

THE DANGEROUS ALLURE OF TRENDS: THE INFLUENCE OF FEAR OF MISSING OUT ON BRAND PASSION AND ITS EFFECT ON COMPULSIVE BUYING OF FASHION PRODUCTS IN INDONESIA



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Abstract

This study employs a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) with data collected from 305 respondents. The purpose of the research is to examine the influence of fear of missing out (FoMO) on harmonious brand passion and obsessive brand passion, as well as its impact on compulsive purchasing behaviors, including impulsive buying and obsessive-compulsive buying in the context of fashion consumption in Indonesia. The results show that FoMO has a positive and significant effect on both forms of brand passion. Additionally, both harmonious brand passion and obsessive brand passion positively and significantly influence impulsive buying. These two types of brand passion also contribute to higher levels of obsessive-compulsive buying. The findings highlight that FoMO and brand passion play substantial roles in shaping unplanned and repetitive purchasing behaviors among fashion consumers, underscoring the importance for marketers to understand these psychological dynamics when developing marketing strategies.

Keywords: Fear of Missing Out (FoMO); Harmonious Brand Passion; Obsessive Brand Passion; Impulsive Buying; Obsessive-Compulsive Buying; Fashion Consumers; PLS-SEM.

INTRODUCTION

The development of digital technology has brought significant changes to the consumption behavior of Indonesian society. Social media platforms such as Instagram, TikTok, and Facebook have evolved not only into communication tools but also into primary spaces that shape consumer trends and shopping preferences (Kaplan & Haenlein, 2010). This shift in behavior has created a new phenomenon in consumption patterns, where purchasing decisions are no longer based solely on functional needs but are also driven by psychological factors, such as the desire for social recognition.

GoodStats (2025) notes that most Indonesians consider fashion important, creating social pressure to stay trendy and strengthening the influence of FoMO, which drives unplanned fashion purchases. Fashion is the top online shopping category, with 70.13% of consumers buying fashion items most frequently (Standard Insights, Consumer Report Indonesia 2023), surpassing beauty, food, and household goods. This shows that fashion has shifted into a lifestyle shaped by social media and e-commerce platforms such as Shopee, Tokopedia, and Lazada.

A Populix survey in *Indonesia in 2022: Looking at Fashion Trends & Economy Revival* identifies Adidas as the most popular brand, followed by H&M, Converse, Uniqlo, and Nike (DataBoks, 2022). Brand preferences—men favoring Adidas and women preferring H&M and Uniqlo—are driven more by digital trends than by price or quality, reflecting the rise of fast fashion (Lukmanul Hakim & Yuniarti Rusadi, n.d.).

Fear of missing out is a psychological phenomenon that emerges as a result of social media platforms such as Instagram and TikTok (Aresti et al., n.d.), where users share moments from their lives that are often displayed in glamorous and attention-grabbing ways. Przybylski et al. (2013) define fear of missing out as the anxiety experienced when individuals feel left behind in social experiences or the latest trends, which drives them toward excessive consumption behavior. Fear of missing out can also lead to negative psychological consequences, including depression, anxiety, and stress (Hussain et al., 2023). In recent years, research has increasingly focused on FoMO, especially regarding its impact on addictive social media behavior (Japutra et al., 2025).

Harmonious brand passion is formed through the autonomous internalization of behavioral regulation, which encourages individuals to engage in activities voluntarily, with self-control and personal acceptance (Mageau et al., 2009). In this context, purchasing or using a brand is not driven by social pressure or other external factors (Swimberghe et al., 2014). This internal motivation allows individuals to maintain a balanced relationship with the brand alongside other aspects of their lives. Harmonious brand passion tends to generate positive engagement with the brand.

Obsessive passion is often associated with impulsive and uncontrollable purchasing behavior (Japutra et al., 2025). This behavior is triggered by interpersonal (social) or intrapersonal (internal) pressures, or even without a clear reason other than an inability to resist buying (Swimberghe et al., 2014), frequently resulting in impulsive buying or obsessive-compulsive buying. Although individuals may enjoy the brand, their dependence is driven by factors such as the need for social acceptance (interpersonal/social) or self-esteem (intrapersonal/internal). Because the relationship with the brand is beyond the individual's control, ownership or use of the brand eventually dominates their identity. As a

result, the person becomes obsessed with the brand, causing brand passion to interfere with other aspects of life (Swimberghe et al., 2014).

