

# Fear-of-Missing-Out (FOMO) behavior and post-purchase experiences of senior high school students in Divine Word College of San Jose

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## Abstract

Using descriptive-correlation analysis, this study aimed to determine the effects of fear-of-missing-out (FOMO) behavior in the students' post-purchase experiences regarding post-purchase satisfaction and regret. The respondents were randomly selected from 203 Senior High School students in Divine Word College of San Jose. The data were gathered using a modified-adapted survey questionnaire and tabulated using descriptive statistics, Pearson Correlation Coefficient ( $r$ ), and Regression Analysis to assess the students' perceived level of FOMO behavior and post-purchase experience in terms of various sub-indicators and the relationship between and among the variables. The findings of this study revealed that FOMO behavior significantly influences the students' purchasing decisions, affecting their post-purchase experiences. Moreover, this study observed higher post-purchase satisfaction than regret when taken alone. However, upon closer look, the study revealed that the relationship between the students' FOMO behavior and post-purchase satisfaction is less significant compared to its association with post-purchase regret, highlighting the importance of perceived opportunity costs in shaping students' post-purchase experiences with their purchasing decisions. Nevertheless, the findings showed that the students experienced regret mainly due to foregone

alternatives rather than negative feelings in the social context associated with FOMO. Therefore, utilizing FOMO while prioritizing its perceived value or cost in marketing strategies could help businesses improve post-purchase experiences, leading to satisfaction. Given the findings, further research is needed regarding the other "missing-out" behaviors, like joy-of-missing-out (JOMO), to better understand the effect of these behaviors on post-purchase experiences.

**Keywords:** Fear-of-Missing-Out (FOMO), post-purchase experiences, satisfaction, regret, purchasing decision

## **Fear-of-Missing-Out (FOMO) behavior and post-purchase experiences of senior high school students in Divine Word College of San Jose**

### **1. Introduction**

Understanding consumer behavior to predict purchasing decisions is prevalent in today's society. One kind of consumer behavior is the fear of missing out (FOMO). FOMO can play a role in the decision-making process when considering a purchase. The advent feeling that others are exponentially enjoying compared to the self creates a sense of fear and a lack of participation. This perceived idea of missing out constitutes impulsive buying and conformity consumption that is commonly observed and experienced by the researchers as current students.

The researchers observe the idea of experiencing fear-of-missing-out buying behavior on the advertising and trends set by Aquafasks, Apple, or any branded items commonly owned or eyed by students. The distinguishing characteristics of these items are the perceptions created by their buyers about their name, the associated company, and the reputation for quality products or services. It constitutes a brand image that satisfies the requirements of a customer for a purchase to happen and sets these brands apart from other competitors which will increase the chances of a purchase likelihood (Iazzi & Santovito, 2016). These brands are known for high-priced items to constitute quality and credibility and the idea of having these are needed to follow and belong in society's new norm. This promotional strategy still results in an increased preference for a product or service despite the enormous economic burden and responsibility to be carried out by an individual (Kang et al., 2019). Students, in particular, enjoy market freedom. However, the costs of acquiring based on one's self-interest to please the relatedness needs can affect the overall experience in purchasing.

A definition provided by Elhai et al. (2021), describes FOMO using two primary components: first is the view that others are having gratifying experiences, superior products or services, and advantageous positions to which one is lacking, while the second one is to relieve the lacking part by being present or having the same as others. The idea of deep contemplation with being left out increases the vulnerability of an individual to negative emotions associated with self-compassion, such as fluctuations in self-appraisal, increased societal anxiety, or depression that enlightens others' experiences as more exciting or interesting (Barry & Wong, 2020). Further explanation provided by Rifkin et al. (2015) shows that this behavior takes the form of enjoyment or satisfaction. In the experience of FOMO, a person becomes least satisfied with the current purchase and posits an increased enjoyment of things that were and were going to be missed. A relationship was described by Kang et al. (2019), stating that FOMO is one of the many parts of conformity consumption. Although negative emotions accompany FOMO, some consumers feel that it drives a good purchasing decision that was needed but is currently unclear. Motivation, interaction, and satisfaction are just some of the positive ideas that an individual's fear of missing out can produce. FOMO becomes a good thing when used as a motivational tool (Nursodiq et al., 2020). People are given opportunities for social interaction (Przybylski et al., 2013), which directs and heightens FOMO-induced buying behavior to take part in connecting and interacting. FOMO is also derived from the general term of impulsive buying. The satisfaction derived from impulsive buying can be the physical attainment, and the accompanying emotional benefits, which can be in the form of hedonic reasons, were derived from the discussion of Ata & Sezer (2021). Conformity consumption can correlate with satisfaction in belonging to others. Aside from experiencing social inclusion, Kang et al. (2019) show that the personal motivation to pursue symbolic and hedonic value proves a valid argument that FOMO can be a positive idea. In addition, fear of missing out clears doubt and indecision on the presence of multiple products and different determinants in making a purchasing decision.

Social media also heightens the fear of missing out among consumers. The correlation explained by Alabri (2022) on social media provides a conduit for idealistic presentation in which a standard is used to portray the desired image. It further explains that social exclusion is present as FOMO behavior intensifies with the use of social media. The primary market of this platform is the younger generation, particularly Millennials and Gen-Z.

