Exploring the Impact of Fear of Missing Out (FoMO) on Youth Shopping Intentions in Social Commerce Landscape

Nguyen Duy Phuong [1*], Nguyen Minh Tuan [2], and Bui Thanh Khoa [3]

[1] Institute of International and Postgraduate Education, Industrial University of Ho Chi Minh City, 70000, Vietnam;

[2] Graduate School, Ho Chi Minh University of Banking, Ho Chi Minh City, 70000, Vietnam;

[3] Faculty of Commerce and Tourism, Industrial University of Ho Chi Minh City, 70000, Vietnam.

*   **Corresponding authors:** buithanhkhoa@iuh.edu.vn.

ABSTRACT: This study explored the influence of Fear of Missing Out (FoMO) on youths' shopping intentions within the social commerce environment of TikTok. The background emphasized the growing prevalence of social media platforms as retail channels and the potential impact of FoMO on consumer behavior. The objective was to examine the relationships between FoMO, attitude towards behavior, subjective norm, perceived behavioral control, and shopping intentions on TikTok. A quantitative research design using a survey methodology was employed. Data were collected from young TikTok users and analyzed using partial least squares structural equation modeling (PLS-SEM). The findings demonstrated that FoMO favorably affected shopping intentions, both directly and indirectly, by negatively impacting perceived behavioral control. According to the Theory of Planned Behavior, attitude, and subjective norms were identified as significant determinants of shopping intentions. Perceived behavioral control, however, did not demonstrate a significant correlation with shopping intentions. The study revealed that FoMO significantly influences the purchase intentions of teenagers on TikTok, providing essential information for marketers aiming to capitalize on this phenomenon in social commerce initiatives.

Keywords: fear of missing out (FoMo), TikTok, shopping intentions, social commerce, theory of planned behavior.

I. INTRODUCTION

Social media has transformed the way we connect and communicate. Social media allows users to remain constantly aware of what their peers are doing, easily sharing updates, photos, experiences, and opinions [29]. Talking about connectedness and information availability, it is no surprise that hearing (or seeing) other people's pleasurable experiences and activities in real-time has also propagated the trials of FoMO (Fear of Missing Out) phenomena [7]. FoMO is "a pervasive apprehension that others might be having rewarding experiences from which one is absent" [12]. It is characterized by the desire always to be involved and aware of events, conversations, and interactions in one's social networks [14]. Social media allows people to easily watch the best parts of their peers' lives and feel missing out on experiences, events, and consumption. Studies have found that individuals who experience greater FoMO tend to be more involved in social media as they compulsively check various platforms for updates [40, 26].

FoMO originates from essential human needs to belong and Fear of being ostracized [29]. If these psychological needs start to be unmet, then it leads to feeling FoMO anxiety. Because there is no escape from peers' activities—often advertised via social media FoMO can become problematic [40]. Friendships and social belongingness are central for youths and adolescents; thus, FoMO tendencies are prominent [5]. FoMO has also been shown to be related to lower self-esteem and life satisfaction among young people. In the most recent studies, FoMO has been associated with different forms of consumption behavior, such as alcohol use

[7], TV binge-watching [22], and retail shopping [14]. FoMO establishes urgency and anxiety to missing out on such experiences that lead to impulsive purchasing of consumers who respond quickly to join rewarding activities others can be observed engaging in [14]. Susceptibility to interpersonal influence and conformity to Subjective norms are related to FoMO [5, 40].

