



Digital Exposure and Regret: The Mediating Role of FoMO In Post-Event Consumer Behavior

Anita Carolina Wijaya

Manajemen Pemasaran Pariwisata, Universitas Pendidikan Indonesia, Indonesia

Yeni Yuniawati*

Manajemen Pemasaran Pariwisata, Universitas Pendidikan Indonesia, Indonesia

Oce Ridwanudin

Manajemen Pemasaran Pariwisata, Universitas Pendidikan Indonesia, Indonesia

Article Info

Keyword:
FoMO; Post-Purchase Regret; K-Pop Concert

Received: 20-01-2026
Revised: 17-03-2026
Accepted: 28-03-2026
Published: 06-04-2026

JEL Classification Code:
D12, D91, M31

Corresponding author:
jeni@upi.edu

DOI: [10.24123/jeb.v7i2.8531](https://doi.org/10.24123/jeb.v7i2.8531)

Abstract

Purpose: This study investigates the impact of digital exposure on post-purchase regret among K-pop concert attendees, specifically examining the mediating role of Fear of Missing Out (FoMO). By utilizing the Stimulus-Organism-Response (S-O-R) framework, the research aims to explain how the hyper-connected digital ecosystem of K-pop fandom translates intensive information flow into long-term emotional dissatisfaction.

Method: A quantitative research design was employed, collecting data from 185 K-pop fans in Indonesia through a web-based questionnaire. The sample was dominated by Generation Z females (79.5%), reflecting the core demographic of the fandom. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 to test the direct and indirect relationships between digital exposure, FoMO, and post-purchase regret.

Result: The findings confirm that all hypotheses were accepted. Digital exposure has a significant positive effect on both post-purchase regret ($\beta = 0,299$, $p < 0,004$, $t > 2,843$), and FoMO ($\beta = 0,643$, $p < 0,000$, $t > 13,634$). FoMO also significantly influences post-purchase regret ($\beta = 0,385$, $p < 0,000$, $t > 4,293$). Most importantly, FoMO was found to partially mediate the relationship between digital exposure and post-purchase regret ($\beta = 0,248$, $p < 0,000$, $t > 3,770$). The model explains 41.4% of the variance in FoMO and 38.6% in post-purchase regret.

INTRODUCTION

The increase of digital technologies and social media platform has fundamentally transformed consumer behavior in the 21st century (Pascucci et al., 2023). Based on data reported from Badan Pusat Statistik (2024), an estimated 72,78 percent of Indonesia's population had access to the internet. The high rate of internet usage has made it easier for online interactions among individuals, primarily through social media platforms. Internet access enables people to share experiences and information instantly regardless of geographic boundaries. However, the constant exposure to others' activities and achievements on social media has also created psychological pressures among users (Elhai et al., 2021). Previous studies have correlated high digital exposure

more than two hours per day with decreased psychological well-being such as increasing levels of anxiety and depression (Jannesar et al., 2023). According to Piko et al. (2025), the impact of digital exposure among university students indicates that social media addiction, loneliness, and perfectionism contribute to users' sense of missing out on important updates or events.

This phenomenon widely known as Fear of Missing Out (FoMO), which refers to the anxiety of seeing others might be having a rewarding experience without being part of those activities oneself (Przybylski et al., 2013), is often intensified by scarcity-driven marketing (Song et al., 2023). Current literature has studied FoMO extensively in general e-commerce and livestream (Good & Hyman, 2020; Barbu & Drămnescu, 2025; Morsi et al., 2025; Nguyen and Nguyen, 2025). Current literature has studied FoMO in depth within general e-commerce and live-streaming contexts, demonstrating how digital events triggers psychological anxiety that leads to impulsive buying behavior (Andriansah et al., 2023; Inmor et al., 2025; Kim et al., 2020; Kim & Wongsu, 2025; Öksüz et al., 2025; Pradhan et al., 2023; Verma, 2025; Zhou & Ho, 2025). Although previous studies have viewed FoMO as a driver of general consumer spending, this study argues that K-pop concert attendance consumption is a theoretically distinct category due to the high level of emotional engagement involved. Different from conventional e-commerce, the K-pop digital ecosystem in Indonesia operates through artificial scarcity, which acts as a compelling digital stimulus, a factor largely overlooked in previous tourism marketing literature.

However, there is a critical knowledge gap regarding how FoMO works in the event tourist sector-particularly K-Pop concerts, where the "once in a life time" nature of the experiences creates a unique form of impulsive decision-making and post-purchase regret (Lochab et al., 2025). Even though the general impact of digital exposure has been studied, the unique digital ecosystem of K-Pop fandom remains understudied. Different from e-commerce in general, the K-Pop industry in Indonesia function under conditions of extreme scarcity and intense social validation, where digital platform not only provide information but also require participation to maintain social identity.

Most research focuses on impulsive buying behavior or general online consumption, there's a lack of limited research exploring digital technology contributes to negative emotional outcomes such as post-purchase regret in tourism context (Brochado & Shynkarenko, 2025; Koul & Jasrotia, 2025; Ngo et al., 2025; Silalahi et al., 2025). This study fills a gap by analyzing experience products in the form of concerts. It positions FoMO as a psychological bridge between digital hype and long-term emotional dissatisfaction. This study conducted due to a shift in the focus from purchase intention to post-purchase emotional fallout. By identifying a through two pathways influence (direct and indirect) through the S-O-R framework, this study challenges the traditional assumption that digital exposure only facilitates information search. Instead, it demonstrates how constant post-purchase exposure on social media can systematically undermine the perceived value of an experience, providing a new theoretical lens into the dark side of K-pop fan.

The main objective of this study is to examine (1) The effect of digital exposure on post-purchase regret; (2) The effect of digital exposure on FoMO; (3) The effect of FoMO on post-purchase regret; (4) And the role of FOMO as a mediating variable between digital exposure and post-purchase regret. The findings of this study are expected to contribute to theoretical and practical discussion in tourism marketing and consumer psychology. Theoretically, the study expands the understanding of FoMO as a mediating psychological mechanism that influences emotional responses after event consumption. Practically, provides insight for marketers and Event Organizer to design a high-quality and responsible digital communication strategies that avoid manipulating consumer expectations. The study investigates the effect of digital technology exposure on post-purchase regret, considering role of FoMO among K-Pop concert audiences.

Digital Exposure and Post-Purchase Regret

Digital exposure is considered as an aggressive external stimulus that can trigger negative behaviour of regret after purchase. The high level of digital exposure among K-Pop fans often leads to information overload and choices overload (Ariga, 2018; Cao et al., 2025; Lubis et al., 2022; Wang et al., 2023). Fans are intensively exposed to massive product releases, such as concert

tickets with competitive digital queuing systems. The rapid intensity of information creates cognitive pressure that force fans to make instant purchasing decisions without deeper evaluation (Chen et al., 2022; Tseng, 2017). Additionally, highly visual and engaging social media content can strengthen an individual's desire to participate in similar experiences. Exposure to such content can increase the perceived appeal of attending concerts and encourage individuals to make purchasing decisions based on online trends (Chenghui et al., 2025; Yusa et al., 2023; Zheng et al., 2023).

Furthermore, significant involvement in the K-Pop digital ecosystem involves exposure to “flexing” content or showing off collections from fellow fans. Exposure to the consumptive lifestyles of peers on social media creates high social standards, which encourages individuals to make purchases in order to maintain their status within the community (Kumar & Kumar, 2024a; Meier & Johnson, 2022; Phan & Hoai, 2025; Yusainy et al., 2025). Festinger (1954) posits Social Comparison Theory is an individual have a natural urge to evaluate themselves by comparing themselves to others. Within negative comparison, exposure to social media influencers can create a discrepancy between actual experience and the “ideal” experience seen online (Dinh & Lee, 2024; Kumar & Kumar, 2024a; Wu et al., 2025). Viewing updates from others on social media can lead feelings of envy and a decline psychological well-being due to upward social comparison (Masciantonio et al., 2021; Meier & Johnson, 2022). Upward social comparison urges individuals to reevaluate their decisions after a purchase has been made.

According to Lee and Cotte (2009) process regret arises from dissatisfaction with the decision-making process, included impulsive actions, not comparing alternatives or being influenced by people or online trends. Regret due to over consideration, is caused by consumers spending excessive time in the decision-making process. They believe that the more information they gather, the better their choice will be, when in fact this can lead to confusion and dissatisfaction. Outcome regrets are determined through a cognitive process evaluating the actual result with a hypothetical better outcome that could have been achieved with a different decision. In other words, regret occurs because of a cognitive comparison between what was obtained and what could have been obtained (Barta et al., 2023; Jhunjhunwala, 2021; Lee & Cotte, 2009; Sagi & Friedland, 2007).

The overwhelming digital environment makes people think about their choices, causing feelings and doubts regarding choices that have been made (Dubey & Sinha, 2023; Elhajjar, 2020; Jameel et al., 2024). The psychological pressure that can cause individuals to question whether their choices are optimal. Intensive digital exposure acts as a catalyst that clouds rational judgment. Once the euphoria disappears, what remains is a feeling of guilt or regret over decisions that are considered impulsive or influenced by temporary trends (Jog et al., 2024).

H1: Digital Exposure Influence Post-Purchase Regret

Digital Exposure and Fear of Missing Out (FoMO)

Digital exposure is defined as the frequency and intensity with individual interacts with or exposed to information content through social media (Adnan, et al., 2025; Avdiu et al., 2024; Torralbas Oslé & Rosales, 2023). In the context of K-Pop event industry, digital exposure includes a large stream of concert updates, recommendation from influencers, and trending social media content. The Stimulus-Organism-Response (S-O-R) framework provides a lens for understanding this phenomenon, where platform features and fandom content act as external stimuli that influence an individual's internal state (Park & Jung, 2024; Sinh & Kiet, 2025). Serving as external stimuli, this exposure is subject to cognitive appraisal, which in turn evokes distinct affective reactions. Digital exposure is not limited to unilateral interactions, rather it occurs through high engagement on social media platforms and exclusive interactions. Exposure to real-time notifications, short videos on TikTok's and IG Reels, and real-time trends creates an intense perception of closeness (Lin & Utz, 2017; Mahmood et al., 2024; Park & Jung, 2024).

Parasocial Interaction (PSI) acts as the main trigger; the deeper a fan's imaginary relationship with their idol through intensive content consumption, the higher their intention to every digital stimulus that appears (Pratminingsih et al., 2025; Suprpto et al., 2025). Constant

exposure to the activities of idols and fan communities triggers a psychological mechanism known as Fear of Missing Out (FoMO). FoMO characterized as a pervasive apprehension that others might be having rewarding experiences, stemming from unmet psychological needs for attachment and self-esteem as posited Self-Determination Theory (Przybylski et al., 2013; Ryan & Deci 2020). External stimuli on digital platforms, such as limited edition marketing, urgent concert announcements, and event live participations trends, create significant social pressure (Ngo et al., 2024; O'Neill & Egermann, 2022). Fans with high levels of digital exposure tend to experience attention bias towards these scarcity signals, which directly increase anxiety about being left out valuable experiences shared by fellow community members (Barbu & Drămnescu, 2025; Phan & Hoai, 2025).