The portrayal of Rosida et al. (2022) defines social media as a form of power that can turn an individual into an active member of the contemporary world. Enabling this power allows anyone to use these platforms to virtually affect everyone, much more than the fact that it was created for the goal of social interaction (Lund et al., 2018). It is also an edge for companies and businesses to create trends that are befitting the achievement of their vision, mission, and goals. Continuous advertising of products and services leads to a belief that specific superior images must be fulfilled and followed to take part in the trends set by what the consumers felt as the highest echelons of society. Ad appeals induce persuasion through explicit present words such as 'missing out' to incur ideas that perpetuate what a consumer should do in order not to miss out on the opportunity. Some ads also use implied statements and meanings hidden in their content through words or symbols.

Influences on FOMO decision-making are familiar to technologically awakened individuals. The presence of the internet hypes the need to participate or have what others may be enjoying. Looking for quality and quantity is the disguise that FOMO creates. Students harmonically connect through the same products or services acquired yet are divided in comprehending needs and wants. Needs are the fundamental necessities that one must have, while one wants to indulge in additional requirements to acquire fulfillment and happiness. FOMO tackles the part of wants where business utilizes trends based on the self-reflections of a person to be able to take part in what is new, what is hot, or what is trendy today. In the study conducted by Bekman (2022), the fear of missing out directs businesses and consumers to take action on unplanned or impulsive purchasing behavior in the form of missed purchasing opportunities. The feeling of deprivation caused by seeing what others have more than that of present contentment drives these missed opportunities. It also breaks the equilibrium barrier between the marginal cost and the perceived marginal benefits where the cost exceeds its benefit.

Assessing the post-purchase experience of FOMO-induced buying behavior is beneficial in understanding how the motivation to follow one's surroundings instead of one's own free will determines a purchasing decision. Understanding the effects may also provide alternative remedies and informed judgment against impulsive buying to avoid expected regret and increase satisfaction. Businesses may also utilize this research to understand the behavior of this popular market segment and provide adequate promotional strategies to entice consumers. It also identifies the pressures of missing out, which seizes the ability of consumers, particularly students, to consider primary determinants in making a choice, such as quality and price. It also helps determine the difference between wants and needs, a primary consumer misconception. Considering all the factors stated above, this study aimed to determine how FOMO-induced buying behavior can lead to post-purchase experiences of regret and satisfaction in Senior High School Students in Divine Word College of San Jose, Academic Year 2023-2024.

**Statement of the Problem** - This study aimed to determine the effects of fear-of-missing-out behavior on post-purchase experiences of Senior High School Students in Divine Word College of San Jose. Specifically, the study sought to find an answer to the following research questions: (1) What is the level of fear-of-missing-out (FOMO) behavior of Senior High School Students in Divine Word College of San Jose? (2) What is the perceived level of post-purchase regret experience on fear-of-missing-out (FOMO) behavior in terms of Foregone alternatives, Change in significance, and Desire for belonging? (3) What is the perceived level of post-purchase satisfaction experience on fear-of-missing-out (FOMO) behavior in terms of: Repurchase intention, Ease of use, and Convenience value? (4) What is the extent of post-purchase experiences of SHS in DWCSJ in terms of Post-purchase regret experience, and Post-purchase satisfaction experience? (5) Is there a significant relationship between fear-of-missing-out (FOMO) behavior and post-purchase experience of SHS in terms of Post-purchase regret and Post-purchase satisfaction?

**Significance of the Study** - In the course of the study, the researchers considered the results to be of full use and utilization for the following beneficiaries: First, business owners can find value in this research as it offers insights into the behavior of senior high school students as consumers. Understanding FOMO's role in purchasing decisions can help businesses tailor their products and marketing strategies to better resonate with this demographic. Second, advertisers can benefit from understanding the impact of FOMO on SHS students' buying behavior. This knowledge can inform marketing strategies, helping them create more ethical and responsible

campaigns, especially targeting this age group. Third, the Senior High School Students will gain insight into the potential consequences of succumbing to FOMO-driven purchases. Armed with this knowledge, they can make more informed choices, manage their finances better, reduce the likelihood of post-purchase regret, and increase satisfaction. This research on FOMO-induced buying behavior and post-purchase experience among SHS students is significant for academics, educators, parents, advertisers, and students. It contributes to a deeper understanding of consumer behavior in the context of youth and provides actionable insights to mitigate potential adverse outcomes. Fourth, for educators and schools, the findings of this study can aid in creating awareness about the potential negative consequences of FOMO-induced buying among SHS students. This knowledge can be integrated into curriculum development and educational programs focused on financial literacy and responsible consumer behavior. Fifth, parents and guardians of SHS students, will find value in this research as it highlights the importance of guiding their children in making informed and responsible purchasing decisions. It provides insights into the factors that may lead to post-purchase regret and satisfaction, allowing parents to offer guidance and support. This research contributes to the academic community by expanding the understanding of consumer behavior among senior high school students. It sheds light on the role of FOMO in influencing their purchasing decisions and the subsequent regret that may follow. Scholars and researchers in the fields of psychology, marketing, and education can benefit from this insight. Lastly, future researchers interested in consumer behavior, FOMO, or related fields can use this study as a foundation for further investigations. It provides a starting point for exploring more in-depth aspects of FOMO and its influence on various consumer groups, allowing for expanding knowledge in this area.