This immersive environment, coupled with the Fear of Missing Out and a pervasive apprehension that others might be having rewarding experiences from which one is absent, can significantly impact consumer behavior. While prior studies establish FoMO's role in driving social media usage, few have investigated how it shapes shopping behaviors, especially in emerging platforms like TikTok. Given TikTok's meteoric rise among youths in recent years, we might expect FoMO to significantly influence shopping intention and behaviors [17]. Through TikTok, youths are constantly exposed to trending memes, challenges, content creators, and influencers. TikTok's social commerce functionalities facilitate the effortless acquisition of product influencers and brands endorse [23]. One of the widely applied theories to understand consumer behavior is the Theory of Planned Behavior (TPB) developed by [2]. According to this theory, human behavior is guided by the intention to perform that behavior, and this intention depends on three main factors: attitude toward the behavior, subjective norm, and perceived behavioral control [2]. In the context of TikTok, attitudes toward online shopping, pressure from the online community, and the ability to control shopping behavior all play important roles in shaping users' shopping intentions. However, empirical research examining FoMO's impact on social commerce and shopping intentions is lacking, presenting a knowledge gap. While prior studies establish FoMO's role in driving social media usage, few have investigated how it shapes shopping behaviors, especially in emerging platforms like TikTok. Findings will enrich the theoretical understanding of how FoMO drives social media usage and shopping among youths. They also offer practical implications for brands utilizing TikTok features to engage Generation Z consumers.

This research addresses this gap by analyzing FoMO's influence on youths' shopping intentions on TikTok. This study aims to: (1) evaluate the TPB model in Tiktok context, (2) examine the relationship between FoMO and Shopping intent on TikTok, and (3) investigate how FoMO impact on perceived behavioral control in TikTok shopping. With three objectives, each with corresponding research questions:

1. RQ1: How well does the Theory of Planned Behavior (TPB) model explain shopping intentions within the TikTok context?
2. RQ2: What is the relationship between Fear of Missing Out (FoMO) and shopping intentions on TikTok?
3. RQ3: How does FoMO impact perceived behavioral control in the context of TikTok shopping?

The paper is structured as follows. The next section reviews relevant literature on FoMO, social media usage, and shopping intentions. This is followed by hypothesis development and the research methodology. Next, results will be presented and discussed. Finally, theoretical and practical implications, limitations, and future research directions will be highlighted.

II. THEORETICAL BASIS AND RESEARCH MODEL

1. THEORETICAL FRAMEWORK AND PRIOR STUDIES

Ajzen's Theory of Planned Behavior (1991) posits that the intention to engage in a behavior is impacted by three factors: attitude toward the conduct, subjective norms, and perceived behavioral control. The Theory of Planned Behavior (TPB) evolved from the Theory of Reasoned Action (TRA) [3], which was formulated to address the shortcomings of the earlier theory that posited human conduct is entirely governed by rationality. Analogous to the TRA theory, the primary element in the theory of planned behavior is the individual's purpose to engage in a specific behavior. The three fundamental determinants in this theory are: (1) Personal factors, which encompass the individual's attitude towards the behavior, reflecting its perceived positivity or negativity; (2) The individual's intention to recognize social pressure, referred to as subjective norm, which pertains to the perception of normative coercion; and (3) The determinant of self-efficacy, or the capability to execute the behavior, known as perceived behavioral control [18]. The idea illustrates the

significance of attitude toward conduct, subjective norms, and perceived behavioral control in developing behavioral intention [38].

With their short-form video format and algorithmically curated feeds, platforms like TikTok have become particularly influential in shaping youth culture and consumption patterns [23]. The emergence of TikTok as a social commerce platform has garnered significant attention in recent research. [33] investigated the impact of social commerce constructs on trust in the buying process through TikTok s-commerce in Indonesia. [21] found that factors such as information quality, performance expectancy, social influence, trust, and influencer constructs influence consumer purchase intention on TikTok Shop. [24] analyzed the factors influencing consumer shopping decisions on the TikTok Shop application, highlighting TikTok's ability to compete with established social commerce platforms in Indonesia. Furthermore, [35] explored the acceptance factors of TikTok Shop in Sumatera Selatan based on the UTAUT 2 and Social Commerce Constructs model. [5] discussed the adaptation of social media marketing activities in TikTok Shop, emphasizing the platform's unique algorithm and business model. [34] focused on the influence of brand image and customer trust on purchase intention in TikTok Shop, highlighting the mediating role of trust in the relationship. Moreover, [31] examined the relationship between TikTok use intensity, utilitarian value, hedonic value, and impulse buying, utilizing the SOR theory to analyze internal and external stimuli.

