICATIONS

The results of this study carry significant implications for both theory and practice. Theoretically, this research enhances the existing body of knowledge on FOMO by presenting an all-encompassing framework that combines antecedents, outcomes, and moderating factors. The multi-level examination, which encompasses individual, organizational, and societal viewpoints, provides a complete understanding of how FOMO impacts consumer behaviour. This framework may serve as a basis for future studies, especially in investigating the cultural and contextual differences in FOMO. Practically, the results provide valuable knowledge for marketers and professionals in the business field. The study highlights the potential of FOMO as a powerful marketing tool, particularly in driving brand engagement and purchase decisions. However, it also underscores the importance of ethical marketing practices that consider the psychological well-being of consumers. Marketers should balance creating urgency and exclusivity while avoiding strategies that lead to impulsive buying or social media fatigue.

The study suggests regulations promoting responsible marketing practices for policymakers, particularly in the digital space. These include guidelines on the use of scarcity tactics and consumer awareness campaigns that educate individuals about the potential negative effects of FOMO.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

While this study provides a comprehensive overview of FOMO in the context of consumer behaviour, it is not without limitations. The majority of the studies analyzed were carried out in developed nations, mainly in North America, Europe, and Asia. This restricts the findings' applicability to other areas, especially developing nations where social media habits and cultural values may vary.

Future research should explore FOMO in various cultural and economic contexts. Furthermore, research has focused primarily on the short-term consequences of FOMO, like impulse buying and exhaustion stemming from social media consumption. Further research might explore the long-term consequences of FOMO on mental health, financial security, and life satisfaction. Longitudinal studies could provide important evidence of the development of FOMO and its long-term implications on consumer behavior.

Lastly, the research calls attention to the necessity for further exploration of the role that regulatory and ethical frameworks play in mitigating the adverse consequences of FOMO. As digital marketing continues to advance, there is an increasing demand for guidelines that safeguard consumers from exploitative practices while still permitting innovative marketing approaches.

CONCLUSION

This systematic review has provided thorough insight into the impact of Fear of Missing Out (FOMO) on consumer behavior by exploring its antecedents, consequences, and moderating factors. FOMO, therefore, has dual importance as a successful marketing tool, as it can also be the root of undesirable impacts—such as hasty purchases and social media fatigue—the research highlights.

The findings emphasize the importance of a balanced approach to using FOMO in marketing campaigns. While using FOMO as a marketing strategy can boost consumer engagement and affect purchase decisions, it must be used responsibly, or it can detract from consumer welfare. That would require some combination of inventiveness in marketing, ethical standards, and educational initiatives that empower consumers to make reasoned, rational decisions.

Future research needs to explore FOMO's cultural and contextual variation, embrace cross-disciplinary theories, and leverage advanced approaches to deepen our understanding of this complex construct. This way, researchers and practitioners can better develop their strategies to maximize the benefits of FOMO usage while minimizing its drawbacks.

Overall, FOMO is a multidimensional force that creates opportunities and hurdles for marketers and consumers alike. With a holistic and ethical approach to consumerism, we can leverage FOMO's potential to use anxiety as a catalyst for positive consumer behavior while preserving individual well-being in an increasingly digital world.

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