***Scope and Delimitation of the Study*** - This study aimed to determine the effects of FOMO (fear of missing out)-induced buying behavior on post-purchase experiences of Senior High School students in Divine Word College of San Jose. The researchers employed quantitative research to understand how students deal with and react to situations of this nature while grasping the future effects of a current purchasing decision. Despite the large number of students currently studying in the institution, certain limitations should be considered in this study. This study focuses on students, specifically senior high school students, because most follow social and current trends, have independence, and are more susceptible to conformity consumption based on the researchers' observation. It is also viable to generalize post-purchase regret and satisfaction on senior high school students as they are more inclined to social media and can understand their decisions regarding a purchase. Junior high school and college were excluded from the study since it may cause the study to be too extensive. Only a sample of the SHS Department students are used in the study. It limits the generalization to the whole population. Outside institutions are not included.

The study's scope focused on determining the level of fear of missing out behavior, the levels of post-purchase regret experience in terms of foregone alternatives, change in significance, and desire for belonging, the levels of post-purchase satisfaction experience in terms of repurchase intention, ease of use, and convenience value, the extent to post-purchase regret and satisfaction experience, and lastly, showing the relationship among fear-of-missing-out, post-purchase regret, and satisfaction experiences. The specifications provided guided the researchers into formulating appropriate sampling and methodology that would yield results for the study. It would also limit the study to measurable results as a basis for the questionnaire provided. In addition, this study is focused on the post-purchase experience of buying a product or service. FOMO-induced buying is a purchase decision made due to the effect of the fear of missing out on an idea. In layman's terms, it is after an impulsive purchase. The pre-purchase and present-purchase factors are not included in the determinants of FOMO buying behavior to pay attention to the details of the respondents' most recent or current experiences throughout the study. Regret and satisfaction are contradicting yet important in determining post-purchase experiences.

## **2. Methodology**

***Research Design*** - In employing a descriptive correlational research design, this study aimed to determine and understand the intricate relationship between fear-of-missing-out (FOMO) behavior and post-purchase experiences among Senior High School (SHS) students in Divine Word College of San Jose. The research

employed quantitative methods to measure the level of fear of missing out behavior among SHS students and the extent of their post-purchase experiences, encompassing post-purchase regret and satisfaction. Utilizing surveys, respondents responded to standardized scales and specific items addressing the identified dimensions of FOMO and post-purchase experiences. Moreover, the study investigated the perceived impact of post-purchase regret experience on fear-of-missing-out behavior, examining dimensions such as foregone alternatives, change in significance, and desire for belonging. Similarly, the study explored the perceived influence of post-purchase satisfaction experience on fear-of-missing-out behavior, considering dimensions such as repurchase intention, ease of use, and convenience value. In answering the research questions regarding the relationship between fear-of-missing-out behavior and post-purchase experiences, statistical analyses, such as correlation coefficients, quantify the strength and direction of associations.

**Respondents of the Study** - The study uses the systematic sampling procedure where a chosen interval among the sample is asked to participate in the data gathering. As the study takes part in a quantitative setting, a type of probability sampling called the systematic sampling procedure provides a platform to select the appropriate respondents for the sample without incurring the risk of biases and gives an equal chance for the population to be chosen as the sample for the study. With a total population of 432, the researchers used the randomized names for each strand and grade level to select the sample. The study used Slovin's formula to determine the number of samples from different strands for the following respondents. The sampling included a 5% sampling error and a 95% confidence level to derive the final count for each strand and the total sample for the whole population. Thus, out of 432 students, the population is reduced to only 203 senior high school students. It also generalized the results and provided a more convenient way for the researchers to correlate the data derived herein. The study assigns each group's second (2nd) person to include in the data gathering. This process continues until the required number of respondents fulfills the sample for the study.

**Research Instrument** - The study utilized questionnaires to collect the data. The questionnaires are adapted and modified from the following: Przybylski et al. (2013, p 29); Sokić et al. (2020, p 20); Kang et al. (2019, p 10); Oyedele & Goenner (2020, p 7-8). These provided quantifiable relationships for the variables. The relationships gathered are compiled in the study to create a structured Likert Scale, commonly used in a quantitative questionnaire setting. It is systematically prepared and grouped through different constructs in the study. One construct contains ten (10) items, and the next six (6) construct contains four (4) items each. The respondents shall rate each item in terms of the following level of likelihood: [4] very likely, [3] likely, [2] unlikely, [1] very unlikely. The results of the questionnaire are tabulated and have undergone statistical treatment.

The validation of the questionnaires employed in the study is confirmed and checked by the research adviser and faculty members of the Senior High School Department. The researchers examined and reflected on this expert opinion, and further discussion proposes the improvement of the questionnaires to correlate the questions about the study. The questionnaires are also modified and adapted, combining studies that attest to the previous objectives. Recognizing its availability for use in different research papers related to the topic shows its expertise and validity in creating verified and significant results in those studies. Different studies adapted and modified the questionnaires, checking and conducting validity and reliability testing of such items about their research. These provided scientific insights, confirming that the results were related to their study's problem. The table below shows the Cronbach's Alpha of the different constructs from the studies that the researchers used as a basis for the questionnaire.

