



A STUDY ON FOMO: IMPACT ON CUSTOMER PURCHASING DECISIONS AMONG YOUNGSTERS

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ABSTRACT

In the digital age, the rise of social media and constant connectivity has introduced a new phenomenon known as FOMO "Fear of Missing Out. Fear of missing out (FOMO) and social media addiction have emerged as influential factors shaping consumer behaviour. "Social media provides real-time information regarding events, conversations, and activities Fear of Missing Out (FOMO) has become a powerful psychological driver influencing consumer purchasing decisions, especially in the digital era. With the increasing presence of social media and digital marketing, brands strategically use FOMO to create urgency and drive sales. Nowadays people are engaged by Instagram/ Facebook stories in social media. The study tried to investigate how FOMO and social media impacts consumers buying behaviors and factors affecting their decision. Using the data collected from 110 participants Anova and chi-square was applied to test relationships. The findings reveal that FOMO leads to impulsive buying behaviour. FOMO creates stress and anxiety among people through various factors. The study also provided recommendations for businesses integrating influencer marketing, with guidance on enhancing brand awareness and building longer term customer loyalty.

Keywords: Influencer Marketing; Social Media Marketing; Digital Marketing; FOMO

INTRODUCTION

In the digital age, the rise of social media and constant connectivity has introduced a new phenomenon known as FOMO, or the "Fear of Missing Out." "Social media provides real-time information regarding events, conversations, and activities. Thus, Individuals are afraid of missing out because of the content shared on social media platforms. It allows social media leads individuals to feel FOMO by continuously checking social media and updates regarding trends and other currently discussed. FOMO has become particularly pervasive among younger generations, such as millennials and Gen Z, who are constantly exposed to social media feeds showcasing curated lifestyles, trends, and consumer products. As digital platforms offer an abundance of choices and personalized marketing, the fear of missing out on exclusive deals, limited-time offers, or trending products has become a powerful driver behind purchasing decisions. The urgency and exclusivity associated with such purchases, fuelled by FOMO, can compel young consumers to act impulsively, sometimes leading to decisions driven more by emotional triggers than rational consideration

The aim of this research is to examine the relationship between FOMO, and its impact on customers purchasing decision the study aims to provide evidence-based insights into how FOMO and social media leads to impulsive purchasing tendencies and feelings of regret after buying. The present study tries to contribute deeper understanding about FOMO and its impact while making purchasing decision.

STATEMENT OF THE PROBLEM

With the rise of social media, people are constantly exposed to posts about exciting events, new products, and exclusive deals. This creates a Fear of Missing Out (FOMO), especially among young consumers, who feel pressured to buy things quickly so they don't feel left out. Businesses take advantage of this by using marketing strategies that create urgency, such as limited-time offers, exclusive products, and social media trends. FOMO can also lead to financial stress, dissatisfaction, impulsive buying and post purchase regret among consumers.

This study aims to understand how FOMO affects young people's purchasing decisions, what factors influence it, and how social media platforms contribute to increasing this feeling. The findings will help People to make rational decision before buying the products and also help consumers to make more informed choices.

OBJECTIVES OF THE STUDY

1. To analyse the influence of FOMO on purchasing decisions among youngsters.
2. To assess the impact of social media platforms increases FOMO particularly in younger consumers.

REVIEW OF LITERATURE

Pham Thi Thu et.al (2023), The study was conducted on the topic "The Impact of the Fear of Missing Out on Purchasing Trendy Fashion Products among Young Consumers on Social Media Platforms" This research sought to identify young generation's purchasing behaviour towards online products. The researcher also covered themes related to FOMO (Fear of Missing Out), consumer behavior, social media influence, and trendy fashion consumption. fear of missing out plays a significant role in influencing the purchasing

behaviors of young consumers, particularly in the realm of trendy fashion. Social media platforms have amplified this effect, presenting consumers with constant exposure to new trends and the activities of their peers.