Unpredictable social media algorithms reinforce fear by forcing users to remain compulsively active in order to stay relevant in fandoms conversations (Register et al., 2023). Qualitative research involving Turkish students found out digital content increases feelings of fear of missing out and encourages compulsive behaviors aimed at maintaining constant connectivity (Nesbit & Lole, 2025). Significant engagement in activities such as livestreaming party, exclusive idol updates, and trending concert accelerates the transition from digital exposure to cognitive and emotional burden (Arizabal & Yabut, 2025; Zhan et al., 2025). Digital exposure involves more than just information exposure, it is a stimulating environment that triggers FoMO as a psychological response to the threat of social exclusion or missing out on exclusive moments with idols (Bagley & Coombs, 2024; Chen & Yang, 2025; Hong-Ngoc, 2025).

H2: Digital Exposure Influence Fear of Missing Out

Fear of Missing Out and Post-Purchase Regret

Fear of Missing Out (FoMO) act as an organism – a psychological condition characterized by anxiety and the fear of being left out, which subsequently influences consumers' emotional response in the form of post-purchase regret (Good & Hyman, 2020; Morsi et al., 2025; Phuong & Khoa, 2025; Silalahi et al., 2025). Individuals with high level of FoMO exhibit excessive sensitivity to social cues, which drives them to make reactive and impulsive consumption decisions to avoid the risk of social exclusion (Bagley & Coombs, 2024b; Chen & Yang, 2025). High levels of FoMO leads to a “narrowing of the cognitive window”, in which part of the group overrides rational decision-making. Where fans are in this state they experiences loss aversion, where the pain felt from missing an event is far greater than the potential happiness gained from attending it (Bagley & Coombs, 2024; Mustikasari et al., 2025). This psychological narrowing prevents fans from considering alternative uses for their money or evaluating the true value of concert tickets, making the regret that follows almost inevitable once the “threat” of missing out has passed and rational through regains control (Barbu & Drămnescu, 2025).

FoMO contributes to impulsive purchases such as panic buying of limited edition concert tickets for favorite idols, it also increases vulnerability to post-purchase regret when the live experience does not match the expectations (Cornish, 2020; Good & Hyman, 2020; Japutra et al., 2025; Kumar & Kumar, 2024b; Skinner & Theodossopoulos, 2011; Zhou & Ho, 2025). The phenomenon flexing culture on social media, fans may encounter posts showing exclusive fans benefits or more enjoyable experiences (Skulsuthavong & Wang, 2025; Yusainy et al., 2025). Fans driven by FoMO tend to compare the outcomes of their decisions with hypothetical scenarios that would have been better (for example “I shouldn't have bought those tickets because there was another concert ticket available”). Studies shows that individuals with high FoMO are more inclined to self-blame because they realize their decisions were made under irrational psychological panic (Anisimova et al., 2025; Kraines et al., 2017; Phuong and Khoa 2025). When fans feel their decisions were influenced by trends, recommendations, or social pressure rather than careful consideration, they may feeling experiences of regret.

Individuals driven by FoMO tend to create “idealized” or hyperbolic expectations regarding K-pop events, fueled by hype specifically crafted on social media. Individuals driven by high FoMO tend to create “idealized” or hyperbolic expectations regarding K-pop events or products, fueled by hype specifically crafted on social media. When the actual experience—such as distant

concert seats or a mediocre concert—fails to meet these expectations, a significant psychological gap emerges, leading to deep dissatisfaction and regret (Oliver, 1980; Japutra et al., 2025). In this context, FoMO acts as a ‘perceptual filter’ that distorts rational judgment during the pre-purchase phase, only to be replaced by the harsh reality of the post-purchase experience (Kumar & Kumar, 2024b). In addition, social media also reinforces the role of influencers and peer networks in shaping consumer decisions. Influencers often share recommendations, reviews, and personal experiences related to concerts, which can influence fans’ perceptions and purchase intention (Dinh & Lee, 2021; Lee et al., 2025; Sinh & Kiet, 2025). Thus, individuals may rely on these recommendations when deciding whether to purchase concert tickets. Recent studies show that exposure to digital marketing signals emphasizing scarcity and urgency is a major trigger for impulsive purchasing behaviour that leads to disappointment after the goods are received (Brochado and Shynkarenko, 2025; Duong et al., 2025; Lochab et al., 2025; Phan and Hoai, 2025).
H3: Fear of Missing Out Influence Post-Purchase Regret

The Mediating Role of FoMO

The relationships between digital exposure and post-purchase regret is not merely an immediate reaction, it is a process influenced by fear of missing out as a crucial mediating mechanism. Digital exposure act as a Stimulus, FoMO as the Organism (internal psychological state), and Pos-Purchase Regret as the Response, in the SOR framework. Mediation occurs because digital stimuli do not directly trigger regret, rather it works by causing anxiety among fans and triggering their need to belong to a social group (Japutra et al., 2025; Roberts & David, 2020; Zhang et al., 2020). Individual with high FoMO are hypersensitives to external stimuli, as digital information about missed alternatives serves as strong evidence that they are ‘missing out’, thereby triggering counterfactual thinking and leading to regret (Bagley & Coombs, 2024; Fabris et al., 2020; Zhang et al., 2026). High levels of FoMO show a significant attentional bias toward signs of social rejection and increased anxiety and social comparison (Gopakumar & Dananjayan, 2024). Low FoMO indicated that individuals who consume content about other’s experiences as entertainment without compares themselves to others and are less likely to internalize other’s people’s activities as a reflection of their own social status (Chen & Yang, 2025; Lervik-Olsen et al., 2023).

Digital exposure is characterized by intensive screen-scrolling and the consumption of concert updates curated by influencers, which serve as constant stream of external signals (Hoehe & Thibaut, 2020; Zeba et al. 2026). However, this signals are often internalized by K-pop fans through a perceptual filter of social anxiety. Fan exposure to others’ curated successes or experiences triggers a state of FoMO (Fabris et al., 2020; Hong-Ngoc, 2025). The internal state is further amplified by fans’ concerns about their social image and the urge to follow digital trends. Thus, FoMO acts as a psychological bridge that transforms raw digital information into a state of emotional urgency, making fans highly sensitive to any signal indicating social exclusion (Chen & Yang, 2025; Erlinda & Fatmawati, 2024; Barbu & Drămnescu, 2025; Kumar & Kumar, 2024). Without FoMO, high digital exposure might yield more informed consumers or simply lead to entertainment consumption.

However, in the dynamic K-pop market, FoMO acts as a catalyst transforming that exposure into regret. Fan’s inner need for connection and social recognition is what makes them vulnerable to aggressive marketing and the status-showcasing prevalent on social media (Chen et al., 2022; Forner et al., 2025; Jung et al., 2024). FoMo serves as a fundamental mechanism explaining why and how digital engagement often produces negative emotional effects. FoMO mediates relationships between digital exposure and fan regret as direct consequence of a decision-making process influenced by social anxiety (Bagley & Coombs, 2024; Erlinda & Fatmawati, 2024; Lin & Jian, 2022; Morsi et al., 2025)

H4: Fear of Missing Out as Mediating Role of Digital Exposure and Post-Purchase Regret

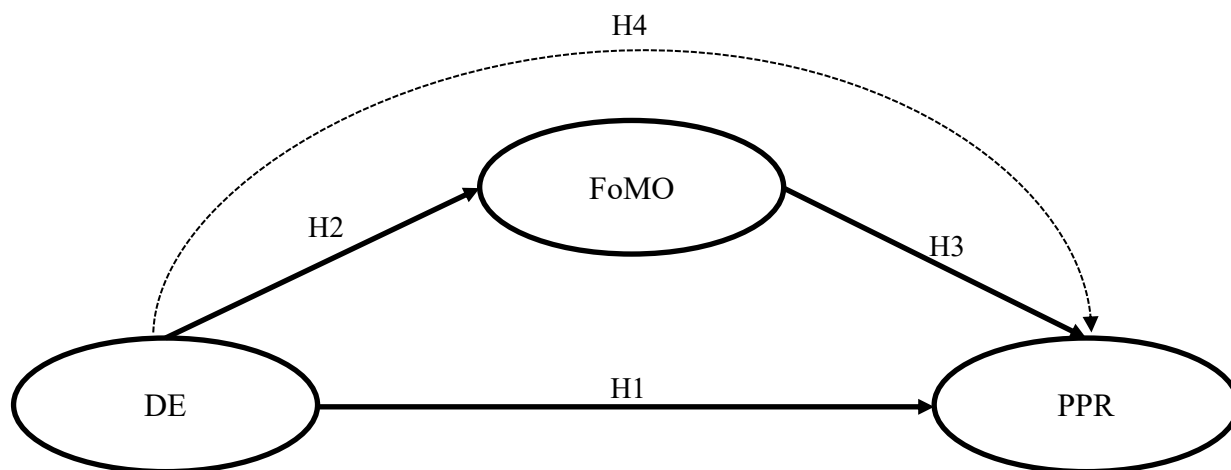


Figure 1.
Research Framework

RESEARCH METHODS

This study used a quantitative method within data collection conducted via web-based questionnaire on Google Forms involving 185 participants. Following the guidelines propose by Hair et al. (2021) for unknown populations, a pilot study of 40 respondents was conducted to validate the instrument reliability and power analysis, which indicated a minimum required sample of 69 respondents. To enhance statistical power and minimize the margin of error, the research collected 185 valid responses. A size considered highly robust as it far exceeded the threshold specified in the trial and the “10 times rule” recommended by (Hair et al., 2017). Purposive sampling technique was applied based on two specific inclusion criteria: (1) individuals who experienced regret after attending a K-Pop Concert, and (2) individuals who are active in social media.

Table 1.
Matrix Operational Definition

No	Variable	Variable Definition	Indicator	Scale
1	Digital Exposure	The extent to which individuals are exposed to digital media, shaping their cognitive and emotional experiences in daily life and decision making (Brailovskaia et al. 2023; Montag and Elhai 2019)	<ul style="list-style-type: none"> • Information Processing • Source Reliance • Decision Impact 	Likert 1-7
2	FoMO	A psychological phenomenon characterized by anxiety that other might be having rewarding experiences in which one is not participating, which motivates individuals to remain constantly connected to their social networks (Przybylski et al., 2013; Sette et al., 2020)	<ul style="list-style-type: none"> • Self-Image Anxiety • Need for Popularity • Social Comparison • Social Conformity • Staying Connected • Social Exclusion Anxiety • Missed Opportunity 	Likert 1-7
3	Post-Purchase Regret	A negative emotional response arising after a purchase decision, where individuals perceive the outcome as inferior, leading to a desire to reverse the decision (Barta, Gurrea, and Flavián 2023; Buchanan et al. 2016; Lee & Cotte 2009)	<ul style="list-style-type: none"> • Difficult Buying Process • Venue Dissatisfaction • Self-blame • Lack of Research • Decision Hesitation • Influence of Others 	Likert 1-7

The recruitment process targeted potential respondents through comment sections on Instagram, TikTok, Threads, and X. The researcher created a targeted call for respondents through social media post, inviting fans to share their concert experiences. Additionally, potential participants are actively recruited from the comments sections of K-Pop concert fan communities on Instagram, TikTok, X and Threads. Potential participants were sourced from the comment sections of K-pop related accounts across Instagram, X, Threads, and TikTok. The researchers applied a strict screening protocol before identifying individuals who expressed regret and contacting them via Direct Messages (DMs). This involved review of each potential respondent's social media profile, specifically by checking their most recent posts related to K-Pop and ensuring their "following" list includes K-Pop idols or fanbase accounts to verify their genuine engagement fans. The matrix operational variable is presented in Table 1, to ensure that each measured variable has a clear and measurable definition.