The reliability level of the constructs concerning Cronbach's Alpha, which different researchers conducted, ranged from 0.81 to 0.92. Generally, the items above provided consistent measurement that identifies the demand variable for data gathering. Three indicators resulted in an excellent interpretation, while four indicators presented good reliability. It represents a generally good reliability level regarding internal consistency within the group and assures the acceptability of the questionnaires. Given the results of previous studies using the following constructs, the items listed above are used to provide meaningful conclusions regarding the relationships of the variables presented in the study.

**Table 1**  
*Reliability Results of the Adapted Questionnaires*

Constructs	Variables	Cronbach's Alpha	Interpretation
Level of Fear of Missing Out		0.90	Excellent
Level of Post-purchase Regret	Foregone Alternatives	0.92	Excellent
	Change in Significance	0.90	Excellent
	Desire for Belonging	0.81	Good
Level of Post-purchase Satisfaction	Repurchase Intention	0.88	Good
	Ease of Use	0.82	Good
	Convenience Value	0.89	Good

\*Cronbach's Alpha based on standardized items

**Data Gathering Procedure** - To gather the necessary data from the respondents, the researchers asked for permission and approval from the principal of the Basic Education Department of Divine Word College of San Jose and the Senior High School Academic Coordinator to conduct the study and distribute the research instruments. Upon approval, the researchers administered a survey using the expert-validated questionnaire. The questionnaires were distributed through printed forms, and the respondents manually wrote answers. The researchers instructed and assisted the students in answering the provided questionnaire. Students have one hour to answer and submit the questionnaire. The results were carefully consolidated and tabulated after the researchers distributed and the respondents answered the questionnaire. Then, these tabulated results were submitted to the statistician for data treatment and analysis.

**Statistical Treatment of the Data** - The relevant data gathered in this study are figured, resolved, and interpreted using various statistical tools. The researchers implemented descriptive statistics in frequency distribution and central tendency (mean) to assess the level of fear-of-missing-out behavior and post-purchase experiences in terms of various sub-indicators in each variable. Subsequently, the researchers also utilized Pearson Product Moment Correlation (r) to analyze the relationship between and among variables. The Regression Analysis determined the effect size of the independent (Fear-of-missing-out behavior) on the dependent variables of post-purchase experiences. With this, the results narrowed down the answers and were statistically interpreted, providing generalizable results for the sample and population.

**Ethical Considerations** - Ethical considerations in research are paramount to ensure participants' well-being, rights, and dignity. Adhering to ethical principles is paramount to maintaining and upholding the research community's trust while safeguarding the scientific process's integrity. In quantitative research, ethical considerations are crucial in safeguarding participants' well-being. As highlighted by Vicars et al. (2015), researchers must prioritize the safety of participants, ensuring protection from harm and minimizing unnecessary stress throughout the study (p. 55-73). This commitment to ethical conduct is fundamental to the planning and execution of any research project. One fundamental ethical consideration is informed consent. The researchers provided participants with clear and comprehensive information about the study. This includes its purpose, the potential risks that may arise during data gathering, and the benefits that they may contribute. Participants should voluntarily agree to participate, fully understanding what is expected of them. Also, respect for participants' privacy is another crucial aspect. Researchers took ethical measures to protect the confidentiality of participants, ensuring that their personal information remains secure. This is particularly important in sensitive research areas, such as health or criminal behavior, where revealing participants' identities could have significant consequences. The principle of minimizing harm is central to ethical research. Researchers anticipated and mitigated potential risks to participants, both physical and psychological. Transparency is essential for ethical research conduct. The researchers should be open about their methods, results, and conflicts of interest. Honest reporting contributes to the credibility of the research and allows the scientific community to build on and validate findings.

The research utilized the APA Formatting and Style Guide (7th edition) in the process of recognizing and giving proper citations and references to the authors and works presented in this paper. They are essential in establishing background knowledge while formulating new insights regarding the topics. Giving credit to these

outstanding works establishes the camaraderie within the research community and can guide the readers of the paper on how the insights are formulated as supported in the existing body of literature. Ongoing monitoring and reassessment of ethical considerations throughout the research process are crucial. If unforeseen ethical issues emerge, researchers should promptly address them and, if necessary, modify their research plans and processes to ensure continued adherence to ethical standards and the continuous integrity of the process itself.

### 3. Results and Discussions

Table 2 delves into the prevalence of Fear of Missing Out (FOMO) among Senior High School students in Divine Word College of San Jose. The table comprises ten questions collectively yielding a total composite mean of 2.63, indicating a likelihood of experiencing FOMO. A comparable study by Hodkinson (2016) identifies how FOMO affects consumers' responses to ad appeals. The study concluded that appeals externally affected by FOMO cause responses of cognitive and emotional implications. The higher composite mean of this study collectively denotes the ability of FOMO to incite responses of social acceptance, shame avoidance, ego-involvement, and esteem as a driving factor that contrasts positive well-being (Hodkinson, 2016, p. 14). Seniors in high school may experience more FOMO due to their increased awareness of what other people are doing. This may affect how they react to advertisements that lure them, promising to take advantage of opportunities or trends. The questionnaire was adapted to the FOMO Scale developed by Przybylski et al. (2013), the most commonly cited scale in studying the fear of missing out as a psychological area, resulting in a higher level of experiencing FOMO. The higher level of FOMO signifies more outstanding deficiencies with the psychological needs in the Self-determination theory of Ryan and Deci (2000) as cited by Elhai et al. (2021). These integral components consist of competence, relatedness, and autonomy that shape the respondents' view of their surrounding people and the actions that will be taken in the future (Tandon et al., 2021).

