

CONTEXT-SPECIFIC FOMO APPEALS IN MARKETING

by

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ABSTRACT

The fear of missing out (FOMO) has been found to increase consumers' purchase likelihood. However, previous research has primarily focused on FOMO appeals made by friends or close others on social media and thus has not explored other situational FOMO contexts. Consequently, this research thesis seeks to investigate different boundary conditions and contexts which might increase feelings of situational FOMO in consumers and elevate purchase likelihood. I test and find that consumers have increased feelings of situational FOMO when celebrities (vs. influencers) post on social media, when they view a social media post about an experience (vs. a product), and when they use their mobile device (vs. computer) to view social media. In all these contexts, FOMO has a positive relationship with purchase likelihood. Taken together, these results indicate that other contexts besides friends or close others can be effective at increasing feelings of FOMO and subsequently, purchase likelihood. These outcomes also have actionable implications for marketers.

INTRODUCTION

The purchasing decisions of consumers are impacted by countless minute factors. Many of these are factors consumers may not even realize are changing how they act. For example, imagine a group of your friends invites you to see a concert with them. You aren't a big fan of the artist that is performing, so you politely decline the invitation. However, as the day of the concert approaches, your friends begin to post on social media raving about how excited they are for the performance. Seeing these posts, you begin to get this feeling in the pit of your stomach. Doubts fill your mind about not having bought a ticket, and you are filled with dread at the thought of being the only one not there. Does this scenario sound familiar at all? It may not have been missing out on a concert but rather missing out on a vacation with friends or not purchasing a new popular cell phone. Regardless, the feeling is always the same, and that feeling is the fear of missing out, or FOMO.

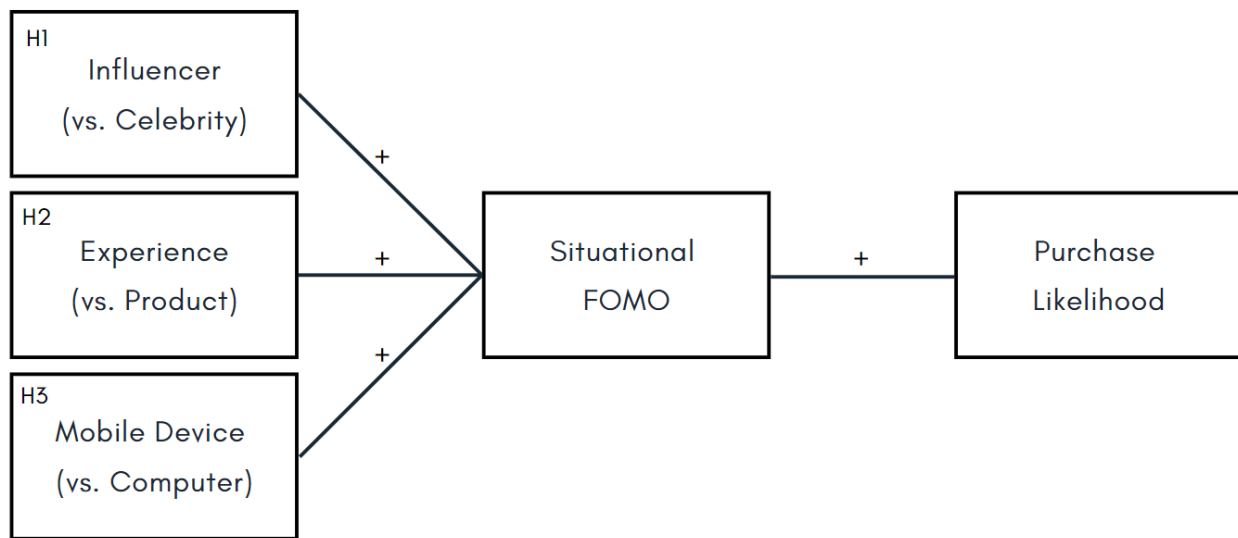
The fear of missing out is defined by J. Walter Thompson (2011), as “the uneasy and sometimes all-consuming feeling that you’re missing out – that your peers are doing, or are in possession of more or something better than you.” There have been many research studies conducted in order to better understand this popular phenomenon. For example, one such study, by Good and Hyman (2020a), explored the connections between purchase likelihood and feelings of FOMO. Their research found that when close friends of a consumer posted on social media about a concert they were attending, this created feelings of FOMO for the consumer and increased their purchase likelihood of a concert ticket. Further supporting this connection, research has found that 60% of people respond to FOMO appeals within 24 hours by making a purchase (Taheer 2023). I seek to build on this prior research and explore different boundary conditions to feelings of FOMO and their effect on consumers' purchase intentions. This is vital as FOMO can be an effective driver of sales (Schultz 2023), and thus is an important tool for