Many researchers have used TPB to explain and predict consumer behavior in various contexts, including online shopping [5, 27]. Of course, the rapid rise of social media has introduced new psychological factors that could influence consumer choice — such as the Fear of Missing Out. It is defined as a disposition to be constantly connected with what others are doing. While TPB represents a strong foundation for understanding planned behavior, incorporating FoMO would add insights into consumer behavior's more social and impulsively driven aspects at this 'susceptibility to influencers' level on TikTok. FoMO may interact with TPB constructs by influencing attitudes, amplifying Subjective norms, and affecting perceptions of control over purchasing decisions. Several studies have explored the interplay between social media, FoMO, and consumer behavior. Table 1 summarizes key findings from relevant research.

Table 1. Prior studies

Study	Focus	Key Findings
[29]	Conceptualization and correlates of FoMO	FoMO is associated with lower need satisfaction and increased social media engagement.
[26]	FoMO and social media use in adolescents	FoMO mediates the relationship between heavy social networking and negative consequences.
[15]	FoMO in marketing appeals	FoMO appeals can influence consumer behavior by creating a sense of urgency.
[40]	FoMO and problematic smartphone use	FoMO is associated with problematic smartphone use and adverse effects.
[32]	FoMO and masstige brand consumption	FoMO influences motivation and beliefs related to purchasing decisions.

2. RESEARCH HYPOTHESES DEVELOPMENT

Attitude toward action is one of three main factors influencing the intention to perform that behavior, according to the Theory of Planned Action (TPB). In social buying, favorable perceptions of online shopping may relate to higher purchase intention on the platform. TikTok is especially promising as a context for observing this relationship, given its relatively strong interactive features and the diverse range of products it promotes [19]. Many studies have shown a high correlation between positive sentiments and purchase intention on social media. [36] found that positive social shopping attitudes significantly predict consumer purchase intentions. This positive sentiment has a lot to do with user experience, stability of platform, and ease of navigating for purchase. New content and product promotions on TikTok are often designed to make

users feel good, excited, and motivated to buy. Previous studies pointed out that positive attitudes toward e-commerce influence purchase intentions, especially when customers feel comfortable and satisfied with purchasing online [30]. Consequently, hypothesis H1 is articulated as follows:

2.1 Hypothesis H1: Attitude Towards Behavior Has a Positive Impact on Tiktok's Shopping Intention

Subjective norms are understood as social pressure that values expectations of others regarding their behavior by an individual. When we consider the subjective norms for shopping online, especially on social media channels like TikTok, it could be factors related to friends, family members, social circles, or even influencers. TikTok shopping trends often spread quickly thanks to sharing and interaction in the user community. [36] showed that pressure from peer groups and online communities can significantly influence users' shopping intentions. When individuals notice that people around them are participating in a particular shopping trend, they tend to feel pressured to conform and not "fall behind." This is amplified in social media, where keeping up with trends is often seen as important in maintaining a personal image. [28] emphasizes that subjective norms strongly impact consumption behavior on social networking platforms, especially when users feel that their shopping behavior is accepted and encouraged by the community. On TikTok, where videos and user-generated material significantly impact purchasing decisions, subjective norms are crucial to shopping intent. Consequently, hypothesis H2 is articulated as follows:

2.2 Hypothesis H2: Subjective Norms Positively Impact Shopping Intention on Tiktok

Within the realm of online shopping on TikTok, perceived behavioral control refers to a user's confidence in executing the shopping behavior, encompassing factors such as proficiency in app usage, convenient access to payment options, and the efficiency of product searches [20]. Prior research has shown that perceived behavioral control significantly affects behavioral intention. Consumers tend to persist in online purchasing when they see sufficient authority and control [37]. While traditional Theory of Planned Behavior (TPB) suggests a positive link between perceived behavioral control (PBC) and behavioral intention, recent research indicates a potential negative relationship in social commerce, particularly among young TikTok users. This is attributed to FoMO-driven impulse purchases, where the desire to keep up with trends overrides rational decision-making. Social influence and conformity further diminish PBC as young consumers prioritize social image over spending control. Time-sensitive promotions and limited-time offers on TikTok amplify this effect, creating urgency and undermining PBC. This is supported by [32], who found that FoMO can lead to purchases despite perceived lack of control. Similarly, [4] showed FoMO reducing perceived behavioral control among young consumers. Therefore, PBC may negatively impact shopping intent on TikTok, challenging traditional TPB and highlighting the unique dynamics of social commerce. Hypothesis H3 is proposed as follows:

2.3 Hypothesis H3: Perceived Behavioral Control Negatively Impacts Tiktok's Shopping Intention

FoMO denotes the worry or apprehension stemming from the perception that others are engaging in exhilarating experiences from which one is excluded, resulting in an intense compulsion to remain informed and involved in contemporary trends [29]. On TikTok, a social site where shopping trends and products rapidly emerge and proliferate, FoMO is a significant motivator influencing users' purchasing intentions. When individuals observe friends or influencers engaging in trends or purchasing particular things, they may experience pressure to make rapid purchases to avoid "missing out" or failing to keep pace with trends [28]. This particularly applies to time-sensitive promotions or products frequently utilized on TikTok to encourage rapid purchasing. [1] empirically support the FoMO, which acts as an anxiety of missing out on opportunities or events to act in on social media networks and results. This translates into users developing a higher purchase intent on TikTok – especially when they feel that having a product in their hand will make them feel more included in the community or less insecure, as they are part of an exclude and include cycle. Hypothesis H4 is proposed as follows:

2.4 Hypothesis H4: Fear of Missing Out Has a Positive Impact on Shopping Intention on Tiktok

FoMO effects in online buying: impulsive and unrestricted consumption behaviors can increasingly arise [14]. FoMO prompts consumers to engage with buying trends quickly because they do not want to feel left out. The FoMO temptation often makes individuals make decisions without thinking deeply, diminishing their perceived behavioral control [28]. According to the Theory of Planned Behavior (TPB), perceived behavioral control refers to how much ability, independence, and self-direction an individual believes in implementing a given behavior. However, if FoMO rules, users can feel out of control because they are pulled into shopping behaviors not by their evaluation and decision but by external stimuli. [1] pointed out that FoMO can impair consumers' behavioral control, leading to unplanned actions and even post-purchase regret row. Therefore, hypothesis H5 is proposed as follows:

2.5 Hypothesis H5: Fear of Missing Out Has A Negative Impact On Perceived Behavioral Control

From the theoretical background and research hypotheses development, this study proposed the research model as shown in Figure 1.
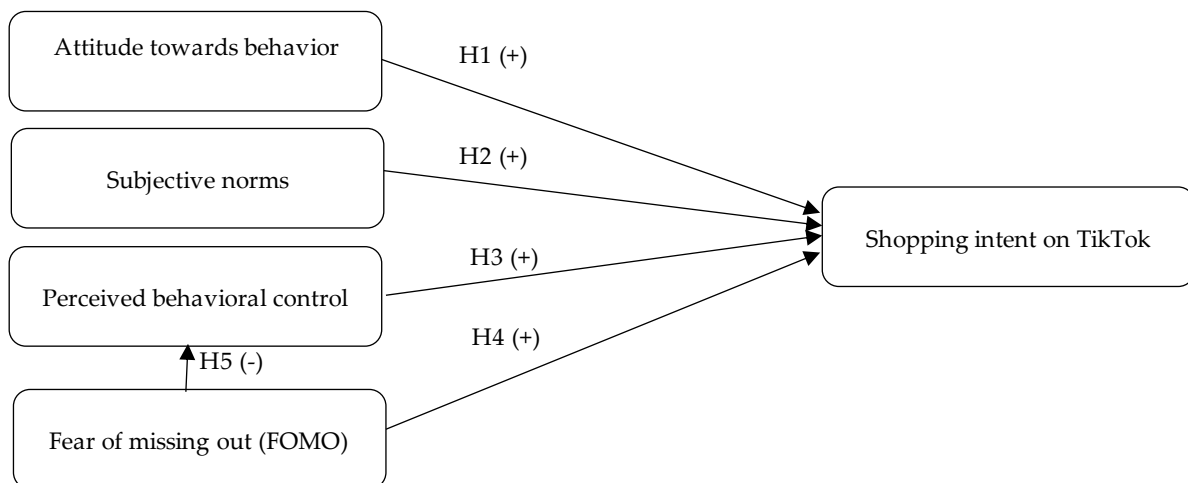

FIGURE 1.   Research model.