The study collected were analyzed by Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM was selected for its ability to analyze complex relationships and mediation effects within single model while accounting for measurement error. The measurement model was tested through Cronbach's Alpha and Composite Reliability with a cut-off > 0.7 were used for reliability testing. The model fit is evaluated by testing the internal model using R-Square for each endogenous variable. The significance value for latent endogenous variable is R-square > 0.2 . Paths in the structural model were tested using standard estimation with significance value of $p < 0.05$ and T-Statistics > 1.96 .

RESULTS & DISCUSSION

The research data was obtained from 185 respondents with their characteristics summarized in Table 2. The gender distribution reveals a significant dominance of female respondents within 79% of the sample, while comprise males only 20,5%. The majority of respondents belong to the 18-23 age group (55,7%), followed by 24-29 years old (34,1%), 30-35 years old (8,1%), and age range 36-41 years old (2,1%). This demographic pattern strongly indicates that K-Pop concert audiences is dominated with Generation Z and females who are know for their high enthusiasm and active participation in fandom culture. Geographically, the majority of respondents are located on the Java Island with 48,1%, residing in Jabodetabek, followed by West Java (24,9%), and East Java (19,4%). The distribution reflects the centralized nature of major concert events in Indonesia's urban hubs. The data highlights a 70,2% respondents reported attending K-Pop concerts 1 times or 2 times, meanwhile 29,8% attended K-Pop concerts more than 3 times. This indicates attendance frequency highlights the strong emotional attachment and loyalty within the fandom, where fans are willing to invest significant effort and resources to experience live performance of their idols.

Table 2.
Respondent Data

Description	Frequency	(%)	Description	Frequency	(%)
<i>Gender</i>			<i>Residence</i>		
Male	38	20,5	Jabodetabek	89	48,1
Female	147	79,5	West Java	46	24,9
<i>Age</i>			Central Java	4	2,2
18-23 years old	103	55,7	Yogyakarta	2	1,1
24-29 years old	63	34,1	East Java	36	19,4
30-35 years old	15	8,1	Riau	2	1,1
36-41 years old	4	2,1	Lampung	2	1,1
<i>K-Pop Concert attendance frequency</i>			Makassar	1	0,5
1 time	65	35,1	Tanjung Pinang	1	0,5
2 times	65	35,1	Bali	2	1,1
> 3 times	55	29,8			

Figure 2 illustrates the distribution of daily social media usage among respondents. The data show that the majority of participants are highly active users, with the dominance of the 4 to 6

hours category (77 respondents), followed by the 2-4 hours group (56 respondents). A significant segment demonstrates behavior of hyper-connectivity, with 33 respondents spending 6-10 hours and 12 respondents exceeding 10 hours daily on social platforms. However, only 7 respondents spend less than 2 hours online.

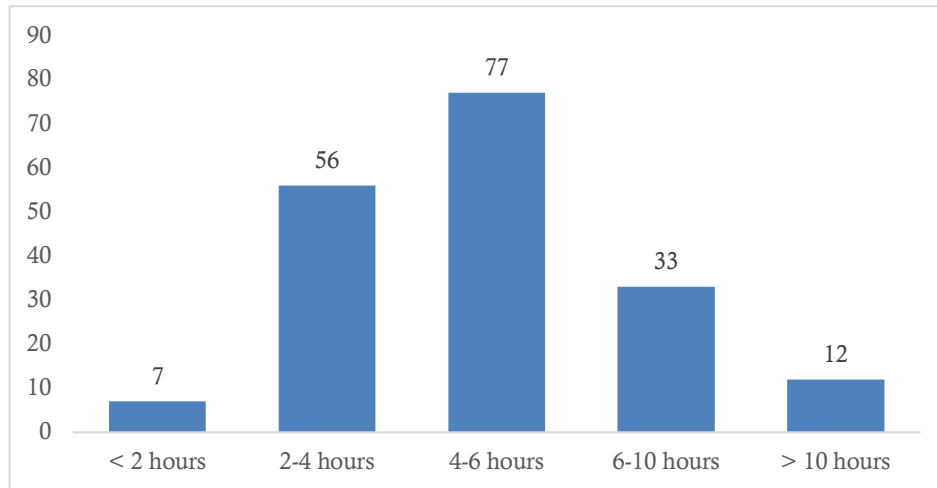


Figure 2.
Frequency of Social Media Usage

Figure 3 illustrates the social media preferences of the respondents for accessing K-Pop information. Since respondents were permitted to select multiple platforms, the data highlights a diversified digital consumption pattern. TikTok have 74,8% emerges as the dominant channel, closely followed by Instagram at 65,6%. This massive adoption of short video platforms indicates a strong preference for visual and algorithm driven content among K-Pop fans. Furthermore, X remains a significant source of information for 38,2% of participants, likely due to its real-time updates and community discourse features. Similarly, YouTube have 38,2% of the audience, used for longer content such as music videos and vlogs. Meanwhile, Threads similar to X only have 5,3%, whereas Weverse and Mnet Plus (1,1%) have smaller portion of the information, serve a specific function as official fan-artist communication platforms, typically used for exclusive content, membership updates or voting activities.

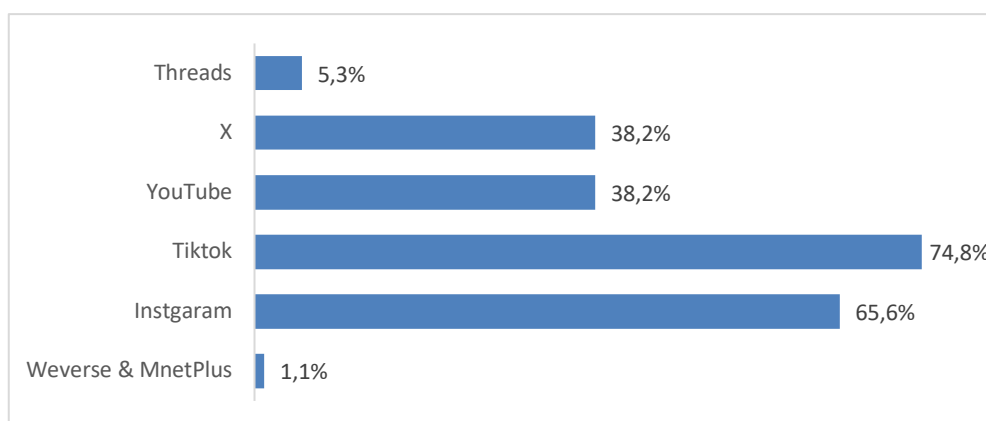


Figure 3.
Social Media Sources For K-Pop Information

The findings align with existing research highlight the hyper connected nature of fandom communities. The intense engagement on visual platforms like TikTok not only amplifies social influence but also driven to FoMO purchasing behavior and leading to Post-Purchase Regret.

Validity and Reliability Test

Evaluation result of the measurement model test for validity and reliability are presented in table 3. All indicators show a strong contribution with external load values exceeding the recommended with values above 0.7. All variable were valid as the Cronbach's Alpha and Composite Reliability values meet the threshold used, which is greater than 0.7. FoMO exhibit a high reliability test with a value of 0,933, suggesting that anxiety of missing out in K-Pop concerts is a common feeling among respondents. This highlights FoMO role as a major psychological driver that pushes fans to make quick buying decisions (Aydin et al. 2019; Hong-Ngoc 2025)

Table 3.
Validity and Reliability Test

Variable	Indicator	Code	Factor Loading	Validity (≥ 0.5)	Cronbach's Alpha	Composite Reliability (> 0.7)	Result
Digital Exposure	Information Processing	DTE1	0.822	0.701	0,787	0.875	Valid & Reliable
	Source Reliance	DTE2	0.847				
	Decision Impact	DTE3	0.842				
FoMO	Self-Image Anxiety	FoMO1	0.726	0.665	0,915	0,933	Valid & Reliable
	Need for Popularity	FoMO2	0.863				
	Social Comparison	FoMO3	0.893				
	Social Conformity	FoMO4	0.801				
	Staying Connected	FoMO5	0.717				
	Social Exclusion	FoMO6	0.848				
	Anxiety Missed Opportunity	FoMO7	0.845				
Post-Purchase Regret	Difficult Buying Process	PPR1	0.777	0.662	0,898	0.921	Valid & Reliable
	Venue Dissatisfaction	PPR2	0.749				
	Self-blame	PPR3	0.828				
	Lack of Research	PPR4	0.831				
	Decision Hesitation	PPR5	0.830				
	Influence of Others	PPR6	0.860				

Table 4 presents the summary of the structural model evaluation, with SRMR below 0.08 for both the saturated and estimated models for indicating a good model fit (Hu & Bentler, 1999). The obtained value of 0,067 is below the recommended threshold, confirming that this model fits the empirical data. Regarding, predictive power, the R2 values of FoMo (0,414) and Post-Purchase Regret (0,386) suggest that the endogenous variable explain 41,1% and 38,6% of the variance in their respective constructs. According to Chin (1998) these value classify the predictive accuracy of the model as mediate. The blindfolding yielded Q2 values of 0,271 for FoMO and 0,245 for PPR. Since both values are greater than range of 0.15 to 0.35, the model demonstrates a medium predictive relevance, confirming its capability to predict the endogenous latent variables effectively (Hair et al., 2021).

Table 4.
Model Fit Test

Measure	Value
SRMR (Saturated Model)	0,067
SRMR (Estimated Model)	0,067
R2 (FoMO)	0,414
R2 (PPR)	0,386
Q2 (FoMO)	0,271
Q2 (PPR)	0,245

Figure 4 shows the model of indicators to variables and the relationship between variables. All indicator contributed to the formation of their respective variables. Indicator DTE2 is the main indicator for Digital Exposure, FoMo3 is the main indicator for Fear of Missing Out, and PPR6 is the main indicator of Post-Purchase Regret.