Impulsive buying occurs spontaneously without planning (Ridgway et al., 2008). This phenomenon is common in fashion products, where trends shift quickly and continuously. Individuals who fear missing the opportunity to obtain trending products experience heightened FoMO. GlobalWebIndex (2018) reports that users with high FoMO levels show greater engagement with brand content on social media, which can trigger impulsive purchasing decisions. Such high engagement reinforces brand passion and increases the likelihood of impulsive buying.

Obsessive-compulsive buying is behavior that individuals cannot control but may perceive as helpful for self-improvement (Kasser, 2016), boosting self-esteem, and expressing identity. It involves obsessive thoughts that trigger repetitive purchasing behavior as an attempt to relieve anxiety (Ridgway et al., 2008). Understanding the relationships between FoMO, harmonious brand passion, obsessive brand passion, impulsive buying, and obsessive-compulsive buying is essential for formulating effective and ethical marketing strategies.

Research exploring the relationships among Fear of Missing Out (FoMO), harmonious brand passion, obsessive brand passion, impulsive buying, and obsessive-compulsive buying remains limited, particularly within the Indonesian cultural context. Most previous studies have been conducted in Western, individualistic cultures, whereas Indonesia's collectivistic culture tends to intensify social pressure (Japutra et al., 2025). Additionally, earlier research has focused more on the impact of FoMO on social media use rather than consumption behavior. This creates a research gap that needs to be addressed to understand how FoMO influences brand passion and compulsive purchasing in Indonesia's social context.

This study is important because the shift in Indonesian consumer behavior in the digital era has strengthened the relevance of these issues. The aim of this research is to analyze the influence of FoMO on brand passion and its impact on compulsive purchasing of fashion products. The findings are expected to provide theoretical insights into consumer psychological mechanisms and practical contributions for companies in designing effective and ethical marketing strategies. Moreover, this research may serve as a basis for developing more contextual consumer protection policies and help reduce the negative effects of FoMO on consumers' psychological well-being.

REVIEW OF LITERATURE

Social Comparison Theory

This study uses the Social Comparison Theory proposed by Festringer (1954). The theory explains that individuals often evaluate themselves by comparing themselves with others. In general, this theory views that social influence and certain competitive behaviors arise from the drive to evaluate oneself, where such assessments are made through comparison with other people.

Fear of Missing Out

Fear of Missing Out (FoMO) is defined as psychological anxiety that arises from the worry of missing out on experiences or opportunities that others are enjoying (Przybylski et

al., 2013). FoMO is associated with two psychological characteristics, namely the consumer's desire to be accepted, driven by their need for interpersonal connections (Beyens et al., 2016).

Harmonious Brand Passion

Harmonious passion emerges when consumers feel joy and control in consuming a brand (Mageau et al., 2009). Previous studies have shown that FoMO can increase brand passion in the context of fashion (Lee et al., 2021; Talwar et al., 2020). The study by Lee et al. (2021) found that individuals with high levels of FoMO tend to develop harmonious passion because they enjoy the fashion shopping experience as a form of self-expression.

Obsessive Brand Passion

Research by Hussain et al. (2023) indicates that Fear of Missing Out (FoMO) also drives obsessive brand passion, a condition in which consumers feel pressured to purchase fashion products to avoid falling behind the latest trends. Obsessive passion refers to an unhealthy emotional attachment to a brand, leading consumers to experience social pressure to continually buy fashion products (Vallerand et al., 2003).

Impulsive Buying

Impulsive buying is a consumer behavior in which individuals make purchases without prior planning or thoughtful consideration, often triggered by emotional stimuli, environmental factors, or sudden impulses (Rook, 1987). According to Japutra et al. (2025) and Ridgway et al. (2008), impulsive buying occurs spontaneously without careful planning and is often driven by momentary emotions or irresistible urges.

Obsessive–Compulsive Buying

Obsessive–compulsive buying is the tendency to buy items continuously in response to uncontrollable internal urges aimed at reducing anxiety or emotional distress, often resulting in negative consequences for the individual (Japutra et al., 2019; Ridgway et al., 2008). For example, obsessive–compulsive buying motivated by anxiety reduction may occur when a fashion brand like Uniqlo releases its latest collaboration, and the strong desire to own the items triggers impulsive purchases of the collection.