III. RESEARCH METHOD

This study employed validated measurement scales adapted from prior research. All items were measured on a 5-point Likert scale, with 1= strongly disagree to 5=strongly agree. Attitude towards behavior (TD) was measured using 5 items (e.g., "Shopping on TikTok is a fun activity", "I think shopping on TikTok is useful"), tapping respondents' overall evaluation of shopping on TikTok. Subjective norm (CCQ) was measured using 4 items (e.g., "The people who are important to me expect me to shop on TikTok", "My family thinks I should shop on TikTok"), assessing respondents' perception of social pressure to shop on TikTok. Perceived behavioral control (KSHV) was measured using 5 items (e.g., "I have enough money to shop on TikTok", "I'm confident that I can find the products I need on TikTok"), evaluating the perceived ease or difficulty of shopping on TikTok. Attitude towards behavior, Subjective norm, Perceived behavioral control were based on the scale of [2]. Fear of Missing Out (FoMO) was measured using 6 items from [29] (e.g., "I'm afraid of missing out on events or shopping that everyone else is participating in on TikTok", "When I cannot buy products immediately on TikTok, I worry that I will miss out on a good opportunity"), assessing anxiety and apprehension about missing experiences and information from one's social circles. Shopping intention

602

on TikTok (YDMH) was measured using 6 items (e.g., "I plan to shop on TikTok in the near future", "I am very likely to shop on TikTok"), adapted from [2]. The survey instrument was pretested with a sample of 30 participants to ensure clarity, comprehensibility, and reliability of the measures. Based on the pretest feedback, minor modifications were made to the wording of some items to enhance clarity and cultural relevance.

This study adhered to strict ethical guidelines in data collection and analysis. Prior to participation, all respondents were provided with a detailed information sheet explaining the study's purpose, voluntary nature of participation, and their right to withdraw at any time. Informed consent was obtained from all participants before they completed the survey. For participants aged above 18, additional parental/guardian consent was obtained to ensure ethical compliance. To protect participant privacy, all data were collected anonymously, with no personally identifiable information requested. The collected data were stored securely in encrypted format, accessible only to the research team. Participants were informed that their responses would be used solely for academic research purposes and that aggregated results might be published in academic journals. They were also provided with contact information for the research team should they have questions or concerns about the study. Post-participation, a debriefing statement was provided explaining how their data would contribute to understanding youth shopping behavior on social media platforms.

The target population was TikTok users aged 18-35, representing the primary demographic of active social commerce participants on the platform. The age range was specifically chosen as this group demonstrates high engagement with TikTok's shopping features and exhibits susceptibility to FoMO-driven behaviors. A non-probability convenience sampling method was employed to recruit participants through youth forums and social media groups related to TikTok and online shopping. The sampling strategy focused on groups where members actively discuss shopping experiences and trends on TikTok, ensuring relevance to the research objectives. The survey link was distributed across multiple platforms including Facebook groups, Zalo, and TikTok-focused forums to enhance sample diversity and representativeness. The final sample size of 325 respondents was determined based on both theoretical and practical considerations. Following recommendation of [10, 11] for structural equation modeling, the sample size should be at least 10 times the number of paths in the structural model. With our model containing 5 main construct relationships, the minimum required sample size was 50. However, to ensure robust statistical power and account for potential invalid responses, we aimed for a larger sample. The achieved sample size of 325 exceeds the recommendation of [6] for detecting medium effect sizes with 0.80 statistical power at $\alpha = 0.05$.