marketers to understand both how appeals posted by others affect consumers and how to craft their own appeals to induce purchase.

With my research, I seek to explore boundaries to feelings of FOMO that have yet to be examined. Specifically, I investigate three previously unexplored contexts in which FOMO appeals are viewed by consumers on social media and affect consumers' purchase likelihood. These three contexts are relevant and practical for marketers to better understand. First, typically, research conducted exploring FOMO has used close others (i.e., family, friends) as initiators of FOMO through social media posts (Good and Hyman 2020b). However, celebrities and social media influences could also stir up feelings of FOMO and influence purchase intentions due to the strength of their parasocial relationship with the consumer (Reynolds 2022). In fact, social media influencers are a rapidly growing population used by brands in advertising, having tripled in market value since 2019 (Dencheva 2023). Second, many studies explore how FOMO impacts people when they miss out on an experience (e.g., a concert) (Good and Hyman 2020a). However, FOMO can also occur with products, especially those that have gone viral on social media (Dinh, Wang, and Lee 2023). But due to the social aspect of FOMO, feelings of FOMO may be stronger for experiences (vs. products). Lastly, consumers are spending more and more time on their mobile devices compared to traditional computers (i.e., desktops, laptops) (Bouchrika 2024; Flynn 2023). FOMO may differentially impact consumers' purchase likelihood depending on the device used to view social media. Use of a mobile device may increase feelings of ownership and thus the endowment effect, where owners place a higher value on their belongings (Brasel and Gips 2013). As such, taken together, I hypothesize that 1) FOMO posts made by social influencers (vs. celebrities) are more effective at increasing FOMO, 2) FOMO appeals are more effective at increasing FOMO when used to market an experience (vs. product),

and 3) using a mobile device (vs. computer) when viewing FOMO appeals will be more effective at increasing these feelings. Increasing feelings of FOMO in all three contexts I predict will also increase consumers' purchase likelihood. See Figure 1 for an overview of my conceptual framework. I conduct an experiment to test these hypotheses.

Figure 1: Conceptual Model of the Impact of Changing Contexts on Situational FOMO and Consumer Purchase Likelihood



LITERATURE REVIEW

Fear of Missing Out (FOMO)

FOMO, or feeling that those around you are experiencing or own something better than you, is a fast-growing phenomenon (J. Walter Thompson Worldwide 2011). Humans have an inherent psychological need to belong, and the fear of missing out can be a major motivator in people's lives and alter consumers' behavior (Laurence 2023). In fact, FOMO can happen to anyone, although some people may be more predisposed to its effects (Cleveland Clinic 2023;

Good 2019; Przybylski et al. 2013). According to a study conducted by OnePoll, 69% of Americans reported having felt the fear of missing out, with a major contributing factor being perusing social media (Taheer 2023). Social media is a growing source of FOMO as users are increasingly aware of the lifestyles of others. On average, people spend almost two and a half hours on social media per day (Laurence 2023). This increased exposure makes social media a prime vehicle for marketers to target consumers. Additionally, online purchases make up 28% of all business, so a strong understanding of how to advertise on social media is essential for businesses seeking to capitalize on the opportunities of this space (Haan 2024).

Previous research regarding FOMO has mostly explored the relationship between feelings of missing out and purchase likelihood in the context of appeals made by close friends (Good and Hyman 2020a). I build on this previous research on FOMO and consumer purchase intentions to investigate unexplored, but relevant, boundary conditions. I now turn to a discussion of three specific contexts: FOMO initiator (influencer vs. celebrity), FOMO object (experience vs. product), and FOMO device (mobile vs. computer).