RESEARCH METHOD

Research Design

This study examines the influence of fear of missing out on brand passion (harmonious and obsessive brand passion) and its impact on compulsive buying (impulsive buying and obsessive–compulsive buying) in the consumption of fashion products in Indonesia. The research employs a causal relationship approach to analyze cause–effect links through hypothesis testing. Data collection was conducted quantitatively through the distribution of online questionnaires using Google Forms, resulting in primary data obtained directly from respondents.

This research was carried out in Indonesia without specific regional limitations, considering that the online data collection method is not restricted by geographic location. In recent years, the growth of fashion brands in Indonesia has shown rapid development, particularly through digital platforms such as Instagram and TikTok.

Population and Sample

Sekaran Uma & Bougie Roger (2016, p. 236) state that a population includes all objects that become the focus of a study, whether groups of individuals, events, or other elements considered important. Thus, a population represents the entire set of objects being studied, which generally share similar characteristics. The population of this study consists of Indonesian citizens who actively use social media applications.

The research sample is a portion of the population selected to represent it and enable researchers to generalize findings to the entire population (Sekaran Uma & Bougie Roger, 2016, p. 237). In other words, some members of the population are selected as objects of measurement and analysis using specific methods to represent the whole population. The sampling technique used in this study is purposive sampling, in which samples are selected based on specific characteristics aligned with the research objectives. This approach aims to produce in-depth and relevant data from subjects who best understand the research topic. The purposive sampling criteria established in this study include: (1) Indonesian citizens, (2) social media users, and (3) individuals who know and follow fashion product brands.

This study employs Structural Equation Modeling (SEM) as the analytical method. Following common recommendations for models involving multiple latent variables, the study aims to collect data from at least 100–200 respondents. The sample size calculation is based on the total number of indicators and latent variables. This total is multiplied by five to determine the minimum required sample size and by ten to determine the acceptable maximum (Hair JR Joseph F et al., 2010; Mafruchah Khoirun Nisa' Lu'lu', 2023). In this study, there are 28 indicators and 5 latent variables ($a = 32$), meaning the acceptable number of respondents ranges from a minimum of 160 to a maximum of 320 (Hair JR Joseph F et al., 2010).

RESULT AND DISCUSSION

Outer Model Fit Analysis

Validity Test

Convergent validity and discriminant validity tests were applied in this study to assess overall validity. Convergent validity testing aims to ensure that the study results meet the convergence criteria. The primary focus is on outer loadings and average variance extracted (AVE).

All items showed outer loadings above 0.50, indicating adequate factor loading coefficients for all research elements. The results of the convergent validity test are presented in Table 1 below:

Table 1.
Outer Loadings

	FMO	HBP	OBP	IB	OCB	Information
FMO1	0,858					Valid
FMO2	0,836					Valid
FMO3	0,847					Valid
FMO4	0,798					Valid
FMO5	0,836					Valid
FMO6	0,836					Valid

	FMO	HBP	OBP	IB	OCB	Information
FMO7	0,870					Valid
FMO8	0,879					Valid
HBP1		0,922				Valid
HBP2		0,849				Valid
HBP3		0,860				Valid
HBP4		0,926				Valid
HBP5		0,912				Valid
HBP6		0,864				Valid
HBP7		0,854				Valid
HBP8		0,923				Valid
OBP1			0,928			Valid
OBP2			0,921			Valid
OBP3			0,925			Valid
OBP4			0,897			Valid
OBP5			0,952			Valid
IB1				0,879		Valid
IB2				0,897		Valid
IB3				0,892		Valid
IB4				0,895		Valid
OCB1					0,920	Valid
OCB2					0,860	Valid
OCB3					0,918	Valid

Source: SmartPLS Processed Data (2025)

Table 1 shows that all aspects have exceeded the threshold criteria (>0.50). Thus, all aspects have good factor loading coefficients. Based on these findings, the study can proceed to the next testing stage.

Reliability Test

Assessing the reliability of the instruments in the research model is the purpose of the Composite Reliability and Cronbach's Alpha tests. According to Hair et al. (2021, p. 80), if all latent variable values achieve a Composite Reliability (CR) and Cronbach's Alpha of at least 0.60, this indicates that the construct has good reliability. In other words, the questionnaire used as an instrument in this study is consistent. The results of the reliability test are presented in Table 2 below.