The sample demographics reflected the target population well: 49.8% (162 respondents) were aged 18-24, 40.0% (130 respondents) were 25-34, with smaller proportions of under-18 (7.1%, 23 respondents) and over-34 (3.1%, 10 respondents) participants. Gender distribution showed 60.0% female and 40.0% male respondents. Students are a group of people who regularly use TikTok and have a great interest in social trends, making them easily influenced by factors such as FoMO. This explains why students comprise half of the survey respondents, and office workers account for 35.1% of the respondents, with 114 respondents.

Data collection for this study was carried out over a three-month period from February 2024 to April 2024 using Google Forms as the survey platform. Google Forms was chosen due to its user-friendly design, compatibility with mobile devices, and seamless integration with statistical analysis tools. Additionally, the platform's automated response validation features ensured data quality and completeness throughout the collection process. To maintain high data integrity, several quality control measures were implemented. Attention check questions were strategically embedded within the survey to confirm participant attentiveness. Timestamps were monitored to identify rushed responses, while response patterns were analyzed to detect instances of straight-lining. Duplicate IP address checks were performed to prevent multiple submissions, and mandatory response settings were applied to critical questions to avoid missing data.

Data analysis was conducted using a structured multi-step approach involving various statistical techniques. The preliminary analysis included data screening to address missing values and outliers, performed using SPSS 26.0. Normality was assessed through skewness and kurtosis, and descriptive statistics were generated for demographic variables. The measurement model assessment involved

evaluating the reliability and validity of the constructs. Cronbach's alpha values were used to confirm internal consistency (threshold > 0.7). Exploratory Factor Analysis (EFA) was conducted using Principal Axis Factoring with Promax rotation to uncover underlying factor structures, followed by Confirmatory Factor Analysis (CFA) to validate the measurement model. Convergent validity was assessed through Average Variance Extracted (AVE > 0.5), and discriminant validity was confirmed using the Fornell-Larcker criterion. For the structural model analysis, AMOS 24 software was used. Model fit was evaluated using indices such as Chi-square/df (<3), GFI (> 0.8), CFI (>0.9), TLI (>0.9), and RMSEA (<0.08). Path coefficients were analyzed to test hypotheses [6].

IV. RESEARCH RESULT

This study utilizes covariance-based structural equation modeling (CB-SEM) due to its strength in confirming or rejecting theories by assessing how well a hypothesized model fits the observed data, which aligns with the objective of evaluating the applicability of the Theory of Planned Behavior (TPB) in the TikTok context. CB-SEM excels in estimating relationships between latent variables, such as attitudes, subjective norms, and perceived behavioral control, allowing for a comprehensive examination of the TPB model. Additionally, CB-SEM provides robust measures of model fit indices, enabling a rigorous evaluation of the hypothesized model against the collected data. This technique's ability to analyze complex relationships between observed and latent variables makes it well-suited for investigating the interplay of FoMO, TPB constructs, and shopping intentions on TikTok. By employing CB-SEM, the study can effectively test the TPB model, assess the impact of FoMO on shopping intentions and perceived behavioral control, and provide valuable insights into the factors influencing consumer behavior on the platform [8].

The results of testing the scale's reliability through Cronbach's Alpha coefficient show that all scales meet the requirement of greater than 0.7. The results of EFA exploratory factor analysis using the Principal Axis Factoring data extraction method and Promax rotation show that the factor loading coefficients of all observed variables are more significant than 0.5, which is satisfactory. The combined reliability of all factors is more significant than 0.7, so the condition is satisfied. The results of calculating the Average Variance Extracted (AVE) according to Table 2 are all greater than 0.5, meeting the requirements in confirmatory factor analysis CFA [16].

Table 2. Scale reliability and validity result.