**Table 2**

*Mean Level of Fear-of-Missing-Out (FOMO) Behavior of Senior High School Students*

Indicators	Weighted Mean	Verbal Description
1. I fear others have more rewarding experiences than me.	2.49	Unlikely
2. I fear my friends have more rewarding experiences than me.	2.12	Unlikely
3. I get worried when I find out my friends are having fun without me.	2.46	Unlikely
4. I get anxious when I don't know what my friends are up to.	2.49	Unlikely
5. It is important that I understand my friends' "in jokes".	3.07	Likely
6. I wonder if I spend too much time keeping up with what is going on.	2.80	Likely
7. It bothers me when I miss an opportunity to meet up with friends.	2.93	Likely
8. I always share the details online when I have a good time (e.g. updating status).	2.50	Unlikely
9. I get bothered when I miss out on a planned get-together.	2.88	Likely
10. I continue to keep tabs on what my friends are doing when I go on a vacation.	2.59	Likely
COMPOSITE MEAN	2.63	Likely

Legend: 3.26 – 4.00 Very Likely, 2.51 – 3.25 Likely, 1.76 – 2.50 Unlikely, 1.00 – 1.75 Very Unlikely

Similarly, the results of Tandon et al. (2021) show that most of their respondents are significantly affected by FOMO, which correlates to harmful mobile device use. The findings acknowledged the influence of social groups on adolescents as the vulnerable section of society directly targeted by FOMO and have an increased risk of experiencing this type of consumer buying behavior (Tandon et al., 2021). Conversely, items #1 to #4 and #8 demonstrated the lowest weighted means. Item #2 received the lowest value of 2.12. These questions have a relatively lower application with the respondents, which can be traced to Deniz's study (2021). The variables contrary to the negative aspects used in this study are self-efficacy and life satisfaction with FOMO, which were found to be negatively significant regarding its relationship. It is further elaborated that the lesser an individual's FOMO view, the lesser the interaction with social activities initiated because of FOMO and higher life satisfaction. Also, Deniz (2021) highlighted that individuals who establish positive social networks and relationships might be



less likely to prefer to meet FOMO ideals within their environments, which can result in an unlikely effect of FOMO in their lives.

Table 3 evaluates the post-purchase regret experience on Fear-of-Missing-Out (FOMO) behavior related to the foregone alternatives, change in significance, and desire for belonging. In terms of foregone alternatives, the highest weighted averages are items #3 and #4, tied at 3.01, indicating a higher likelihood of regret. The theory of Fomsumerism by Argan & Argan (2019) indicates that FOMO-affected decision-making is likely to experience regret. This consumption habit similarly shows how the senior high school respondents also experienced regret in its direct sense and are now creating ideas that there could have been a better option to have taken in the past. There is the implication that an alternative could have given a better value. Item #2 has the lowest weighted mean of 2.62. This explains that the certainty of regret is less established than the other items for foregone alternatives. This contradicts the study by Nursodiq et al. (2020) that establishes a driving force or motivation that consumers agreed with the idea of foregone alternatives as already foregone and cannot be changed. Overall, the weighted mean of 2.89 suggests that the respondents in the study felt that they should have chosen a different product or service instead of the one they selected. This finding is supported by the research conducted by Sokić et al. (2020), which highlights that individuals can experience regret due to foregone alternatives. The study further suggests that marketers can address this type of regret by recognizing that customers primarily experience regret because they feel they missed out on opportunities with other alternatives. In summary, the study's findings indicate that individuals may experience regret when they perceive that they missed out on better alternatives. Marketers can address this by improving their offerings to make them more attractive and competitive.

**Table 3**

*Mean Level of Post-Purchase Regret Experience on Fear-of-Missing-Out (FOMO) Behavior in terms of Foregone Alternatives, Change in Significance and Desire for Belonging*

INDICATORS (FOREGONE ALTERNATIVES)	Weighted Mean	Verbal Description
1. I should have chosen something else than the one I bought.	2.92	Likely
2. I regret the product choice that I had.	2.62	Likely
3. I now realize how much better my other choices were.	3.01	Likely
4. If I were to go back in time, I would choose something different to buy.	3.01	Likely
COMPOSITE MEAN	2.89	Likely
INDICATORS (CHANGE IN SIGNIFICANCE)		
1. I regret getting the product because it was not as important to me as I thought it would be.	3.01	Likely
2. I wish I had not bought the product because it is now useless to me.	2.70	Likely
3. I regret my purchase because the product never served its purpose.	2.63	Likely
4. I regret my purchase because I did not need the product.	2.66	Likely
COMPOSITE MEAN	2.75	Likely
INDICATORS (DESIRE FOR BELONGING)		
1. I have experience purchasing products to match people around me.	2.48	Unlikely
2. I tend to consume the product in hopes that others will find out.	2.33	Unlikely
3. I tend to consume the product to express my supremacy to others.	2.18	Unlikely
4. I have been interested in the product in the desire to be recognized by people around me.	2.31	Unlikely
COMPOSITE MEAN	2.33	Unlikely