Table 2.
Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Information
FMO	0,943	0,946	0,952	0,715	Reliabel
HBP	0,962	0,962	0,968	0,791	Reliabel
IB	0,913	0,918	0,939	0,793	Reliabel
OBP	0,958	0,958	0,967	0,855	Reliabel

OCB	0,882	0,882	0,927	0,810	Reliabel
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Source: Data Processed by SmartPLS (2025)

All variables had Cronbach's Alpha and Composite Reliability values above 0.60, meeting the criteria for this study, as shown in Table 2.

Structural Model Testing (Inner Model)

This study also used structural model testing (inner model), conducted through collinearity analysis, path coefficients, coefficients of determination, and Q-Square.

Collinearity Testing

The Variance Inflation Factor (VIF) value serves as the basis for collinearity testing. According to Hair et al. (2021), this analysis aims to evaluate the correlation between latent variables in a PLS-SEM model, using the tolerance coefficient and VIF as indicators. If the VIF value exceeds 5, it indicates potential collinearity problems. All VIF values in this study were within acceptable limits, based on the test results. Details of the results can be seen in Table 3 below.

Table 3.
Collinearity Test

	FMO	HBP	IB	OBP	OCB
FMO		1,000		1,000	
HBP			1,667		1,667
IB					
OBP			1,667		1,667
OCB					

Source: Data Processed by SmartPLS (2025)

Coefficient of Determination (R-Square)

The R-square value is used in the coefficient of determination test, which indicates how much the independent variable (independent variable) can explain the variation in the dependent variable (dependent variable). The influence of the exogenous latent variable on the endogenous latent variable is reflected through the R-square value. The R-square results for each variable are presented in Table 4 below.

Table 4.
R-Square Results

Variable	R-Square	R-Square Adjusted
HBP	0,348	0,346
IB	0,552	0,549
OBP	0,415	0,413
OCB	0,660	0,658

Source: Data Processed by SmartPLS (2025)

The coefficient of determination (R-square) in this study measures the extent to which exogenous variables can explain variation in the endogenous variables in the model. Based on the test results, the R-square value for each variable indicates the extent to which the

endogenous variable is influenced by the exogenous variable. For example, harmonious brand passion has a value of 0.346, meaning that 34.6% of the variability in the R-square value in this variable is explained by the exogenous variable. Impulsive buying shows a higher R-square value of 0.602, indicating that 60.2% of the variation in impulsive buying is explained by the exogenous variable. Meanwhile, obsessive brand passion and obsessive-compulsive buying have R-square values of 0.414 and 0.677, respectively, indicating that 41.4% and 67.7% of the variability in these variables are influenced by the exogenous variable. A stronger influence of exogenous variables on endogenous variables in the model is reflected in a higher R-square value. A higher R-square value reflects a stronger influence of exogenous variables on endogenous variables in the model.

Predictive Relevance (Q-Square)

The Q-Square is an indicator for evaluating the accuracy of model predictions on out-of-sample data. A Q-Square value greater than zero indicates that the path model has good predictive relevance for a particular dependent construct in the structural model. The Q-Square results in this study are presented in Table 5 below.

Table 5.
Q-Square Results

	SSO	SSE	Q² (=1-SSE/SSO)
HBP	2440,000	1795,377	0,264
IB	1220,000	697,517	0,428
OBP	1525,000	996,162	0,347
OCB	915,000	438,492	0,521

Source: Data Processed by SmartPLS (2025)

Evaluating a model's effectiveness in predicting out-of-sample data is the use of predictive relevance (Q-Square). A model has good predictive ability for a particular dependent construct if the Q-Square value is greater than zero. Based on the test results, harmonious brand passion has a Q² value of 0.264, indicating that this model has fairly good predictive ability for this variable. Meanwhile, impulsive buying showed a higher Q² value, at 0.428, indicating better predictive ability. Obsessive Brand Passion and Obsessive-Compulsive Buying each had Q² values of 0.347 and 0.535, respectively, also indicating good predictive relevance. In particular, Obsessive-Compulsive Buying had the highest Q² value, at 0.521. These values indicate that the path model has strong predictive relevance for the tested variables.

Path Coefficients (Hypothesis Testing)

Path coefficients are used to test hypotheses in structural models. Based on the results of testing using the bootstrapping method, most of the hypotheses in this study were supported, indicating a significant relationship between the tested variables. The direction of the relationship between variables, expressed by the α value, is the result of the path coefficient test. The proposed hypothesis will influence the direction of the relationship, whether positive or negative, and the path coefficient value will be between -1 and +1. Hypothesis testing in this study uses two main criteria: the T-statistic and the P-value. A hypothesis is accepted if the T-statistic is greater than 1.96 and is considered statistically

significant if the P-value is less than 0.05. The complete results of the hypothesis testing are presented in Table 6.