Influencers vs. Celebrities and FOMO

Previous research regarding FOMO has focused mainly on how consumers perceive appeals from friends and family (Good and Hyman 2020b). As typically these are our closest relationships, these close others have a major influence on our decision-making, and we tend to trust their opinions more than we would those of other people. Interpersonal Closeness theory suggests that close sources influence consumers' decisions because of the assumption that information gained from these sources is more influential due to the shared identity among the people of the network (Reynolds 2022). Thus, the people that have the strongest influence over

both our fear of missing out and purchasing behavior are likely our friends and family. However, people's decisions may also be influenced by distant or non-related others such as celebrities and influencers. This influence stems from the parasocial nature of the relationship. Parasocial relationships are one-sided relationships between a person and the media source they are viewing (Perse and Rubin 1989). This is often the case between a social media user and a celebrity or an influencer they may follow. However, due to the more interactive nature of some relationships between media users and social media influencers, these relationships may evolve into a parasocial interaction. A parasocial interaction is when the user is interpersonally involved in the media that they are consuming to the point where it is perceived as a personal conversation (Dibble, Hartmann, and Rosean 2015; Reynolds 2022). Social media influencers will often respond to and interact with their fans in a way that celebrities may not and thus are less distanced from the user, increasing their influence.

Thus, we can see that social media has created a new phenomenon in which many users perceive influencers as close friends in a way that they do not with celebrities. With influencers, there is a greater sense of relatability and commonality which seems to strengthen their credibility as well as their influence over the decision-making of others (Schouten, Janssen, and Verspaget 2019). Because of the recent rapid growth in the popularity of social media influencers, there is a lack of research regarding their influence and FOMO (Dencheva 2023). Formally, I hypothesize:

H1: FOMO appeals made by social media influencers will increase consumers' feelings of situational FOMO more than appeals made by celebrities.

While social media influencers and celebrities have the power to influence consumer behavior, close others such as friends and family may continue to be the most influential over purchase decisions. However, given marketers typically choose either celebrities or influencers (i.e., not close others) to promote their brand, this is an important area of FOMO to explore. Next, I turn to an exploration of how the focus of a post (experience vs. product) will impact feelings of FOMO.

Products vs. Experiences and FOMO

Another aspect of FOMO appeals that has yet to be explored in depth is the focus or context of what it is that people fear they are missing out on. Both tangible products and intangible experiences may be the focus of social media posts that increase feelings of FOMO. However, due to the once-in-a-lifetime nature of many experiences such as vacations and concerts, is FOMO a stronger influence on purchase likelihood? A product is a tangible good that one can purchase, and depending on its scarcity, typically can be repurchased if necessary. For example, clothing, makeup, and books are all examples of such products. An experience, on the other hand, is a non-tangible good that one can purchase but cannot necessarily replicate again. Many experiences may be one-time only opportunities, especially when attended with close others, due to their social aspect. For example, concerts and vacations are examples of such nonreplicable experiences. Thus, there is a major fundamental difference in purchasing a product versus an experience. However, products can also have a social aspect when they are purchased by your close others. Seeing that one's friend has bought a certain product can induce similar feelings of FOMO and influence a person to then buy that product. Yet, in previous research regarding consumers' feelings of FOMO, few have explored these differences even though

brands often market their products to consumers. Studies have been conducted on feelings of FOMO with both products and experiences, however, there is a lack of research directly comparing the two and to what extent FOMO is an effective motivator of purchasing decisions in each context (Friederich et al. 2024; Good 2019; Good and Hyman 2020a; Hodgkinson 2019).

When it comes to experiences, FOMO may have a different impact than with products. At 59%, the largest source of FOMO is travel, with events and parties being reported as the next main cause (Taheer 2023). Many experiences may be associated with feelings that it is a once in a lifetime event. Because of this one-time only availability, people may have a stronger emotional reaction. Thus, experiences are likely to increase feelings of FOMO more so than products. Formally, I hypothesize:

H2: FOMO appeals for experiences will increase consumers' feelings of situational FOMO more than for products.