**Legend:** 3.26 – 4.00 Very Likely, 2.51 – 3.25 Likely, 1.76 – 2.50 Unlikely, 1.00 – 1.75 Very Unlikely

The assessment of the post-purchase regret experience on Fear-of-Missing-Out (FOMO) behavior indicates that respondents in the study experienced a change in significance as they realized that the product or service they purchased did not meet their expectations. This is evident from the mean values of the indicators under change in significance, which ranged from 2.63 to 3.01, all falling under the likely category according to the verbal description. The study concludes that implementing the Steadily Increasing Discount (SID) pricing strategy can

lead to purchasing decision regret among consumers. The study's findings suggest that regret is influenced by factors such as product scarcity and discount levels. The study highlights that consumers may experience both action regret (regretting the purchase) and inaction regret (regretting not making the purchase) when faced with the choice of taking advantage of the discount or potentially missing out on the opportunity.

The overall weighted mean of 2.75 further supports the conclusion that respondents experienced a change in significance. This implies that when individuals have certain expectations regarding the use of a product, and if something renders the product less suitable for its intended use or if the entire usage situation changes, they may experience regret due to a change in significance. This is further stipulated by a similar study of the fading purchase importance by Hodkinson (2016) in which the focus groups interviewed were not once heard saying the words 'happy' or 'satisfying,' implying that FOMO appeals are framed as unsatisfactory after a long time of stipulation. This finding is reinforced by the evidence provided by Sokić et al. (2020), which highlights that when individuals purchase a product, they have specific expectations regarding its use. However, if circumstances make the product less relevant for its intended purpose or if the entire usage situation changes, individuals may experience regret. In such cases, businesses can address their customers' needs and increase the product's relevance by being aware of customer sorrow resulting from a change in significance. Overall, the findings suggest that post-purchase regret experiences can affect FOMO behavior in terms of change in significance when individuals' expectations regarding a product or service are unmet, highlighting the importance for businesses to address customer needs and enhance the product's relevance.

In terms of desire for belonging, with weighted means of 2.48, 2.33, 2.18, and 2.31. Based on the verbal descriptions and their composite mean, these values indicate an unlikely individual's feeling compelled to desire their surroundings to match others. The lowest mean is item #3, with 2.18. This is corroborated by the research conducted by Ariely (2015). In his study, he stated that students may not experience post-purchase regret concerning Fear of Missing Out (FOMO) behavior and the desire for belonging for several reasons. First, FOMO is closely tied to the concept of regret, but this regret is often associated with missing out on experiences rather than post-purchase regret. FOMO triggers our brain's ability to imagine possibilities, which can fuel regret and cause anxiety. However, once a purchase is made to alleviate this FOMO, regret may not follow it. Second, social media platforms often exacerbate feelings of FOMO by presenting us with alternative possibilities or experiences we could be having. Having supremacy over others is not found to be the primary purpose for regret, but rather social acceptance. This constant feed of what others are doing can inflate our fear of missing out. However, a purchase influenced by this FOMO may not lead to regret as it is seen as a way to alleviate the FOMO and facilitate a sense of belonging.

Furthermore, there is additional evidence from studies that humans have a fundamental desire for connection and involvement. This is stipulated in the highest value in scale #1. FOMO can make individuals feel less connected to society than they would like. Therefore, making a purchase that FOMO influences might not lead to regret because it is perceived as a means to achieve a sense of belonging (Grohol, 2022). Another focus on the subject by Yaputri et al. (2022) is similar as it focuses on millennial consumption behavior, which has a significant relationship with the FOMO phenomenon. The influence is created based on the desire to be a part of society and match what other people are having. This affects the purchasing decisions that are also a part of the complex emotional upbringing that stems from personal factors. In conclusion, the evaluation of the post-purchase regret experience on FOMO behavior, specifically in terms of the Desire for Belonging, suggests that individuals are unlikely to feel compelled to desire their surroundings to match others.

Table 4 reflects the post-purchase satisfaction experience of FOMO in terms of repurchase intention, ease of use, and convenience value following weighted means of 3.11, 3.12, and 3.15 respectively. Under the repurchase intention, the highest mean is item #1, having a value of 3.19, in which most respondents felt that there is a desire to use the purchases made under the pretext of FOMO continuously. The repurchase intent is established, and this decision to engage in future decision-making about this particular business can correlate to the future purchase that is also made within the very same business that a buyer experienced satisfaction with (Ibzan et al., 2016). The

respondents developed a lower preferential interest in using the component due to experiencing slight dissatisfaction factors with a specific purchase amidst other choices (Sumiyati & Zabella, 2023). Although this question produces a likely result, distinguishing the reasons for its lower mean may indicate a contradicting insight that some students resort to brand switching when only minimal satisfaction is brought upon by the purchase. This is further explained by Fatima & Billah (2022). Any component that produces dissatisfaction has a higher negative correlation to repurchase intention. All values indicated a likely result with a composite mean of 3.11, explaining that the respondents feel a higher repurchase intention as an indicator of satisfaction.