Table 6.
Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
FMO -> HBP	0,588	0,585	0,053	11,056	0,000	H1 supported
FMO -> OBP	0,643	0,640	0,047	13,598	0,000	H2 supported
HBP -> IB	0,225	0,225	0,054	4,124	0,000	H3 supported
HBP -> OCB	0,444	0,442	0,063	7,047	0,000	H4 supported
OBP -> IB	0,364	0,364	0,053	6,887	0,000	H5 supported
OBP -> OCB	0,316	0,315	0,061	5,170	0,000	H6 supported

Source: Data Processed by SmartPLS (2025)

Therefore, the following presents the Bootstrapping results in the path coefficients:

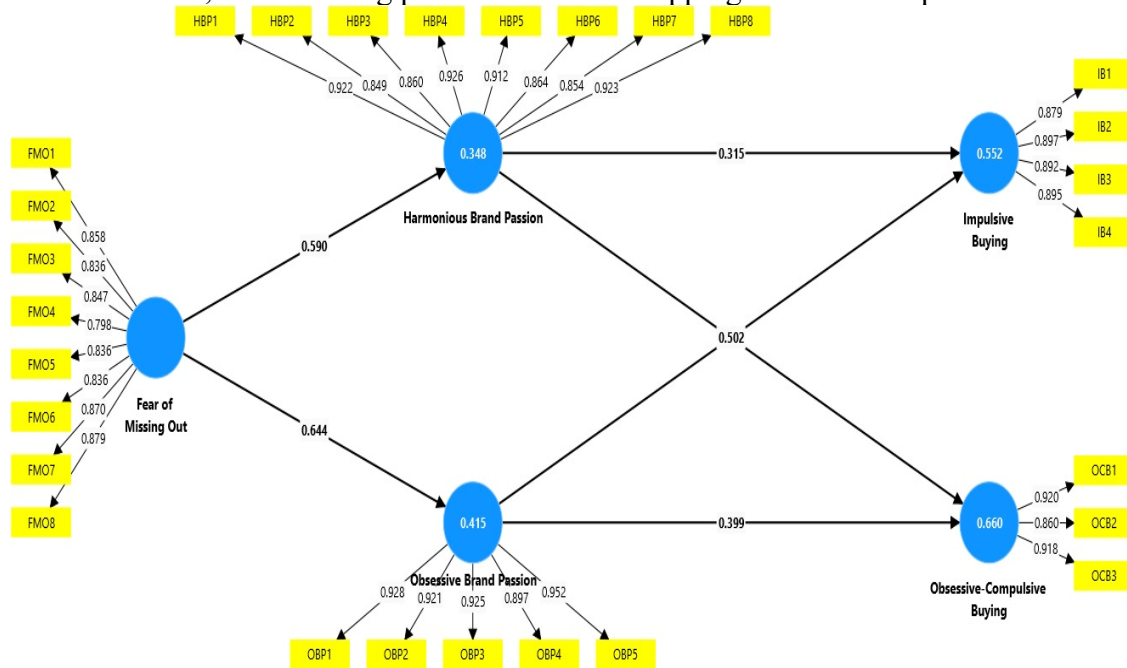


Figure 1.

Path Coefficient Results

Source: SmartPLS Processed Data (2025)

The Influence of Fear of Missing Out on Harmonious Brand Passion

Fear of Missing Out (FoMO) is shown to have a positive and significant effect on harmonious brand passion, as indicated by a T-statistic of 11.056 and a p-value of 0.000. This result suggests that the higher the level of FoMO experienced by consumers, the stronger their balanced and voluntary emotional connection toward fashion brands. Consumers who frequently engage with social media content showcasing trends, limited editions, or peer activities are more likely to develop harmonious passion because they seek

alignment with current fashion movements without experiencing emotional conflict. These findings support earlier studies by Iqbal et al. (2025) and Setiawan et al. (2025), who similarly reported that FoMO enhances positive brand attachment through social comparison and digital exposure.