As social media advertising grows for both products and experiences, it is important to examine how that impacts consumers' purchasing decisions and the effect of FOMO. Next, I explore how the use of a mobile device versus a computer can impact the effectiveness of FOMO-laden appeals.

Mobile Devices vs. Computers and FOMO

Social media posts can be viewed on both mobile devices and computers (i.e., desktops, laptops); statistics show that on average Americans spend around 7 hours each day looking at a screen, roughly 4 of which are spent on their phones (Flynn 2023). The use of mobile devices

and the access they provide has become increasingly important to consumers especially. Mobile-friendly websites have a 67% greater purchase likelihood than websites that lack mobile formatting (Haan 2024). Thus, understanding the implication of differing interfaces is essential in marketing to consumers.

Studies have shown that varying touchscreen interfaces can stimulate a psychological response within consumers regarding ownership. According to Peck and Shu (2009), touch alone can increase feelings of perceived ownership. This sense of ownership can in turn trigger the endowment effect within consumers (Kahneman, Knetsch, and Thaler 1990; Kahneman and Tversky 1979; Pierce, Kostova, and Dirks 2003; Reb and Connolly 2007). The endowment effect creates the tendency for consumers to overvalue items that they have a greater sense of perceived ownership over (Franciosi et al 1996). When consumers have a greater sense of ownership over an item, they are also more susceptible to loss aversion. Loss aversion is the concept that the negative feelings surrounding the loss of something are much greater than the positive feelings surrounding the gain of something (i.e., losses loom larger than gains) (Kahneman and Tversky 1979; Thaler 1980). It has been found that the impact of a loss is nearly twice that of a gain (SaaSquatch 2023). Additionally, research has found that with touch interfaces, online products had a higher perceived valuation to consumers when compared to those viewed through a more traditional means such as with a computer mouse (Brasel and Gips 2013). That leads to the question as to whether perceived feelings of FOMO may also be heightened when viewing social media posts on a touch-dominant interface such as a mobile device rather than a computer. The greater sense of ownership that accompanies the use of mobile devices may increase feelings of missing out. Formally, I hypothesize:

H3: FOMO appeals viewed on a mobile device will increase consumers' feelings of situational FOMO more than when viewed on a computer.

It is evident that there are a number of contexts in which research has not explored consumers' FOMO feelings. These contexts may be important for marketers to understand how FOMO-laden social media posts viewed by consumers impact their purchase likelihood. Next, I explore how these different FOMO contexts affect purchase intentions. This exploration may help to inform marketers how to effectively create and use FOMO-laden appeals within their advertising strategy.

Purchase Likelihood and FOMO

The fear of missing out can be a driver in consumer purchasing decisions as they may make purchases to avoid the negative feelings of FOMO. As stated previously, 60% of people respond to FOMO appeals within 24 hours by making a purchase (Taheer 2023). Additionally, a study conducted by Good and Hyman (2020b) confirmed a positive relationship between feelings of FOMO and purchase likelihood in appeals made by close friends. However, I seek to also determine whether the relationship between FOMO and purchase likelihood remains positive in these other contexts which I explore in this research. Formally, I hypothesize:

H4: Higher feelings of situational FOMO will increase likelihood of purchase.