As explained by Izbaz et al. (2016), the conclusion generated from their study showed a similar positive relationship between the variables of consumer satisfaction and the repurchase intentions of the respondents. The higher level of repurchase intention explains that loyalty and satisfaction were established on a purchase affected by FOMO. It stated the significance of creating a competitive advantage against other businesses and maintaining satisfaction to increase consumer loyalty through repurchase intention. A study conducted by Johan et al. (2020) obtained a similar significant effect between customer satisfaction and repurchase intention. This result further explains that the post-purchase effect of any business transaction must constitute an excellent result to achieve satisfaction. Another similar study by Sumiyati & Zabella (2023) found that consumer satisfaction positively and significantly affected establishing repurchase intention. The more people are satisfied with any purchase made and with the external environment, the more likely they are to reuse the product or patronize a specific business. Upon establishing the results, a higher satisfaction level can initiate repurchase intention. This satisfaction variable is essential in creating brand loyalty and increasing sales.

**Table 4**

*Mean Level of Post-Purchase Satisfaction Experience on Fear-of-Missing-Out (FOMO) Behavior in terms of Repurchase Intention, Ease of Use, and Convenience Value*

INDICATORS (REPURCHASE INTENTION)	Weighted Mean	Verbal Description
1. I intend to continue to use my purchase in the future.	3.19	Likely
2. I intend to upgrade and purchase a new product I bought in the future.	3.09	Likely
3. I will regularly use the product in the future.	3.08	Likely
4. I think satisfactory support service increases the chances of visiting the retailer next time.	3.07	Likely
COMPOSITE MEAN	3.11	Likely
INDICATORS (EASE OF USE)		
1. I believe that the product is easy to use.	3.09	Likely
2. It will be easy for me to learn how to use the features of the product.	3.15	Likely
3. It will be easy for me to use the product in my daily activities.	3.12	Likely
4. It will be easy for me to learn how to use a new product with shopping capability.	3.10	Likely
COMPOSITE MEAN	3.12	Likely
INDICATORS (CONVENIENCE VALUE)		
1. I save time when I use the product I bought.	3.05	Likely
2. I value the option of using my purchase without being disruptive to others.	3.08	Likely
3. I value the independence of place and time offered using the product.	3.16	Likely
4. I value the benefits that the product makes possible.	3.32	Very Likely
COMPOSITE MEAN	3.15	Likely

**Legend:** 3.26 – 4.00 Very Likely, 2.51 – 3.25 Likely, 1.76 – 2.50 Unlikely, 1.00 – 1.75 Very Unlikely

The ease of use indicator generated a composite mean of 3.12. This value explains that the respondents felt a likely application of experiencing ease of use. As supported by the study of Wilson et al. (2021), the data analyses conclude that the perceived ease of use of any purchase significantly impacted customer satisfaction. Companies should continue improving processes and outputs to enhance satisfaction and ensure loyalty through the perceived benefit of ease of use. A related study by Ayunda et al. (2019) significantly affected the satisfaction of the product offered in the area. An accessible feature of the products led to the conclusion that perceived ease of use is directly

related to consumer satisfaction. Ease of use is essential in creating satisfaction, even during affected decision-making during pre-purchase. As the results suggest, ease of use is vital to establishing satisfaction.

The highest value of 3.32 is a very likely result, the highest among the group and the highest among all indicators under convenience value. The scale mainly focuses on the value of the benefits to the consumer, and the respondents indicated this value as the highest factor for satisfaction. This is similar to the study of Garia-Fodor & Csiszárík-Kocsír (2018), in which there is a high relationship between the value system having a decisive role in improving customer confidence in terms of money management and financial decision, showing a critical handling with the benefits of the purchase. The composite mean of 3.15, shows a likely result that the respondents presented a higher application of the convenience value as a satisfaction component. A positive impact is shown between consumers' convenience value and satisfaction attitude (Chowdhury, 2023). The study further elaborated on the benefits of improving convenience value that can affect behavioral intention and lead to satisfaction. These indicators only account for a portion of the satisfaction variables that the respondents may experience. It also constitutes the overall satisfaction felt by the respondents, which acts as a mediating role for loyalty. Convenience value perception increases the likelihood of purchase and allows other variables of satisfaction to work together to create greater satisfaction for the consumer.

**Table 5**

*Correlation Coefficients and p-values for Hypothesis Testing ( $H_0$ )*

Variables	Correlation Coefficient	Effect Size ( $r^2$ )	Critical value	t-value	P-value	Interpretation
FOMO→ Post-Purchase Regret	0.347	0.120	1.972	5.24	0.000	Highly Significant
FOMO→ Post-Purchase Satisfaction	0.194	0.038	1.972	2.80	0.006	Significant

**Legend:** p-value<0.05 Significant

The research delves into the intricate relationship between Fear of Missing Out (FOMO) behavior and the post-purchase experience of senior high school students, focusing on post-purchase regret and post-purchase satisfaction. The statistical analysis provides insightful findings, shedding light on the nuanced impact of FOMO on the consumer behavior of this specific demographic. Firstly, concerning post-purchase regret, the data indicates a robust correlation between FOMO behavior and the experience of regret after making a purchase. The positive correlation coefficient of 0.347 signifies a meaningful association. This implies that as senior high school students exhibit a higher Fear of Missing Out, their likelihood of experiencing post-purchase regret increases. In addition, the observed correlation is statistically significant and not due to chance. In practical terms, a tangible connection exists between the fear of missing out and the subsequent regret associated with a purchase decision among senior high school students.