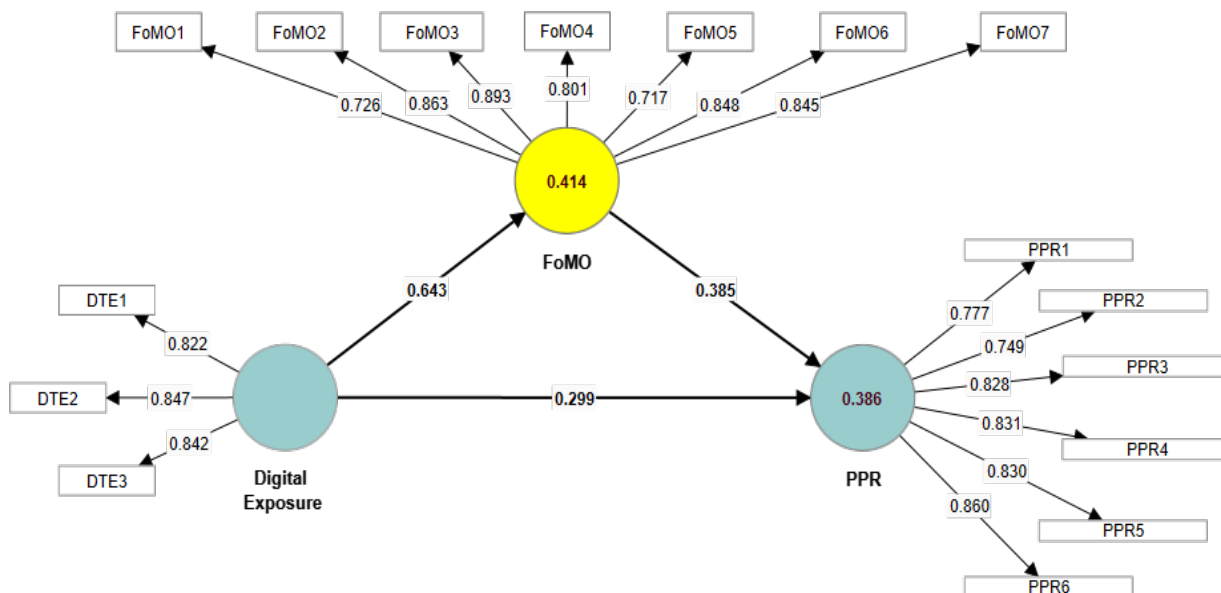


Figure 4.
Social Media Sources For K-Pop Information

Table 5 shows the bootstrapping test results and all hypothesis in this study were accepted. All variables fulfilled the criteria by having a p value < 0,05 and the T-Statistics value greater than 1.96. Hypothesis H1, indicating the direct effect Digital Exposure positively influence Post-Purchase Regret ($\beta = 0,299$, $p < 0,004$, $t > 2,843$), suggests that exposure to content digital can directly drive feelings of regret. H2 indicating the direct effect Digital Exposure positively influence FoMO is accepted ($\beta = 0,643$, $p < 0,000$, $t > 13,634$). This result confirms that higher exposure with digital content acts as a external stimulus in triggering social anxiety. H3, indicating the direct effect of FoMO on Post-Purchase Regret, is also accepted ($\beta = 0,385$, $p < 0,000$, $t > 4,293$), underscoring the psychological cost of anxiety driven consumption. H4, the indirect effect analysis demonstrates that FoMO significantly mediates the relationship between Digital Exposure and Post-Purchase Regret ($\beta = 0,248$, $p < 0,000$, $t > 3,770$), this indicates a partial mediation.

Table 5.
Model Fit Test

Variable	Type	Path Coefficient	T-Statistics	P-Value	Conclusion
Digital Exposure→ PPR	Direct	0.299	2,843	0,004	Significant
Digital Exposure→ FoMO	Direct	0.643	13,634	0,000	Significant
FoMO→ PPR	Direct	0.385	4,293	0,000	Significant
Digital Exposure→ FoMO→ PPR	Indirect	0.248	3,770	0,000	Significant

In summary, the study’s results strongly support that Digital Exposure influence both psychological anxiety and emotional outcomes among K-Pop fans. Specially, FoMO effectively mediates the relationships between digital exposure and post-purchase regret, where stimuli trigger anxiety leading to satisfaction. Digital exposure strongly direct influence on regret, indicating that information overload and unrealistic expectations drive to negative outcomes. These findings align with Social Comparison Theory and prior research on the ‘dark side’ of digital consumption (Good

& Hyman, 2020; Lochab et al., 2025; Piko et al., 2025; Song et al., 2023). Below is a detailed discussion of the hypothesis testing results.

Digital Exposure Influence Post-Purchase Regret

The hypothesized test results indicate that Digital Exposure has a direct positive significant effect on Post-Purchase Regret with a value of 0,299. This finding indicates that regardless of psychological anxiety (FoMO), merely the frequency and intensity of interactions with digital trigger feelings of regret after making purchase. The data shows a strong preference for TikTok (74,8%) and Instagram (65,6%), platforms that provide visually rich, fast-paced content curated by algorithms. Compared to-text based platforms, short-video formats from TikTok and Instagram offer an immersive experience filled with sensory stimuli, making impulsive decisions easier. A majority of 55,7% respondents belong to Generation Z and constant exposure to aesthetically pleasing concert vlogs and fan-cam footage inspires an immediate to participate. However, once the physical reality of the concert contradicts the idealized clips seen on TikTok, fans immediately experience regret over the outcome. Regret stems directly from the “expectation gap” created by highly idealized digital stimuli (Cao et al., 2025; Chenghui et al., 2025; Lochab et al., 2025; Lubis et al., 2022; Marikyan et al., 2023).

A critical argument for this direct relationship is the information overload seen in the results of the study, indicating that respondents struggled to process the massive flow of information regarding K-pop concert updates. Among the 70.2% of fans who spend 4 to more than 10 hours daily on social media searching for information about seating charts, ticket prices, and influencer reviews leads to cognitive fatigue. Choice overload causes individuals to rely on cognitive shortcuts (Ariga, 2018; Wang et al., 2023), leading fans in high pressure situations such as the K-pop ticket war to choose a ticket category or concert package simply to end the stressful search process. Consequently, regret after a purchase is a direct response to a flawed decision-making process caused by an overwhelming, where fans realized recognized their failure to compare enough alternatives or are overly influenced by aggressive online trends (Anisimova et al., 2025; Dubey & Sinha, 2023; Lee & Cotte, 2009).

Digital interaction continues even after the purchase is completed, because K-pop fans tend to remain connected to online information after purchasing ticket. Post-purchase engagement allows fans to discover information about better seats held by others, lower resale prices, or more attractive advantages for fans shared by influencers and fellow fans on social media. Under the Social Comparison Theory, exposure to peers or influencers receiving higher better view or exclusive benefit even after one has already purchased their own ticket triggers upward social comparison (Festinger, 1954; Masciantonio et al., 2021; Meier & Johnson, 2022). This constant stream of alternative realities on social media leads fans to negatively reevaluate their own choices, leading to process regret (Barta et al., 2023; Kraines et al., 2017; Lee & Cotte, 2009).

The significant role of influencers among K-pop fans creates certain social standards that are often difficult for the average fan to meet. Generation Z fans, who dominated the sample (55.7%), are highly sensitive to these standards; when digital content features influencers attending multiple concert dates or holding “VVIP” status, it sets a “benchmark” for what a “successful” fan experience looks like. Digital exposure to influencers attending multiple concert dates or holding VVIP status sets a “benchmark” for what a successful fan experience looks like. A fan who buys a “regular” ticket but remains exposed to “elite” fan content experiences a decline in psychological well-being. The regret is not necessarily about the product itself, but about the realization that their purchase failed to bridge the gap between their reality and the idealized digital narrative (Dinh & Lee, 2024; Saeed et al., 2024; Wu et al., 2025).

Moreover, the tendency to regret is significantly reinforced by persuasive design tactics and signals of limited ticket availability embedded in K-pop ticketing interfaces. During ticket war, digital platforms used real-time countdowns and rapidly disappearing seating charts as aggressive stimuli that force immediate action. The result was a high-pressure environment in which 70.2% of fans felt forced to purchase tickets in the highest price category just to ensure a successful transaction. After the transaction is complete and the digital pressure from the platform subsides,

fans are left to face a financial imbalance between their impulsive purchases and their actual financial capabilities. Feelings of regret are a direct consequence of fans' realization that control over their finances has been disrupted by a virtual environment designed to prioritize transaction speed over conscious consumer choice (Brochado and Shynkarenko, 2025; Duong et al., 2025; Ngo et al., 2025; Song et al., 2023)

Digital Exposure Influence Fear of Missing Out

The hypothesized test results indicate Digital Exposure has a direct positive significant effect on Fear of Missing Out with a value of 0,643. These findings of hypothesis testing obtained the highest score compared to other variables, indicating that interaction with digital media is the most dominant factor in triggering social anxiety among K-pop fans. The demographic data reveals a pattern of hyper-connectivity as the majority of respondents spend 4 to over 6 hours daily on social media, and for 55.7% of Gen Z consider excessive exposure to this as a habit, instead of a recreational activity. The research found that fans find it difficult to stop scrolling even when they are aware of the excessive time spent. In the S-O-R framework, continuous "Stimulus" creates a permanent state of emotional alertness. Breaking K-pop updates, such as unexpected group formation changes or live broadcasts, increases digital interaction frequency and causes fans to constantly feel anxious, fearing that even a brief absence online might make them miss important moments in the fan community (Kumar & Kumar, 2024b; Nguyen & Nguyen, 2025; Park & Jung, 2024; Sinh & Kiet, 2025).

According to research conducted by Latupeirissa and Cistadewi (2025) and Register et al. (2023), the unpredictability of social media algorithms increases users' fear of missing out on information and driving to stay visible and connect. The dominance of TikTok (74.8%) and Instagram (65.6%) provides a strong visual stimulus that intensifies upward social comparison, different from other social media platforms, these platforms use algorithms that prioritize "trending" and "viral" content. Whenever fans are exposed to high-definition clips of influencers enjoying exciting experiences, it triggers deep envy (Chae, 2018; Lee et al., 2025; Masciantonio et al., 2021; Zheng et al., 2023). On the other hand, the high usage of X (38.2%) adds a sense of urgency to the information. X operates as a real-time community hub in which the absence of hashtag trends or voting wars could lead to a perceived loss of fandom relevance. The synergy between visual appeal on TikTok and informational speed on X reinforces fans' perception that everyone else is having a more rewarding experience (Chen & Yang, 2025; Elhai et al., 2021; Przybylski et al., 2013; Suprpto et al., 2025).

Digital media does not only present information, but constantly exposes individuals to rewarding experiences. Digital exposure triggers attentional bias, which make individuals sensitive to social phenomena. Individuals with high exposure no longer view content as entertainment, instead viewing it as a measure of social acceptance. Fans' need for external validation, since they are not only consumers of content but also creators who are highly concerns about the popularity of their own posts. The constant exposure to high-engagement posts from others creates a benchmark for social acceptance. Fans frequently compare their likes with those of their peers and forced to post content just to follow digital trends. Digital exposure is no longer primarily focused on idols; rather, its focus is on the position of fans within the digital hierarchy. Digital exposure acts as a social showcase where the lack of popularity or engagement is internalized as social exclusion, thereby directly amplifying the core components of FoMO (Bagley & Coombs, 2024; Chen and Yang 2025; Hong-Ngoc 2025).

The intensive exposure to real-time notifications and exclusive fan-artist communication platforms like Weverse and Bubble (1,1%) creates an intense perception of closeness. Artificial intimacy makes fans feel like personal confidants of the idol while this perceived closeness remains fragile because it depends on continuous digital presence. This study found that fans feel anxious when they are unable to participate in activities organized by their peer network. Digital exposure, through its stream of exclusive updates, reminds fans of the potential risk of being left out unless they remain intensively active. Consequently, FoMO becomes the inevitable psychological

response to an environment that constantly demands of being online and need to be a loyal fan (Inmor et al., 2025; Park and Jung, 2024; Zeba et al., 2026).