EMPIRICAL STUDY

Method

This study aims to test H1-H4 to explore different boundary conditions which might increase feelings of situational FOMO in consumers and elevate purchase likelihood. Undergraduate Neeley students (N = 661) participated in this study in the TCU Neeley Behavioral Research Lab in exchange for course credit. Data was collected using the Qualtrics survey platform. Participants were randomly assigned to one of the following conditions: celebrity post, influencer post, friend (i.e., control) post read on computer, friend post read on mobile device, experience post, and product post. In the celebrity post, influencer post, and friend post (computer and mobile) conditions, participants imagined they liked country music and saw on social media that several popular country artists were coming to the area for a music festival. Then depending on condition, either a celebrity, influencer, or friend posted on social media photos and videos about the artists and how much fun the concert would be to attend. The only difference between the friend post computer and friend post mobile conditions is how the students took the study, either on the computer or on their personal mobile device. Participants were told they think they will miss out if they don't go to the concert. They then were asked how likely they would be to purchase a ticket to the concert (1 = extremely unlikely, 7 = extremely likely). Participants next rated their feelings of FOMO using the situational FOMO scale (Good, 2019). The scale was adapted to fit each scenario (see Appendix for scale item wording in each condition). Afterwards, participants completed a manipulation check question which asked who posted about the concert (an influencer, a celebrity, my friend, don't know/can't remember) and reported basic demographics.

In the experience and product post conditions, participants imagined they had just moved to Fort Worth where everybody likes line dancing or cowboy boots, respectively. In the experience condition, they learned on social media that a local bar was having line dancing

classes and their friend also posted on social media photos and videos about how much fun the line dancing class would be. In the product condition, they learned on social media that a local store was promoting cowboy boots and that their friend also posted on social media photos and videos about the cowboy boots. In both cases, participants were told they would feel they were missing out if they did not purchase a ticket or buy the cowboy boots. As in the other conditions, participants then rated their likelihood to purchase and their situational FOMO and answered a manipulation check of what they had purchased (a line dancing class ticket, a pair of cowboy boots, don't know/can't remember). They also then reported basic demographics.

Results

Participants who did not pass the manipulation check were eliminated from the analysis leaving five hundred fifty-five participants (median age = 19; 57% female). I then factor analyzed the situational FOMO scale and found two factors emerged which I averaged to create two separate subfactors: personal FOMO ($\alpha = .90$) and social FOMO ($\alpha = .88$). Previous research has found that FOMO can be personal or social in nature (Zhang, Jiménez, and Cicala 2020). FOMO can be experienced as feeling uneasy that one missed out on an experience they wished they had for themselves (i.e., personal FOMO) or the feeling of unease that comes from being absent from experiences with others (i.e., social FOMO) (Przybylski et al. 2013; Zhang et al. 2020). Thus, I will analyze each boundary condition to determine how each situation affects these two subfactors.

Influencer vs. Celebrity. To test H1, the celebrity post, influencer post, and friend computer conditions were compared in an ANOVA. Overall, there was no significant difference across conditions on the personal FOMO subscale ($M_{celebrity} = 4.75$, $SD = 1.55$ vs. $M_{influencer} =$

4.33, SD = 1.31 vs. $M_{friend} = 4.28$, SD = 1.64; $F(2, 245) = 2.14$, $p = .12$). However, in an exploratory analysis, pairwise comparisons revealed that the celebrity post led to marginally higher feelings of personal FOMO than the influencer ($p < .09$) and friend conditions ($p < .06$). There was no difference between influencer and friend conditions ($p = .83$). For feelings of social FOMO, there was no difference between conditions ($M_{celebrity} = 3.26$, SD = 1.65 vs. $M_{influencer} = 3.20$, SD = 1.38 vs. $M_{friend} = 3.46$, SD = 1.52; $F(2, 245) = .71$, $p = .49$). These results do not support H1.

Experience vs. Product. To test H2, the experience post and product post conditions were compared in an ANOVA. There was a significant difference across conditions on the personal FOMO subscale ($M_{experience} = 4.30$, SD = 1.40 vs. $M_{product} = 3.24$, SD = 1.49; $F(1, 216) = 28.93$, $p < .001$). For feelings of social FOMO, there was also a significant difference between conditions ($M_{experience} = 3.63$, SD = 1.45 vs. $M_{product} = 2.81$, SD = 1.27; $F(1, 216) = 19.95$, $p < .001$). These results support H2.

Mobile vs. Computer. To test H3, the two friend conditions (mobile vs. computer) were compared in an ANOVA. There was no significant difference between conditions on either the personal FOMO subscale ($M_{computer} = 4.28$, SD = 1.64 vs. $M_{mobile} = 4.56$, SD = 1.48; $F(1, 179) = 1.50$, $p = .22$) or the social FOMO subscale ($M_{computer} = 3.46$, SD = 1.52 vs. $M_{mobile} = 3.74$, SD = 1.49; $F(1, 179) = 1.65$, $p = .20$). These results only directionally support H3.