Moving to post-purchase satisfaction, the data reveals a similar yet comparatively weaker correlation with FOMO behavior. The correlation coefficient of 0.194 denotes a positive relationship, signifying that higher levels of FOMO are associated with increased post-purchase satisfaction. However, the effect size ( $r^2$ ) of 0.038 indicates a more negligible impact than post-purchase regret, suggesting that only around 3.8% of the variation in post-purchase satisfaction can be attributed to variations in FOMO behavior. The t-value of 2.80 surpasses the critical value of 1.972, and the p-value of 0.006 is below 0.05, supporting the rejection of the null hypothesis. Although the correlation is statistically significant, the smaller effect size implies that the influence of FOMO on post-purchase satisfaction is less pronounced compared to post-purchase regret.

Relating these statistical findings to existing literature is crucial for a comprehensive understanding. The study aligns with Deniz's (2021) perspective, associating FOMO with psychological needs like autonomy, competence, and relatedness. FOMO, defined as a pervasive apprehension or view that others might be having rewarding experiences from which one is absent, creates an environment for individuals to stay connected through social media (Elhai et al., 2017; Oberst et al., 2017; Przybylski et al., 2013). This resonates with the research findings,

emphasizing the connection between FOMO and post-purchase experiences among senior high school students. Furthermore, the literature reveals a dual nature of FOMO, positively related to social media engagement but negatively related to social well-being, emotional stability, and overall well-being (Stead & Bibby, 2017). The positive correlation with post-purchase satisfaction and the slightly more robust correlation with post-purchase regret in this study indicate that the impact of FOMO is multifaceted, influencing different facets of the post-purchase experience to varying degrees. It is plausible that the fear of missing out triggers positive and negative emotions in purchasing decisions, leading to a complex interplay of satisfaction and regret. In conclusion, the research not only establishes a significant correlation between FOMO behavior and the post-purchase experience of senior high school students but also highlights the nuanced nature of this relationship. The findings of this study contribute to the body of knowledge in having a deeper understanding of how FOMO influences consumer behavior, especially senior high school students, emphasizing the need for tailored marketing and consumer engagement strategies targeting this demographic. As senior high school students navigate the complex landscape of social connections and purchasing decisions, addressing the intricate interplay of FOMO can provide valuable insights into the buying behavior of an individual for both academics and practitioners in the field of consumer psychology and marketing.

#### **4. Conclusions**

Following the end of the study, the researchers presented the conclusions generated from the statistical analysis of data: Majority of the respondents often feel the presence of the fear-of-missing-out (FOMO) behavior in their daily activities which can likely affect their capability to make rational decisions. The indicators of post-purchase regret explained the following conclusions: The majority of the respondents commonly feel that there could have been better alternatives as the main reason for experiencing regret within the purchase made. The respondents' desire for belonging did not contribute much to the feeling of regret and therefore not a significant factor in determining regret. This study shows that regret is commonly experienced due to physical or personal opportunity costs (foregone alternatives & change in significance) rather than the external social perception (desire for belonging). The indicators of post-purchase satisfaction generated the following conclusions: A majority of the respondents feel highly satisfied with the convenience value achieved from any purchase. The repurchase intention had the lowest contributing factor to satisfaction among the three indicators. The indicators suggested that the functional value (convenience value & ease of use) of a purchase is the main reason for their overall satisfaction. The analysis of the post-purchase experiences revealed that, when the dependent variables are taken alone, the findings resulted in higher satisfaction than regret. A revelation of the result showed that FOMO behavior has a significant relationship with post-purchase satisfaction and with post-purchase regret. It also generated the following conclusion: The FOMO to satisfaction had a less significant relationship than FOMO to regret. More likely, when purchasing a product or service that is affected by FOMO, the respondent feels more regret than satisfaction.

##### *4.1 Recommendations*

The findings of the research presented in the conclusion explain the significant effect of FOMO in decision process of the interconnected market. The recommendations below are presented to address the problems. The researchers suggest that businesses may utilize the higher level of FOMO to enter the complex consumer psychology and make direct marketing strategies based on this opportunity aspect. Businesses may minimize the regret experience by concentrating their efforts on improving the quality of offerings to avoid establishing the what-ifs of foregone alternatives and the change in significance rather than focusing on inciting social pressures in the form of the desire for belonging. Businesses may maximize satisfaction by increasing the perceived utility of ease of use and convenience value while targeting higher repurchase intentions to strengthen satisfaction. The study suggests that the presence of higher post-purchase satisfaction signifies that businesses must maintain and increase this area for commercial success. The research suggests that businesses may utilize the presence of FOMO as a positive marketing tool that can increase satisfaction. Since there is a higher effect of FOMO on regret, it is

the task of businesses to weaken this effect and strengthen satisfaction amidst FOMO-induced buying behavior. For future studies regarding missing-out and post-purchase experiences, the researchers suggest and introduce an opposing independent variable called the JOMO (joy-of-missing-out). As FOMO is directed to extroverted individuals, there is also an opportunity with the increasing introvert segments of the market who enjoy missing out yet still experience a variation of regret and satisfaction.

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