Michelle Van Solt (2019) dissertation, "FOMO: How the Fear of Missing Out Drives Consumer Purchase Decisions," offers an in-depth analysis of how FOMO influences consumer behavior, particularly in the context of experiential purchases. The study was conducted with the sample of 129 people the study shows that Consumers exhibit a higher intent to purchase tickets for events when they anticipate that close friends (strong ties) will attend, driven by elevated levels of FOMO and anticipated regret. higher purchase intention for experiential consumption which reinforces my claim that FOMO is affecting consumer behavior in various ways. A surprising finding suggests that consumers may feel more FOMO for missing an ordinary experience with their strong social tie than missing out on an extraordinary experience. I believe this could be because consumers tend to place high value on ordinary experiences with their close friends but when the experience is more extraordinary, the tie strength between groups attending matters less and it becomes more about enjoying the rare experience itself.

DATA ANALYSIS AND INTERPRETATION

ANOVA BETWEEN THE THE OCCUPATION OF THE RESPONDENTS AND FOMO AFFECTS MENTAL OR EMOTIONAL HEALTH

	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	22.821	4	5.705	3.382	.012
Within Groups	177.143	105	1.687		
Total	199.964	109			

Significant 5% level, NS- non significant at 5%

HYPOTHESIS:

H0- There is no significant difference between occupation and FOMO affects mental or emotional health.

H1- There is a significant difference between occupation and FOMO affects mental or emotional health.

INTERPRETATION

The F-value is 3.382 and the significant value is 0.012 the calculated value is lesser than the accepted value, so the null hypothesis is rejected and the alternate hypothesis is accepted.

Thus, it can be concluded that there is a significant difference between occupation and FOMO affects mental or emotional health.

RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND FOMO CAN LEAD TO IMPULSIVE BUYING BEHAVIOR

EDUCATIONAL QUALIFICATION	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL
School level	1	2	5	4	4	16
Undergraduate level	10	12	12	5	6	45
Post graduate level	1	7	13	10	8	39
Diploma level	2	5	2	0	1	10
Total	14	26	32	19	19	110

H0: There is no significant association between educational qualification and FOMO leads impulsive buying behavior

H1: There is a significant association between educational qualification and FOMO leads to impulsive buying behavior

	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	18.778 ^a	12	.094
Likelihood Ratio	20.939	12	.051
Linear-by-Linear Association	.300	1	.584
N of Valid Cases	110		

INTERPRETATION

Based on the results of the chi-square tests the p-value is 0.094 and the calculated value is lesser than the accepted value, so the null hypothesis is rejected and the alternate hypothesis is accepted.

Thus, it can be concluded that there is a significant difference between educational qualification and FOMO leads to impulsive buying behavior

SUGGESTIONS

Focus on how platforms like Instagram, TikTok, and YouTube act as powerful drivers of FOMO, pushing youngsters to make quick purchasing decisions. Study how influencers, viral content, and exclusive product drops create a fear of missing out, prompting impulse buys.. FOMO affects emotional decision-making processes in young consumers, leading them to prioritize immediate satisfaction over rational evaluation of need or affordability. Investigate whether FOMO leads to long-term brand loyalty or primarily

causes fleeting, one-time purchases. Additionally, study how companies can harness FOMO effectively without exploiting consumers' anxieties or creating post-purchase regret.

CONCLUSION

The result of the study indicates that FOMO is playing major role in social media marketing. nowadays everyone tends to spend majority their time on social media. FOMO has become an essential factor in modern consumer purchasing decisions. When people see limited offers and social proofs it creates a sense urgency to buy the product right away. The study found that FOMO creates stress and anxiety among people through various factors. Majority of the respondents are engaged by Instagram/ Facebook stories. FOMO strongly affects customers' buying decisions. Brands can use FOMO strategically that can psychologically trigger scarcity and social proof to boost conversion rates and sales. FOMO is a powerful tool in marketing that can drive sales, but brands need to use it in a way that feels genuine and respects customers' needs, so they don't risk in damaging trust or loyalty. Majority of the customers are engaged to buy the product based on customers trust and testimonials on social media content. Thus, it is important that Customers should make rational decision while purchasing the product.

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