Fear of Missing Out Influence Post-Purchase Regret

The hypothesized test results indicate Fear of Missing Out has a direct positive significant effect on Post-Purchase Regret with a value of 0,385. These findings indicate that the higher a person's anxiety to keep up with trends or other people's experiences, the stronger their feelings of regret. The results indicate that FoMO acts as a powerful extrinsic motivator that overrides rational decision-making. While fans experience high levels of anxiety about missing interesting things on social media, it causes fans to focus only on the possibility of missing out, which reduces their ability to think about other considerations. The emotional urgency to alleviate anxiety leads to impulsive panic buying of concert tickets. Due to decision is influenced by trends or social pressure rather than a genuine evaluation of product utility, fans often skip the critical stage of searching for comparing alternative information. Consequently, once the threat of missing out has passed and the adrenaline subsides, fans are left to confront the reality of their impulsive choice, leading to immediate process regret (Anisimova et al. 2025; Kraines et al., 2017; Lee & Cotte 2009).

Among Generation Z respondents, 55.7% who attended a K-pop concerts is often a tool for social signaling and identity maintenance. The desire to upload content to follow trends and the concern over how others perceive their social image drive fans to purchase high-tier tickets they may not be able to afford. When the motive for purchase is to belong rather than to enjoy, the satisfaction derived is essentially unstable. Once the flexing moment on social media is over, fans frequently realize that their purchase was a wrong decision. The result in-dept sense of self-blame, as they recognize that their financial agency was compromised by the pursuit of temporary social validation (Lochab et al., 2025; Skulsuthavong & Wang, 2025; Yusainy et al., 2025).

The consequences of FoMO purchasing are a high risk of discrepancy between expectations and reality. FoMO often leads to unrealistic expectation of the concert experience, driven by the fear of being seen as an outsider, fans construct an idealized image of the event based on narratives crafted by influencers. Based on Expectancy Disconfirmation Theory by Oliver et al. (1997), when the actual experience such as poor venue atmosphere, heat, or security issues fails to meet high expectations triggered by FoMO, the result is deep disappointment. The gap between stressful high-cost chase and the actual outcome deepens their sense of regret. The fan realizes that the rewarding experience they were so afraid of missing did not provide the level of happiness they anticipated, cementing the feeling of outcome regret (Barta et al., 2023; Charles & Immanuel, 2025; Jung et al., 2024; Lee and Cotte, 2009).

The relationship between FoMO and regret is also roots in a shift from inaction regret to action regret. Prior to the purchase, fans are overcome by the fear of inaction, they believe will regret it forever if they choose not to purchase the ticket. However, after the purchase is made under emotional pressure, it often transforms into action regret. Fans expressed regret that they took too much time or over-considered under pressure, or otherwise acting too quickly without a personal budget plan. Constantly imagining a better scenario where they would not have spent the money, leads to persistent dissatisfaction, proving that FoMO driven consumption is a primary risk factor for long-term consumer regret (Cao et al., 2025; Song et al., 2023; Tzeng & Shiu, 2019).

Fear of Missing Out as Mediating Role of Fear of Missing Out and Post-Purchase Regret

The hypothesized test results indicate Fear of Missing Out has a significant mediation role in linking Digital Exposure with Post-Purchase Regret with an indirect value of 0,248. These findings provide a new understanding that negative impact of digital exposure on consumer regret occurs not only directly but is also enhanced through psychological mechanism of social anxiety. This indicates that high level of digital information exposure causes fear of missing out, subsequently influencing decisions that lead to regret. According to Sinh & Kiet (n.d.), the mediating role of states that the digital environment affects consumers' psychology, referring to the Stimulus-Organism-Response (SOR) framework or strong external stimuli.

Digital exposure, characterized by hyperconnectivity and the high-speed consumption of visual content on TikTok and Instagram, offers more than simply information. However, for 55.7%, it acts as a catalytic stimulus that first activates the "Organism" response. The data confirms that high levels of digital engagement successfully trigger a pervasive sense of anxiety about missing rewarding experiences. In this mediation model, FoMO serves as a perceptual filter; it transforms a simple concert notification into a social imperative to attend. In the absence of FoMO activation, a fan might view a TikTok concert vlog as mere entertainment. However, with FoMO present, that same stimulus is internalized as a threat to one's social standing and identity within the fandom (Duong et al., 2025; Nguyen and Nguyen, 2025; Yusa et al., 2023).

FoMO triggered by digital stimuli narrows fans' cognitive window, making them more likely to make impulsive decisions. The research finds that fans driven by FoMO are hypersensitive to social cues and the flexing culture of their peers. This psychological state ignores rational budgeting and utility evaluation, leading to "panic buying" of tickets to avoid social exclusion. Post-purchase regret is not simply a reaction to the purchase itself, but rather a reaction to the irrationality of the decision-making process influenced by FoMO. Regret occurs after fans realize that their choices were driven by external fears rather than intrinsic preferences and leading to feelings of guilt once the digital hype dissipates (Anisimova et al., 2025; Fitrianna et al., 2025).

The significance of both direct and indirect effect provides deeper understanding of K-pop consumer behavior. Partial mediation indicates that digital exposure triggers regret through two distinct pathways; the direct pathway involves information overload and logistical dissatisfaction, meaning fans may feel regret simply because they are overwhelmed by the sheer number of options or poor venue conditions, regardless of their level of social anxiety. The indirect effect illustrates the psychological stress of being a fan, specifically the sense of regret associated with emotional exhaustion resulting from attempting to participate in trends. The double pathway model highlights that K-pop fans face a double-edged sword, in which they are simultaneously overwhelmed by information and pressured by their social environment (Fabris et al., 2020; Forner et al., 2025; Lin & Jian 2022; Morsi et al., 2025).

Digital exposure is metaphorically described as "fuel" in form of unlimited alternatives seen on screen, while FoMO as "engine" that drives the fan's emotional state to extreme levels of urgency, and post-purchase regret is the inevitable "consequence" under a stressful system. The mechanism involves digital exposure showing ideal lives of others, leading to fear that other people's choices are superior. Consumer purchase products to ease their anxiety, however, after purchasing, digital exposure continues to display other alternatives, causing FoMO to compare actual results with alternatives causing Post-Purchase Regret. Mediation analysis shows digital exposure is most harmful to consumer well-being when it triggers fans' fear of social exclusion. The inability to detach from digital trends means they continuously fuel the machine, leading to a consumption cycle that prioritizes social signals over personal satisfaction, which ultimately reinforces postpurchase regret as a common outcome of the K-pop concert experience (Good & Hyman, 2021; Hong-Ngoc, 2025; Barbu & Drămnescu, 2025; Ngo et al., 2024; Ongyono et al., 2024).

CONCLUSION

This study found provides empirical evidence of the dark side of digital consumption within the K-pop fandom. By utilizing the Stimulus-Organism-Response (S-O-R) framework, the findings confirm that intensive digital exposure acts as a potent stimulus that triggers psychological anxiety (FoMO) and emotional dissatisfaction (Post-Purchase Regret) among fans. The analysis reveals a dual-path influence: digital exposure causes regret directly through information overload and indirectly through the mediation of FoMO, which narrows fans' cognitive windows and drives impulsive panic buying. Furthermore, the analysis shows a two-path influence whereby digital exposure causes regret both directly, possibly through information overload and excessive expectations, and indirectly through scarcity pressure induced by FoMO. In conclusion, this study emphasizes that while digital connectivity facilitates information access, it simultaneously creates

a cycle of psychological vulnerability, in which anxiety consumption patterns significantly damage the emotional well-being of young people who dominated K-pop events.

This research significantly contributes to the literature on consumer behavior and the tourism or event industry in several ways. First, Extending the S-O-R model, this study identifies FoMO as a key “Organism” that mediates the transition from digital stimuli to post-event emotional responses. Second, the findings on partial mediation suggest that digital exposure has an inherent aggressive character, which can lead to dissatisfaction even in the absence of social anxiety, thereby offering a new perspective on how information density influences consumer regret. Third, this study fills the gap in fandom research by shifting the focus from purchase intention to the impact of negative emotions after purchase, providing a more complete picture of the fan’s journey as a consumer in the digital age.

These findings provide actionable insights for various stakeholders within the K-pop event ecosystem by addressing the psychological and operational complexities of the industry. For fans, the study emphasizes the necessity of digital literacy to navigate algorithm-driven marketing; by recognizing that viral social media content is often highly curated, consumers can better manage their expectations and avoid the "scarcity trap" that frequently leads to financial and emotional strain. Concert promoters and organizers are cautioned that while FoMO-based tactics such as countdowns and limited ticketing tiers may accelerate short-term revenue, they pose a significant risk to long-term brand equity. To mitigate post-purchase regret and preserve artist loyalty, promoters must prioritize transparency regarding venue conditions and facilities to bridge the gap between marketing promises and the actual event experience. Finally, ticketing platforms are encouraged to adopt ethical UI/UX design principles by implementing features that allow consumers to pause or deliberate during high-pressure sales environments. Such interventions can effectively reduce impulsive purchasing behavior and decrease the subsequent demand for refunds.

In a social context, this study highlights growing concerns regarding Generation Z’s mental health and financial literacy. Increasing digital exposure, including the pressure to belong to a digital community through the consumption of goods, can lead to constant anxiety and debt. This study encourages social media platforms and educational institutions to promote healthier digital habits, emphasizing that a person’s social value should not be determined by their ability to keep up with rapidly evolving digital trends. Bridging the gap between digital ideals and physical reality is crucial for protecting the well-being of young consumers in an increasingly hyper-connected society.

LIMITATION AND FUTURE RESEARCH

However, this research has a limitation that must be addressed in future studies. The study only used cross sectional design, captures fan emotions at a single point in time, failing to account for how regret might evolve or dissipate. In addition, this study only focuses on psychological factors and does not consider external issues that may influence regret, including high ticket price or specific popularity of K-Pop groups. Future research should use a longitudinal approach to investigate the emotional development of fans as time passes. Furthermore, by included other variables to such as the level of fan identification or financial capacity, it will be possible to gain a deeper understanding of why some fans remain resistant to FoMO, while others experience post-purchase regret.