The Influence of Fear of Missing Out on Obsessive Brand Passion

FoMO also exerts a significant positive effect on obsessive brand passion (T-stat = 13.598; $p = 0.000$). When individuals experience fear of being excluded or left behind, they tend to form a more intense, uncontrollable attachment to brands. Based on Social Comparison Theory (Festinger, 1954), this occurs because consumers constantly evaluate themselves relative to peers, especially within digital communities like Instagram and TikTok. This continual exposure to others' fashion-related activities leads to pressure to keep up, thereby fostering obsessive passion. The result is consistent with empirical findings from Iqbal et al. (2025), Setiawan et al. (2025), and Ahmad et al. (2024), who found that FoMO increases emotional dependence on brands.

The Influence of Harmonious Brand Passion on Impulsive Buying

Harmonious brand passion significantly predicts impulsive buying behavior (T-stat = 4.124; $p = 0.000$). Consumers with harmonious passion tend to view brands as part of their identity and aesthetic preferences, which encourages spontaneous purchases when they encounter new releases or discounts. This form of impulsivity is not rooted in loss of self-control but rather in positive emotional evaluation of the brand. Studies by Khurram et al. (2025), Setiawan et al. (2025), Ahmad et al. (2024), and Iqbal et al. (2025) similarly concluded that harmonious passion motivates unplanned purchases driven by enjoyment and brand authenticity.

The Influence of Obsessive Brand Passion on Impulsive Buying

Obsessive brand passion also has a significant impact on impulsive buying (T-stat = 6.887; $p = 0.000$). In this case, impulsive buying arises from emotional pressure and the fear of missing essential products that signal social identity. Individuals with obsessive passion struggle to resist buying behaviors, especially when faced with social expectations, trend cycles, and frequent product drops. These tendencies align with findings from Iqbal et al. (2025), Zarepour Nasirabadi et al. (2025), Setiawan et al. (2025), and Attiq et al. (2025), which emphasize that obsessive passion often leads to impulsive and emotion-driven purchases.

The Influence of Harmonious Brand Passion on Obsessive-Compulsive Buying

Harmonious brand passion is found to significantly influence obsessive-compulsive buying (T-stat = 7.047; $p = 0.000$). Although harmonious passion is typically characterized as healthy and well-regulated, within the fast-paced fashion industry it can still evolve into excessive purchasing behavior. This happens because consumers with strong harmonious passion frequently engage with fashion content and brand updates, which gradually normalizes repeated purchases. The finding supports previous conclusions from Iqbal et al. (2025) and Setiawan et al. (2025).

The Influence of Obsessive Brand Passion on Obsessive-Compulsive Buying

Finally, obsessive brand passion significantly affects obsessive-compulsive buying (T-stat = 5.170; $p = 0.000$). Individuals driven by obsessive passion often experience internal pressure, emotional conflict, and the need to maintain a certain image, leading them to engage in compulsive consumption as a coping mechanism. Owning products becomes a way to

reduce anxiety caused by social comparison or fear of missing out. This conclusion aligns with prior studies from Iqbal et al. (2025), Ahmad et al. (2024), and Attiq et al. (2025), which highlight the link between obsessive passion and chronic, uncontrolled buying behaviors.

CONCLUSION

This study employs a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) with data from 305 respondents. The research examines the influence of fear of missing out (FoMO) on both harmonious and obsessive brand passion, as well as its effects on compulsive buying behavior—including impulsive buying and obsessive-compulsive buying—in the context of fashion consumption in Indonesia. The key findings are as follows:

1. FoMO positively and significantly increases Harmonious Brand Passion, as anxiety about missing social trends encourages consumers to form balanced emotional attachment to fashion brands.
2. FoMO positively and significantly increases Obsessive Brand Passion, as persistent pressure to keep up with others' fashion trends leads to uncontrollable, obsessive emotional attachment.
3. Harmonious Brand Passion positively and significantly affects Impulsive Buying, indicating that consumers with harmonious attachment confidently make unplanned purchases.
4. Obsessive Brand Passion positively and significantly affects Impulsive Buying, showing that obsessive attachment triggers spontaneous purchases driven by emotional impulses rather than functional needs.
5. Harmonious Brand Passion positively and significantly affects Obsessive-Compulsive Buying, suggesting that even balanced attachment can lead to repeated purchases that may escalate into uncontrolled consumption.
6. Obsessive Brand Passion positively and significantly affects Obsessive-Compulsive Buying, as strong emotional dependence on fashion brands drives repetitive buying to relieve internal pressure, making consumption a form of emotional or social coping.

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