Purchase Likelihood. To test H4, a linear regression analysis with the two FOMO subscales (personal and social) as the independent variables and likelihood to purchase as the dependent variable was conducted for each condition. In all conditions, the personal FOMO scale had a positive effect on purchase likelihood, supporting H4. Social FOMO, on the other hand,

had a non-significant, negative relationship for all conditions except for the celebrity post condition. See Table 1 for results.

Table 1

	Personal FOMO	Social FOMO	F-test statistic
Celebrity	$\beta = .77, p < .001$	$\beta = -.25, p = .01$	$F(2, 64) = 31.60, p < .001$
Influencer	$\beta = .54, p < .001$	$\beta = -.09, p = .48$	$F(2, 86) = 12.97, p < .001$
Friend Computer	$\beta = .56, p < .001$	$\beta = -.11, p = .45$	$F(2, 89) = 20.18, p < .001$
Friend Mobile	$\beta = .57, p < .001$	$\beta = -.17, p = .19$	$F(2, 86) = 13.34, p < .001$
Experience	$\beta = .79, p < .001$	$\beta = -.13, p = .32$	$F(2, 105) = 26.05, p < .001$
Product	$\beta = .56, p = .001$	$\beta = -.17, p = .39$	$F(2, 107) = 12.51, p < .001$

Discussion

These findings suggest that the strength of feelings of situational FOMO do vary between contexts and have differing impacts on purchase likelihood. While there was not an overall significant difference between the influencer and celebrity conditions for feelings of personal FOMO, posts made by celebrities (vs. influencers and friends) led to marginally higher feelings of personal FOMO. While this is the opposite of H1, the similarity between the influencer and friend condition does support my suggestion that relationships with influencers more closely resemble that of close friends than do relationships with celebrities. There were no significant differences between conditions regarding feelings of social FOMO. This lack of difference may be because meeting a celebrity is an experience one more wishes for themselves than needs to be experienced as a group.

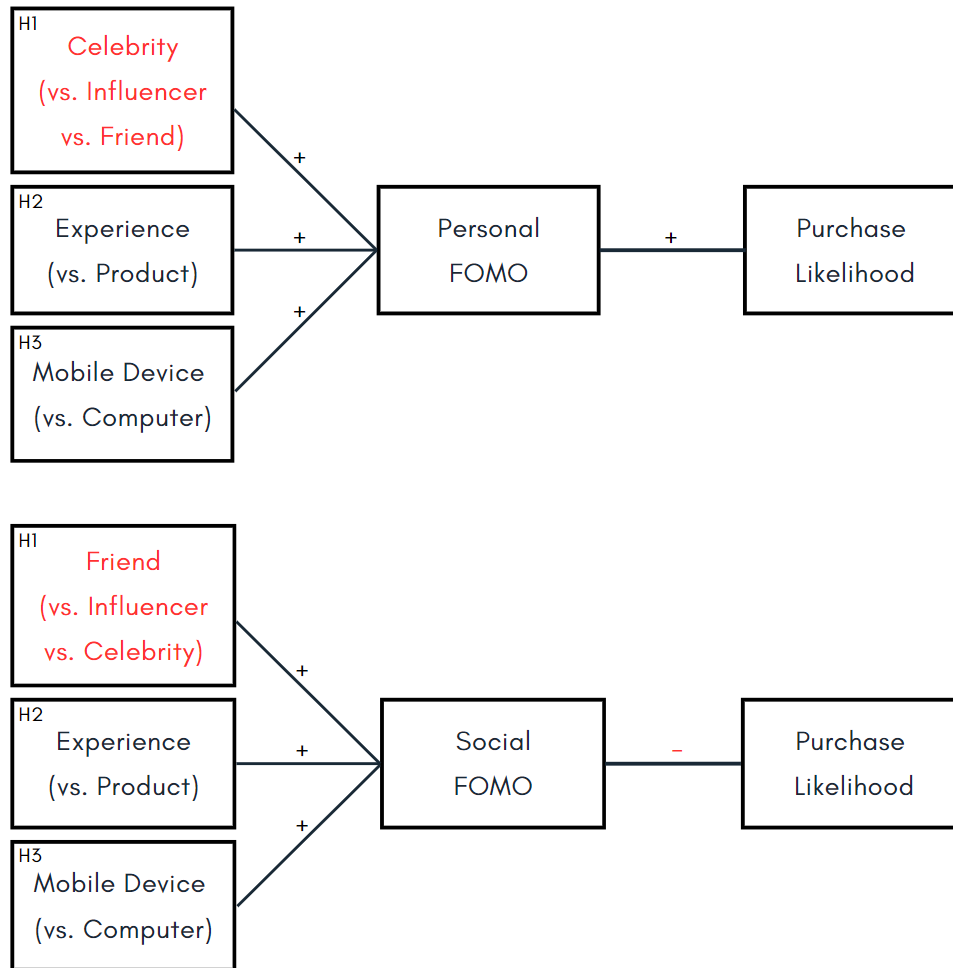
In the experience versus product conditions, social posts made about experiences led to significantly higher feelings of both personal and social FOMO. These findings are in support of my H2 and suggest that situational FOMO may be a more effective appeal to use when