Observed Factor/Variable		Reliability and validity		
		Factor loading	CR	AVE
Attitude towards behavior (Cronbach's α = 0.839)			0.849	0.532
TD1	Shopping on TikTok is a fun activity	0.783		
TD2	I think shopping on TikTok is useful	0.764		
TD3	I feel shopping on TikTok is worth experiencing	0.763		
TD4	I have positive feelings about shopping on TikTok	0.723		
TD5	Shopping on TikTok is a fun activity	0.557		
Subjective norm (Cronbach's α = 0.804)			0.804	0.507
CCQ1	The people who are important to me expect me to shop on TikTok	0.758		
CCQ2	My family thinks I should shop on TikTok	0.73		
CCQ3	My friends believe I should shop on TikTok	0.692		
CCQ4	I feel pressure from society to shop on TikTok	0.666		
Perceived behavioral control (Cronbach's α = 0.942)			0.944	0.771
KSHV1	I have enough money to shop on TikTok.	0.935		
KSHV2	I have enough time to shop on TikTok.	0.893		
KSHV3	I am confident that I can find the products I need on TikTok.	0.889		

Observed Factor/Variable		Reliability and validity		
		Factor loading	CR	AVE
KSHV4	I can control my spending when shopping on TikTok.	0.853		
KSHV5	I find it easy to use the TikTok app for shopping.	0.812		
Fear of Missing Out (Cronbach's α = 0.943)			0.942	0.731
FoMO1	I am afraid of missing out on events or shopping that everyone else is participating in on TikTok	0.944		
FoMO2	When I cannot buy products immediately on TikTok, I worry that I will miss out on a good opportunity	0.928		
FoMO3	I always want to keep up to date with the latest shopping trends on TikTok so I do not become outdated	0.873		
FoMO4	I feel anxious if I cannot participate in special sales on TikTok	0.841		
FoMO5	I worry that someone else will have better products than me if I do not shop on TikTok right away	0.799		
FoMO6	I feel pressured when I see other people shopping for hot products on TikTok that I have not bought yet	0.729		
Shopping intent on TikTok (Cronbach's α = 0.911)			0.912	0.635
YDMH1	I plan to shop on TikTok shortly	0.931		
YDMH2	I plan to shop on TikTok next time I need to do some shopping	0.895		
YDMH3	I am very likely to shop on TikTok	0.842		
YDMH4	I will prioritize TikTok when shopping online	0.759		
YDMH5	I think I will shop on TikTok regularly	0.658		
YDMH6	I intend to recommend TikTok to others as a place to shop	0.607		

The results of covariance-based structural equation modeling (CB-SEM) in Figure 2 shows that the Chi-square/df index is 2.612 < 3, the GFI index is 0.842 > 0.8; CFI is 0.211 > 0.9, TLI is 0.913 > 0.9, and RMSEA is 0.071 < 0.08, showing that the theoretical model is suitable for the market. All relationships have 95% confidence at p = 0.000 [10]. This proves that the scales of concepts in the research model are theoretically related.

The results of estimating the theoretical model in Table 3 pointed out that hypotheses H1, H2, and H3 were accepted with 99%; moreover, hypotheses H4, and H5 are accepted with 95% confidence. The results of the analysis show that attitudes towards the behavior have a strong positive influence on young people's intention to shop on TikTok. Specifically, the estimated coefficient of this relationship is 0.594 with a CR value of 5.885, and the level of statistical significance is exceptionally high (p < .001). Subjective norms are also confirmed to positively influence shopping intention on TikTok, with an estimated coefficient of 0.261 and a CR value of 3.958 (p < 0.001). An important finding from the study is the negative relationship between perceived behavioral control and shopping intention on TikTok, with estimated coeficient of -0.227 and a CR value of -4.428 (p < 0.001).

The estimated coefficient of this relationship is -0.227, with a CR value of -4.428 (p < .001). The Fear of Missing Out has shown a favorable effect on TikTok's shopping intentions, with an estimated coefficient of 0.159 and a CR value of 2.403 (p = .016). The research indicated that FoMO adversely impacts perceived behavioral control, yielding an estimated coefficient of -0.174 and a CR value of -2.283 (p = .022).

Table 3. Results of testing the hypotheses.