REFERENCES

- Adnan, W. H., Ying, H., & Ayub, S. H. (2025). The effects of social media fatigue on students’ academic achievement and practical competency in China. *Jurnal Komunikasi: Malaysian Journal of Communication*, 41(2), 428–445. [doi:10.17576/jkmjc-2025-4102-24](https://doi.org/10.17576/jkmjc-2025-4102-24)
- Andriansah, D., Suarsa, S. H., & Triputranto, B. (2023). Peningkatan impulsive buying event HARBOLNAS Shopee Melalui Fomo Dan hedonic shopping. *Ekonomi Dan Bisnis: Berkala Publikasi Gagasan Konseptual, Hasil Penelitian, Kajian, Dan Terapan Teori*, 27(2), 83–90. [doi:10.24123/jeb.v27i2.5810](https://doi.org/10.24123/jeb.v27i2.5810)
- Anisimova, T., Billore, S., & Kitchen, P. (2024). Self-regulation and panic buying: Examining the

- brake mechanism effect on fear of missing out. *Asia Pacific Journal of Marketing and Logistics*, 37(2), 294–313. [doi:10.1108/apjml-12-2023-1254](https://doi.org/10.1108/apjml-12-2023-1254)
- Ariga, A. (2018). Is Choice Overload Replicable? In *2018 10th International Conference on Knowledge and Smart Technology (KST)* (pp. 264–267). Chiang Mai: IEEE. [doi:10.1109/KST.2018.8426193](https://doi.org/10.1109/KST.2018.8426193)
- Arizabal, J. J., & Yabut, H. J. (2025). The mediating effect of social connectedness in the relationship between K-pop fandom identity and Mental Health. *SAGE Open*, 15(3), 1–15. [doi:10.1177/21582440251369989](https://doi.org/10.1177/21582440251369989)
- Avdiu, A., Kurtishi, A., Xhelili, A., & Vrangalla, A. (2024). Youth Identity Formation in the age of Digitalization. *Advances in Human and Social Aspects of Technology*, 383–406. [doi:10.4018/979-8-3693-3350-1.ch021](https://doi.org/10.4018/979-8-3693-3350-1.ch021)
- Aydin, D., Selvi, Y., Kandeger, A., & Boysan, M. (2019). The relationship of consumers' compulsive buying behavior with biological rhythm, impulsivity, and fear of missing out. *Biological Rhythm Research*, 52(10), 1514–1522. [doi:10.1080/09291016.2019.1654203](https://doi.org/10.1080/09291016.2019.1654203)
- Bagley, B., & Coombs, H. (2024). FOMO. In *Encyclopedia of Sport Management* (2nd ed., pp. 384–385). essay, Cheltenham, UK: Edward Elgar Publishing Ltd.
- Barbu Kleitsch, O., & Drămnescu, B. (2025). The influence of Fomo on shopping motivation and compulsive buying in Young Adults. *Journalism and Media*, 6(3), 139. [doi:10.3390/journalmedia6030139](https://doi.org/10.3390/journalmedia6030139)
- Barta, Sergio, Raquel Gurrea, and Carlos Flavián. 2023. “Consequences of Consumer Regret with Online Shopping.” *Journal of Retailing and Consumer Services* 73. [doi:https://doi.org/10.1016/j.jretconser.2023.103332](https://doi.org/10.1016/j.jretconser.2023.103332).
- Biro Pusat Statistik, Syakilah, A., Maharani, K., Ferdiana, N., & Saifullah, A. (P. Ismartini, H. Marhaeni, & F. Herbowo, Eds.), 13 *Statistik Telekomunikasi Indonesia 2024* (2024). Jakarta, Indonesia: BPS.
- Brailovskaia, J., Ozimek, P., Rohmann, E., & Bierhoff, H.-W. (2023). Vulnerable narcissism, fear of missing out (FOMO) and addictive social media use: A gender comparison from Germany. *Computers in Human Behavior*, 144, 107725. [doi:10.1016/j.chb.2023.107725](https://doi.org/10.1016/j.chb.2023.107725)
- Brochado, A., & Shynkarenko, A. (2025). Breaking the clock: Rethinking Time-scarcity promotions for Gen Z Online Consumers. *Young Consumers*, 27(1), 67–86. [doi:10.1108/yc-01-2025-2379](https://doi.org/10.1108/yc-01-2025-2379)
- Buchanan, J., Summerville, A., Lehmann, J., & Reb, J. (2016). The regret elements scale: Distinguishing the affective and cognitive components of regret. *Judgment and Decision Making*, 11(3), 275–286. [doi:10.1017/s1930297500003107](https://doi.org/10.1017/s1930297500003107)
- Cao, J., Zhong, L., Zhang, G., Liu, D., Lyu, Y., & Qiu, X. (2025). Deciphering the persuasive power of information overload in live commerce: A tactics approach to consumer decision-making. *Acta Psychologica*, 260, 105767. [doi:10.1016/j.actpsy.2025.105767](https://doi.org/10.1016/j.actpsy.2025.105767)
- Chae, J. (2017). Explaining females' envy toward social media influencers. *Media Psychology*, 21(2), 246–262. [doi:10.1080/15213269.2017.1328312](https://doi.org/10.1080/15213269.2017.1328312)
- Charles, C. E., & Immanuel, D. M. (2025). Fomo, materialism and the gen Z shopping behavior: The impact on online impulse buying and Post-Purchase Regret (with a gender perspective). *Jurnal Aplikasi Manajemen*, 23(1), 134–157. [doi:10.21776/ub.jam.2025.023.1.08](https://doi.org/10.21776/ub.jam.2025.023.1.08)
- Chen, L., Chen, G., Ma, S., & Wang, S. (2022). Idol worship: How does it influence fan consumers' brand loyalty? *Frontiers in Psychology*, 13, 1–14. [doi:10.3389/fpsyg.2022.850670](https://doi.org/10.3389/fpsyg.2022.850670)
- Chen, Z., & Yang, L. (2025). Dual attentional patterns in fear of missing out: Erp evidence of early social exclusion vigilance and sustained social inclusion engagement. *Current Psychology*, 44(17), 14765–14780. [doi:10.1007/s12144-025-08220-0](https://doi.org/10.1007/s12144-025-08220-0)
- Chenghui, Z., Khatibi, A., & Tham, J. (2025). Social influences in tourist destination choice: An empirical informatics-based analysis using SPSS. *Journal of Logistics, Informatics and Service Science*, 12(6), 262–276. [doi:10.33168/jliss.2025.0614](https://doi.org/10.33168/jliss.2025.0614)
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In G. A. Marcoulides (Ed.), *Modern Methods for Business Research* (pp. 295–336). essay, London, UK: Routledge Francis Taylor.

- Cornish, L. S. (2020). Why did I buy this? consumers' post-impulse-consumption experience and its impact on the propensity for future impulse buying behaviour. *Journal of Consumer Behaviour*, 19(1), 36–46. [doi:10.1002/cb.1792](https://doi.org/10.1002/cb.1792)
- Dinh, T. C., & Lee, Y. (2024). Social Media influencers and followers' conspicuous consumption: The mediation of fear of missing out and materialism. *Heliyon*, 10(16). [doi:10.1016/j.heliyon.2024.e36387](https://doi.org/10.1016/j.heliyon.2024.e36387)
- Dinh, T. C., & Lee, Y. (2021). "I want to be as trendy as influencers" – how "fear of missing out" leads to buying intention for products endorsed by Social Media influencers. *Journal of Research in Interactive Marketing*, 16(3), 346–364. [doi:10.1108/jrim-04-2021-0127](https://doi.org/10.1108/jrim-04-2021-0127)
- Dubey, A., & Sinha, S. K. (2023). Does social media exposure shape consumer response in the form of panic buying? *Journal of Creative Communications*, 19(2), 130–146. [doi:10.1177/09732586231160589](https://doi.org/10.1177/09732586231160589)
- Duong, N.-H., Nhi Diep, M., Thanh Van Tran, T., Nhi Phung, U., & Yen Nhi Bui, T. (2025). From scarcity to purchase: Psychological mechanisms influencing gen Z impulsive buying. *Innovative Marketing*, 21(4), 60–73. [doi:10.21511/im.21\(4\).2025.05](https://doi.org/10.21511/im.21(4).2025.05)
- Elhai, J. D., Yang, H., & Montag, C. (2021). Fear of missing out (FOMO): Overview, theoretical underpinnings, and literature review on relations with severity of negative affectivity and problematic technology use. *Brazilian Journal of Psychiatry*, 43(2), 203–209. [doi:10.1590/1516-4446-2020-0870](https://doi.org/10.1590/1516-4446-2020-0870)
- Elhajjar, S. (2020). Exploring the effects of social media addiction on consumer behaviour. *International Journal of Technology Marketing*, 14(4), 365-376. [doi:10.1504/ijtmkt.2020.114034](https://doi.org/10.1504/ijtmkt.2020.114034)
- Erlinda, V., & Fatmawati, I. (2024). Bibliometric analysis of publication trends in the scopus database on the theme fear of missing out to consumers behavior. *Multidisciplinary Reviews*, 8(3), 2025070. [doi:10.31893/multirev.2025070](https://doi.org/10.31893/multirev.2025070)
- Fabris, M. A., Marengo, D., Longobardi, C., & Settanni, M. (2020). Investigating the links between fear of missing out, social media addiction, and emotional symptoms in adolescence: The role of stress associated with neglect and negative reactions on social media. *Addictive Behaviors*, 106, 106364. [doi:10.1016/j.addbeh.2020.106364](https://doi.org/10.1016/j.addbeh.2020.106364)
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117–140. [doi:10.1177/001872675400700202](https://doi.org/10.1177/001872675400700202)
- Fitrianna, H., Suhud, U., Setiawati, R., & Adirestuty, F. (2025). Fear of missing out on hedonic buying decision: The role of reputation, media, self-congruity, and time availability. *Journal of Promotion Management*, 31(2), 239–267. [doi:10.1080/10496491.2025.2460181](https://doi.org/10.1080/10496491.2025.2460181)
- Forner, L., Lutz, S., Zheng, X., & Stein, J.-P. (2025). The Dark Side of Fandom: Exploring the association between parasocial relationships with celebrities and aggression. *Media Psychology*, 1–25. [doi:10.1080/15213269.2025.2562009](https://doi.org/10.1080/15213269.2025.2562009)
- Good, M. C., & Hyman, M. R. (2020). Direct and indirect effects of fear-of-missing-out appeals on Purchase Likelihood. *Journal of Consumer Behaviour*, 20(3), 564–576. [doi:10.1002/cb.1885](https://doi.org/10.1002/cb.1885)
- Gopakumar, S., & Danajayan, M. P. (2024). FOMophobia: The Psychological Drivers of OTT Media Consumption through Social Comparison, Self-Esteem, and Anxiety. In N. Kalorth (Ed.), *The Rise of Over-the-Top (OTT) Media and Implications for Media Consumption and Production* (pp. 161–84). essay, New York, NY: IGI Gopal.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Los Angeles, LA: Sage.
- Hair, J., Hult, G., Ringle, C., Sarstedt, M., Danks, N., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Cham, Switzerland: Springer.
- Hoche, M. R., & Thibaut, F. (2020). Going digital: How technology use may influence human brains and behavior. *Dialogues in Clinical Neuroscience*, 22(2), 93–97. [doi:10.31887/dcns.2020.22.2/mhoche](https://doi.org/10.31887/dcns.2020.22.2/mhoche)
- Hong-Ngoc, T. (2025). Fear of missing out (FOMO) and impulsive buying on Tiktok Shop: A study using the stimulus-organism-response (SOR) model. *SEARCH Journal Media and Communication Research*, 17(2), 87–104. [doi:10.58946/search-17.2.p6](https://doi.org/10.58946/search-17.2.p6)
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis:

- Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. [doi:10.1080/10705519909540118](https://doi.org/10.1080/10705519909540118)
- Inmor, S., Na-Nan, K., Phanniphong, K., Jaturat, N., & Hirnšal, M. (2025). Unveiling the metaverse: The mediating role of social interaction in enhancing tourism experiences. *Journal of Open Innovation: Technology, Market, and Complexity*, 11(1), 100461. [doi:10.1016/j.joitmc.2024.100461](https://doi.org/10.1016/j.joitmc.2024.100461)
- Jameel, A., Khan, S., Alonazi, W., & Khan, A. (2024). Exploring the impact of social media sites on compulsive shopping behavior: The mediating role of materialism. *Psychology Research and Behavior Management*, Volume 17, 171–185. [doi:10.2147/prbm.s442193](https://doi.org/10.2147/prbm.s442193)
- Jannesar, N., Davenport, T. E., & Gietzen, L. (2023). Effects of screen time on children’s brain development: A scoping review. *Pacific Journal of Health*, 6(1). [doi:10.56031/2576-215x.1052](https://doi.org/10.56031/2576-215x.1052)
- Japutra, A., Gordon-Wilson, S., Ekinçi, Y., & Adam, E. D. (2025). The Dark Side of brands: Exploring fear of missing out, obsessive brand passion, and compulsive buying. *Journal of Business Research*, 186, 114990. [doi:10.1016/j.jbusres.2024.114990](https://doi.org/10.1016/j.jbusres.2024.114990)
- Jhunjhunwala, T. (2021). Searching to avoid regret: An experimental evidence. *Journal of Economic Behavior & Organization*, 189, 298–319. [doi:10.1016/j.jebo.2021.06.036](https://doi.org/10.1016/j.jebo.2021.06.036)
- Jog, D., Gumparthi, V. P., & Jena, S. K. (2024). The antecedents and consequences of post-purchase dissonance among tourists purchasing souvenirs: The moderating role of gender, age, and time elapsed. *Journal of Hospitality and Tourism Management*, 58, 51–68. [doi:10.1016/j.jhtm.2023.11.003](https://doi.org/10.1016/j.jhtm.2023.11.003)
- Jung, J., Wang, S. (Ada), & Wattal, S. (2024). Commercializing social media? how showrooms on social media fan pages influence customer behavior. *MIS Quarterly*, 48(2), 521–550. [doi:10.25300/misq/2023/17622](https://doi.org/10.25300/misq/2023/17622)
- Kim, D., & Wongsu, P. (2025). The effects of social comparison in social media on travel decision making: The role of fear of missing out. *Journal of Hospitality and Tourism Technology*, 16(5), 1176–1192. [doi:10.1108/jhtt-05-2024-0281](https://doi.org/10.1108/jhtt-05-2024-0281)
- Kim, J., Lee, Y., & Kim, M.-L. (2020). Investigating ‘fear of missing out’ (FOMO) as an extrinsic motive affecting sport event consumer’s behavioral intention and Fomo-driven consumption’s influence on intrinsic rewards, extrinsic rewards, and consumer satisfaction. *PLOS ONE*, 15(12), 1–19. [doi:10.1371/journal.pone.0243744](https://doi.org/10.1371/journal.pone.0243744)
- Koul, S., & Jasrotia, S. S. (2025). How much is too much? journey from compulsive buying to addiction of fashion products. *Social Responsibility Journal*, 21(8), 1686–1703. [doi:10.1108/srj-02-2025-0122](https://doi.org/10.1108/srj-02-2025-0122)
- Kraines, M. A., Krug, C. P., & Wells, T. T. (2017). Decision justification theory in depression: Regret and self-blame. *Cognitive Therapy and Research*, 41(4), 556–561. [doi:10.1007/s10608-017-9836-y](https://doi.org/10.1007/s10608-017-9836-y)
- Kumar, S., & Kumar, S. (2024a). Compulsive use of social media and unrestrained buying behavior: Delineating the role of social comparison, fear of missing out and self esteem. *Journal of Internet Commerce*, 23(4), 503–532. [doi:10.1080/15332861.2024.2421731](https://doi.org/10.1080/15332861.2024.2421731)
- Kumar, S., & Kumar, S. (2024b). Social Media’s Sway: How social comparison on social media stimulates impulse travelling; serial mediation study on Indian Millennials tourists. *Journal of Hospitality and Tourism Insights*, 8(1), 138–160. [doi:10.1108/jhti-01-2024-0004](https://doi.org/10.1108/jhti-01-2024-0004)
- Latupeirissa, J. J., & Cistadewi, N. M. (2025). Social Media Trends and Fomo among gen Z: A systematic literature review. *Observatorio (OBS*)*, 19(3), 169–200. [doi:10.15847/obsobs19320252631](https://doi.org/10.15847/obsobs19320252631)
- Lee, D., Wut, T.-M., & Wan, C. (2025). Whose experiences shouldn’t be missed? influence of social media endorsers and FOMO content on travel decisions. *Tourism and Hospitality Research*. [doi:10.1177/14673584251356783](https://doi.org/10.1177/14673584251356783)
- Lee, S. H., & Cotte, J. (2009). Post-Purchase Consumer Regret: Conceptualization and Development of the PPCR Scale. In haron Shavitt & A. L. McGill (Eds.), *Advances in Consumer Research* (Vol. 36, pp. 456–42). essay, Duluth, MN: Association for Consumer Research.
- Lervik-Olsen, L., Andreassen, T. W., & Fennis, B. M. (2023). When enough is not enough:

- Behavioral and motivational paths to compulsive social media consumption. *European Journal of Marketing*, 58(2), 519–547. [doi:10.1108/ejm-12-2022-0898](https://doi.org/10.1108/ejm-12-2022-0898)
- Lin, R., & Utz, S. (2017). Self-disclosure on SNS: Do disclosure intimacy and narrativity influence interpersonal closeness and social attraction? *Computers in Human Behavior*, 70, 426–436. [doi:10.1016/j.chb.2017.01.012](https://doi.org/10.1016/j.chb.2017.01.012)
- Lin, S.-C., & Jian, E.-T. (2022). Effects of personality traits concerning media use decisions on fear of missing out and social media use behavior. *Behavioral Sciences*, 12(11), 460. [doi:10.3390/bs12110460](https://doi.org/10.3390/bs12110460)
- Lochab, A., Khurana, P., Arora, M., Narula, S., & Kapoor, R. (2025). Buy now, regret later"? A review of instant gratification and Post Purchase Dissonance in e-commerce. *SSRN Electronic Journal*. [doi:10.2139/ssrn.5399613](https://doi.org/10.2139/ssrn.5399613)
- Lubis, A. N., Lumbanraja, P., & Hasibuan, B. K. (2022). Evaluation on e-marketing exposure practice to minimize the customers' online shopping purchase regret. *Cogent Business & Management*, 9(1). [doi:10.1080/23311975.2021.2016039](https://doi.org/10.1080/23311975.2021.2016039)
- Mahmood, S., Jusoh, A., & Nor, K. M. (2024). The role of smartphone-based social media capabilities in building social capital, trust, and credibility to engage consumers in ewom: A social presence theory perspective. *International Journal of Grid and Utility Computing*, 15(2), 105–126. [doi:10.1504/ijguc.2024.137883](https://doi.org/10.1504/ijguc.2024.137883)
- Marikyan, D., Papagiannidis, S., & Alamanos, E. (2020). Cognitive dissonance in technology adoption: A Study of Smart Home Users. *Information Systems Frontiers*, 25(3), 1101–1123. [doi:10.1007/s10796-020-10042-3](https://doi.org/10.1007/s10796-020-10042-3)
- Masciantonio, A., Bourguignon, D., Bouchat, P., Balty, M., & Rimé, B. (2021). Don't put all social network sites in one basket: Facebook, Instagram, Twitter, Tiktok, and their relations with well-being during the COVID-19 pandemic. *PLOS ONE*, 16(3), 1–14. [doi:10.1371/journal.pone.0248384](https://doi.org/10.1371/journal.pone.0248384)
- Meier, A., & Johnson, B. K. (2022). Social comparison and Envy on Social Media: A critical review. *Current Opinion in Psychology*, 45, 101302. [doi:10.1016/j.copsyc.2022.101302](https://doi.org/10.1016/j.copsyc.2022.101302)
- Montag, C., & Elhai, J. D. (2019). A new Agenda for Personality Psychology in the Digital age? *Personality and Individual Differences*, 147, 128–134. [doi:10.1016/j.paid.2019.03.045](https://doi.org/10.1016/j.paid.2019.03.045)
- Morsi, N., Sá, E., & Silva, J. (2025). Walking away: Investigating the Adverse Impact of FOMO Appeals on FOMO-prone Consumers. *Business Horizons*, 68(2), 197–212. [doi:10.1016/j.bushor.2024.11.001](https://doi.org/10.1016/j.bushor.2024.11.001)
- Mustikasari, A., Hurriyati, R., Dirgantari, P. D., Sultan, M. A., & Sugiana, N. S. (2025). Fear of missing out (FOMO) and recommendation algorithms: Analyzing their impact on repurchase intentions in online marketplaces. *International Journal of Advanced Computer Science and Applications*, 16(4), 101–108. [doi:10.14569/ijacsa.2025.0160412](https://doi.org/10.14569/ijacsa.2025.0160412)
- Nesbit, T., & Lole, L. (2025). A qualitative investigation of social media fear of missing out (FOMO) and needs fulfilment among young adults. *International Journal of Human-Computer Interaction*, 1–17. [doi:10.1080/10447318.2025.2543998](https://doi.org/10.1080/10447318.2025.2543998)
- Ngo, T. T., Nguyen, H. L., Mai, H. T., & Nguyen, H. P. (2025). Key determinants of online impulse buying behavior: A study from TikTok shop users in Vietnam. *Acta Psychologica*, 260, 105593. [doi:10.1016/j.actpsy.2025.105593](https://doi.org/10.1016/j.actpsy.2025.105593)
- Ngo, T. T., Nguyen, H. L., Nguyen, H. P., Mai, H. T., Mai, T. H., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee Video platform. *Heliyon*, 10(15), 35743. [doi:10.1016/j.heliyon.2024.e35743](https://doi.org/10.1016/j.heliyon.2024.e35743)
- Ngoc Nguyen, D., & Nguyen, D. V. (2025). Fomo and the impulsive purchasing behavior of young people. *European Journal of Business and Management Research*, 10(3), 41–47. [doi:10.24018/ejbmr.2025.10.3.2638](https://doi.org/10.24018/ejbmr.2025.10.3.2638)
- Nguyen, D. N., & Nguyen, D. V. (2025). Fomo and the impulsive purchasing behavior of young people. *European Journal of Business and Management Research*, 10(3), 41–47. [doi:10.24018/ejbmr.2025.10.3.2638](https://doi.org/10.24018/ejbmr.2025.10.3.2638)
- O'Neill, K., & Egermann, H. (2022). Development of the social experience of a concert scales (secs): The Social Experience of a live western art music concert influences people's overall