marketing experiences on social media. Further, experiences affect both personal FOMO (things I might wish for myself) as well as social (an occasion I want to experience with others).

In the mobile versus computer conditions, there was no overall significant difference in feelings of either personal or social FOMO between conditions. However, feelings of personal FOMO were directionally higher in the mobile condition which suggests that the user interface may impact the strength of the appeal. Again, the lack of difference in the social FOMO rating may be due to the solitary nature of scrolling on social media.

Examining my findings on the relationship between feelings of FOMO and purchase likelihood, across all conditions there was a significant, positive relationship between personal FOMO and purchase likelihood. This suggests that appeals that increase feelings of the fear of missing out will also increase purchase likelihood within these boundaries. However, feelings of social FOMO had a non-significant, negative relationship with purchase likelihood across all conditions except for the celebrity condition which had a significant, negative relationship. Thus, while appealing to feelings of personal FOMO may be effective for increasing consumer purchasing behavior, appealing to feelings of social FOMO may have opposite the intended effect.

Figure 2: Conceptual Model of the Results of the Impact of Changing Contexts on Situational FOMO and Consumer Purchase Likelihood



GENERAL DISCUSSION

In this research, I found that consumers experience directionally higher feelings of personal FOMO when celebrities post on social media, when consumers see a post about an experience, and when consumers use their mobile device to view a post. Furthermore, personal FOMO also had a positive relationship with purchase likelihood. For social FOMO, posts made about experiences (vs. products) increased consumers' feelings of social FOMO, but there was no difference in the celebrity/influencer and mobile/computer conditions. Social FOMO also had a negative relationship with purchase likelihood.

This research thesis adds to the literature on the fear of missing out as previous research has not explored these different boundary contexts and the effect on situational FOMO. Past studies have focused on the effects of FOMO appeals made by close friends for experiences, thus I sought to expand the contexts with which FOMO may be effectively used in marketing appeals. I also add to the literature by delving further into the differences between personal and social FOMO and their differential effects on purchase likelihood.

From a marketing perspective, this research also contributes with actionable interventions. Social media posts made by celebrities led to directionally higher feelings of personal FOMO than influencers or even friends. Therefore, it follows that marketers should use celebrities to induce FOMO in social media advertisements rather than the recent trend of using influencers. As there was no difference in feelings of social FOMO, it is likely ineffective to appeal to consumers about missing out with others but rather what the consumer is personally missing out on (e.g., having the same experience as a celebrity).

There were significantly higher feelings of both personal and social FOMO for posts about the line dancing experience compared to the product (i.e., cowboy boots). This suggests that it may be more effective for marketers to try and induce FOMO when promoting an experience such as a vacation or a concert rather than tangible products.

There was also a directional increase in feelings of personal FOMO when consumers used their personal mobile device to view the social media post. Given the increase in the number of advertisements and social media posts individuals see on their mobile devices each day, I think this could be beneficial for marketers to note. Marketers should continue to craft mobile-friendly which might focus on trying to increase feelings of ownership.

For purchase likelihood, I found opposing relationships between personal and social FOMO. Marketers can use this knowledge and highlight the personal self-concept in their appeals in order to increase consumer purchasing behavior.

Ultimately, I found that marketers would find the most benefit using situational FOMO appeals involving celebrities, experiences, and mobile devices. They should highlight how a consumer will personally miss out, appealing to the self-concept as personal FOMO has a positive relationship with purchase likelihood.

Limitations and Future Research

One limitation of this research was the fact that I could only test these hypotheses in a hypothetical manner. The participants did not view real social media posts, nor did they make a real purchase decision. Because of these limitations, individuals may not have fully experienced the sense of FOMO I attempted to induce in them. It would be interesting to conduct this study using a real field test with a retailer in order to truly assess how consumers may be impacted in a real-life purchasing scenario.

Additionally, another limitation of this research was the population of participants. I only tested on one age group (i.e., college students median age 19) and at only one university. In the future, I would broaden the scope of this research to include all age groups and a more diverse range of locations outside of Fort Worth, Texas in order to see whether these results would hold or if these demographic factors would play a more influential role in how we experience feelings of FOMO.

Further, I only explored two types of experiences (i.e., concert, line dancing) and one type of product (i.e., footwear). Different types of experiences may affect FOMO differently. For

instance, in my research while the concert had no increased effect on social FOMO, line dancing did see a difference. Thus, exploring different domains across experiences and products may lead to more generalized conclusions for marketers.

Furthermore, the results of this study presented a number of additional questions that I believe would be interesting to research in the future. I found that the boundary conditions I tested impacted personal FOMO more so than social FOMO. Further, personal FOMO had a significant, positive relationship with purchase likelihood compared to social FOMO. Furthering research on the differences between personal and social FOMO and how they impact consumers could be interesting for marketers to better understand how best to utilize and induce FOMO in their appeals.

Also, it would be interesting to further explore the limitations of the endowment effect when it comes to touchscreen interfaces. My research found no significant difference between the mobile device and computer conditions despite previous research showing that touchscreen interfaces increased consumers' feelings of perceived value. Thus, examining why certain feelings, such as perceived value and ownership, may be impacted by the condition while others, such as fear of missing out, are not would be interesting to explore with further research. Further, given the increasing use by consumers of their mobile device, marketers could better understand how FOMO interactions would be fruitful.

Conclusion

This research speaks to a growing cultural phenomenon that has just begun to be studied in marketing literature. There are many fruitful avenues for future research that could add to both

our theoretical understanding of FOMO as well as the managerial insights and actions marketers should take.

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Appendix

Situational FOMO Scales:

Influencer and Celebrity conditions

I'm afraid later I will feel sorry I didn't go to the concert.
I will worry about what I am missing.
I will worry others are doing more rewarding things than me.
I will feel concerned others are having more fun without me.
I will feel left out.
I will feel sorry I didn't experience the event.
I will feel anxious not being at the event.
I will feel bothered that I missed an opportunity to go to the event.

Friend Mobile, Friend Computer, and Experience conditions

I'm afraid later I will feel sorry I didn't go with my friends.
I will worry about what I am missing.
I will worry my friends are doing more rewarding things than me.
I will feel concerned my friends are having more fun without me.
I will feel left out.
I will feel sorry I didn't experience an event with friends.
I will feel anxious not being with my friends.
I will feel bothered that I missed an opportunity to be with friends.

Product condition

I'm afraid later I will feel sorry I didn't buy boots like my friends.
I will worry about what I am missing.
I will worry my friends have more rewarding things than me.
I will feel concerned my friends are having more fun.
I will feel left out.
I will feel sorry I didn't experience buying boots like my friends.
I will feel anxious not buying boots like my friends.
I will feel bothered that I missed an opportunity to be like my friends.