- enjoyment of an event but not their emotional response to the music. *Music & Science*, 5, 1–22. [doi:10.1177/20592043221106478](https://doi.org/10.1177/20592043221106478)
- Öksüz, M., Bulut, Ç., Candemir, A., & Bozkurt, İ. (2025). Digital or physical satisfaction? the effects of consumers' digital intentions and physical experiences on revisiting the restaurants. *International Journal of Hospitality Management*, 125, 104011. [doi:10.1016/j.ijhm.2024.104011](https://doi.org/10.1016/j.ijhm.2024.104011)
- Ongyono, D. V., Sasongko, A. F., Widana, A. T., & Gunadi, W. (2024). The effect of flash sale on impulse buying of fashion goods which results in Post-Purchase Regret. *2024 International Conference on Informatics, Multimedia, Cyber and Information System (ICIMCIS)*, 917–922. [doi:10.1109/icimcis63449.2024.10956614](https://doi.org/10.1109/icimcis63449.2024.10956614)
- Park, J., & Jung, Y. (2024). Unveiling the dynamics of binge-scrolling: A comprehensive analysis of short-form video consumption using a stimulus-organism-response model. *Telematics and Informatics*, 95, 102200. [doi:10.1016/j.tele.2024.102200](https://doi.org/10.1016/j.tele.2024.102200)
- Pascucci, F., Savelli, E., & Gistri, G. (2023). How Digital Technologies Reshape Marketing: Evidence from a qualitative investigation. *Italian Journal of Marketing*, 27–58. [doi:10.1007/s43039-023-00063-6](https://doi.org/10.1007/s43039-023-00063-6)
- Phan, T. A., & Hoai, T. T. (2025). Chasing the scarcity: How fear of missing out and motivations drive willingness to pay in collectible markets. *Journal of Marketing Communications*, 1–15. [doi:10.1080/13527266.2025.2461143](https://doi.org/10.1080/13527266.2025.2461143)
- Phuong, N. D., & Thanh Khoa, B. (2025). Understanding the psychological mechanisms and moderating effects of fear of Missing out in Vietnamese shopping malls. *Innovative Marketing*, 21(4), 175–186. [doi:10.21511/im.21\(4\).2025.13](https://doi.org/10.21511/im.21(4).2025.13)
- Piko, B. F., Müller, V., Kiss, H., & Mellor, D. (2025). Exploring contributors to Fomo (fear of missing out) among university students: The role of social comparison, social media addiction, loneliness, and perfectionism. *Acta Psychologica*, 253, 104771. [doi:10.1016/j.actpsy.2025.104771](https://doi.org/10.1016/j.actpsy.2025.104771)
- Pradhan, D., Moharana, T. R., & Malik, G. (2023). Influence of celebrity, destination and tourist personality on destination attachment and revisit intention: Moderating roles of endorsement embeddedness, destination crowding and gender. *Journal of Destination Marketing & Management*, 27, 100754. [doi:10.1016/j.jdmm.2022.100754](https://doi.org/10.1016/j.jdmm.2022.100754)
- Pratminingsih, S. A., Astuty, E., & Salsabil, I. (2025). Would Consumers Buy What an Influencer Recommends? The Importance of Parasocial Interaction and Consumer Confidence as Moderator Variables. *Review of Integrative Business and Economics Research*, 14(3), 710–727.
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. [doi:10.1016/j.chb.2013.02.014](https://doi.org/10.1016/j.chb.2013.02.014)
- Register, Y., Qin, L., Baughan, A., & Spiro, E. S. (2023). Attached to “The algorithm”: Making sense of algorithmic precarity on Instagram. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems*, 1–15. [doi:10.1145/3544548.3581257](https://doi.org/10.1145/3544548.3581257)
- Roberts, J. A., & David, M. E. (2019). The Social Media Party: Fear of missing out (FOMO), social media intensity, connection, and well-being. *International Journal of Human–Computer Interaction*, 36(4), 386–392. [doi:10.1080/10447318.2019.1646517](https://doi.org/10.1080/10447318.2019.1646517)
- Ryan, R. M., & Deci, E. L. (2020). Intrinsic and extrinsic motivation from a self-determination theory perspective: Definitions, theory, practices, and Future Directions. *Contemporary Educational Psychology*, 61, 101860. [doi:10.1016/j.cedpsych.2020.101860](https://doi.org/10.1016/j.cedpsych.2020.101860)
- Saeed, N., Akhtar, N., Attri, R., & Yaqub, M. Z. (2024). How violation of consumers' expectations causes perceived betrayal and related behaviors: Theoretical perspectives from expectancy violation theory. *Journal of Retailing and Consumer Services*, 81, 103961. [doi:10.1016/j.jretconser.2024.103961](https://doi.org/10.1016/j.jretconser.2024.103961)
- Sette, C. P., Lima, N. R., Queluz, F. N., Ferrari, B. L., & Hauck, N. (2020). The online fear of Missing out inventory (on-FOMO): Development and validation of a new tool. *Journal of Technology in Behavioral Science*, 5(1), 20–29. [doi:10.1007/s41347-019-00110-0](https://doi.org/10.1007/s41347-019-00110-0)
- Silalahi, A. D., Phuong, D. T., Tedjakusuma, A. P., Eunike, I. J., & Riantama, D. (2025). How

- does time pressure shape impulsive buying behavior? hedonic vs. utilitarian values emerges as a key driver on e-commerce platforms. *Digital Business*, 5(2), 100138. [doi:10.1016/j.digbus.2025.100138](https://doi.org/10.1016/j.digbus.2025.100138)
- Sinh, N. H., & Kiet, N. T. (2025). How social media influencers drive purchase intentions: A stimulus-organism-response analysis of Vietnamese consumers' psychological responses. *Journal of Logistics, Informatics and Service Science*, 2(4), 56–74. [doi:10.33168/jliss.2025.0404](https://doi.org/10.33168/jliss.2025.0404)
- Skinner, J., & Theodossopoulos, D. (2011). *Great expectations: Imagination and anticipation in Tourism*. New York, NY: Berghahn Books.
- Skulsuthavong, M., & Wang, Z. (2025). Displaying luxury on social media: Chinese University Students' perception of identity, social status, and privilege. *Online Media and Global Communication*, 4(2), 316–342. [doi:10.1515/omgc-2024-0011](https://doi.org/10.1515/omgc-2024-0011)
- Song, M., Wang, Y., & Guo, R. (2023). How do I remind you? the combined effect of purchase motivation and reminding message content on tourism consumers' verification behavior. *Journal of Hospitality and Tourism Management*, 57, 133–142. [doi:10.1016/j.jhtm.2023.09.009](https://doi.org/10.1016/j.jhtm.2023.09.009)
- Suprpto, S., Kanto, S., Ali, M., & Novenanto, A. (2025). From illusion to reality: The sociological impact of parasocial and trans-parasocial interactions in K-pop fan communities. *Journal of Asian Sociology*, 54(1), 1–25. [doi:10.21588/dns.2025.54.1.001](https://doi.org/10.21588/dns.2025.54.1.001)
- Torrallas Oslé, J. E., & Corcho Rosales, E. (2023). Personal exposure to social media and variations by gender among Cuban youth. *Psychology in Russia: State of the Art*, 16(4), 72–89. [doi:10.11621/pir.2023.0405](https://doi.org/10.11621/pir.2023.0405)
- Tseng, A. (2017). Why do online tourists need sellers' ratings? exploration of the factors affecting regretful tourist e-satisfaction. *Tourism Management*, 59, 413–424. [doi:10.1016/j.tourman.2016.08.017](https://doi.org/10.1016/j.tourman.2016.08.017)
- Tzeng, S.-Y., & Shiu, J. Y. (2019). Regret type matters. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1466–1485. [doi:10.1108/apjml-10-2018-0452](https://doi.org/10.1108/apjml-10-2018-0452)
- Verma, P. (2025). Fomo driving brand nostalgia and Brand Personality for building trust in a food enthusiast: A serial multiple mediation model. *International Journal of Quality and Service Sciences*, 17(1), 48–66. [doi:10.1108/ijqss-04-2023-0059](https://doi.org/10.1108/ijqss-04-2023-0059)
- Wang, Y., Mo, D. Y., & Ho, G. T. S. (2023). How choice fatigue affects consumer decision making in online shopping. *2023 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, 0128–0132. [doi:10.1109/ieem58616.2023.10406866](https://doi.org/10.1109/ieem58616.2023.10406866)
- Wu, M., Chang, J., Epstein, Z., & Rand, D. (2025). Beyond friends: Exploring the effects of unknown users' social media posts on individuals' perceptions and behaviors. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 2287–2296. [doi:10.24251/hicss.2025.281](https://doi.org/10.24251/hicss.2025.281)
- Yusa, V. D., Mahrinasari, M., & Bangsawan, S. (2023). The effect of utilitarian and hedonic values on consumption behavior in online purchase of fashion sneakers among generation Z. *International Journal of Business, Economics & Financial Studies*, 1(1), 24–28. [doi:10.62157/ijbef.v1i1.11](https://doi.org/10.62157/ijbef.v1i1.11)
- Yusainy, C., Fitria, I., Sarirah, T., Barlamam, M. H., Timothy, J. A., Effendi, M. G., ... Santosoputro, A. (2025). Someone just posted on Instagram: Conspicuous consumption, anticipated engagement, and Trait Mindfulness. *The Journal of General Psychology*, 152(3), 403–428. [doi:10.1080/00221309.2024.2404399](https://doi.org/10.1080/00221309.2024.2404399)
- Zeba, F., Hollebeek, L. D., Kesharwani, A., Shaheen, M., & Arvola, R. (2026). Fomo-driven binge-scrolling and eudaimonic wellbeing. *Journal of Retailing and Consumer Services*, 92, 104752. [doi:10.1016/j.jretconser.2026.104752](https://doi.org/10.1016/j.jretconser.2026.104752)
- Zhan, Y., Luo, L., & Hu, X. (2025). Digital Stress and problematic social media use among college students: Exploring dual emotional pathways and the moderating role of cognitive reappraisal. *BMC Psychology*, 13(1), 1311. [doi:10.1186/s40359-025-03675-z](https://doi.org/10.1186/s40359-025-03675-z)
- Zhang, W., Wang, L., Chen, Y., Li, J., & Gao, X. (2026). Interpretation bias in fear of missing out: Behavioral and Erp Evidence. *Personality and Individual Differences*, 250, 113553. [doi:10.1016/j.paid.2025.113553](https://doi.org/10.1016/j.paid.2025.113553)
- Zhang, Z., Jiménez, F. R., & Cicala, J. E. (2020). Fear of missing out scale: A self-concept

- perspective. *Psychology & Marketing*, 37(11), 1619–1634. [doi:10.1002/mar.21406](https://doi.org/10.1002/mar.21406)
- Zheng, Y.-H., Xu, T., Shi, G., & Jiang, L. (2023). I want to go there too! tourism destination envy in social media marketing. *Heliyon*, 9(12). [doi:10.1016/j.heliyon.2023.e22889](https://doi.org/10.1016/j.heliyon.2023.e22889)
- Zhou, J., & Ho, H.-W. (2025). Does Fomo matter with impulsive travel in live streaming? the role of Marketing Communication. *Journal of Hospitality and Tourism Insights*, 8(10), 3885–3904. [doi:10.1108/jhti-11-2024-1246](https://doi.org/10.1108/jhti-11-2024-1246)