	Hypothesis			Beta	SE	CR	P	Conclude
H1	YDMH	<---	TD	0.594	0.1	5,885	***	Accept
H2	YDMH	<---	CCQ	0.261	0.07	3,958	***	Accept
H3	YDMH	<---	KSHV	-0.227	0.05	-4,428	***	Rejected
H4	YDMH	<---	FoMO	0.159	0.07	2,403	0.02	Accept

H5	KSHV	<---	FoMO	-0.174	0.08	-2,283	0.02	Accept

Note: ***p <.001

V. DISCUSSION

The study's findings highlighted the influence of FoMO on the purchasing intentions of young consumers on the TikTok platform. According to Figure 2, FoMO positively influences purchasing intention. The findings corroborated existing studies highlighting the impact of FoMO on various consumer behaviors [14, 29]—the ubiquitous nature of social media in our lives subjects us to numerous product advertisements and shop presentations. Research by [25] shows that the ubiquitous presence of social media platforms such as TikTok, which prioritizes trends and social interactions, has inundated consumers with a barrage of product advertisements and merchandise sales. This constant exposure can trigger FoMO, leading to mindless shopping behavior stemming from a desire to fit in socially.
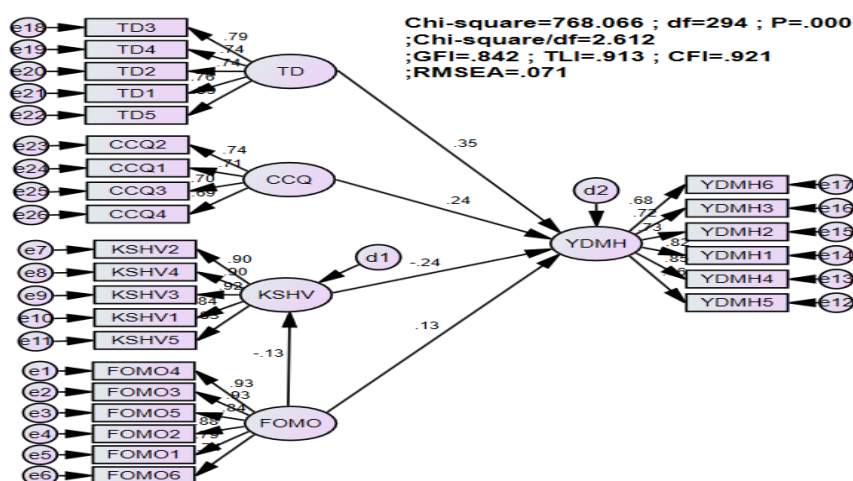

FIGURE 2.   Results of SEM model analysis.

The study confirms that positive attitudes towards shopping on TikTok and social pressure will increase purchase intention when participating in social commerce. This finding is consistent with previous studies such as [41]. This finding also highlights the importance of the theory of planned behavior in the context of the digital economy. However, this finding also shows a difference from the traditional theory of planned behavior; that is, perceived behavioral control negatively influence purchase intention in social commerce. Social commerce features provide direct access to customers' social profiles. This provides essential customer data that can be used to enhance the current approach. Integrate these insights with social media monitoring to improve the audience's understanding. This approach provides a deeper understanding of consumer behavior and preferences. According to [13], the more users perceive control over their shopping habits, the less likely they are to be influenced by TikTok's AI-driven recommendations and influencer endorsements. Similarly, [36] found that self-control, a key component of PBC, significantly predicts responsible digital consumption. Research by [9] highlights that TikTok's gamified sales strategies, such as flash sales, interactive challenges, and limited-time offers, encourage impulse buying behaviors among users with low PBC.

With the influence of urgency and time constraints in social media livestreams, Fear of Missing Out negatively affects perceived behavioral control and positively affects young consumers' social commerce purchase intention. [32] showed that when consumers fear missing out on a promotion or product, it leads to consumer purchase behavior, even though they perceive the behavior as futile or uncontrollable. This finding highlights the relationship between FoMO and other psychological factors in the theory of planned

606

behavior. [4] also advocated that FoMO reduces perceived behavioral control, which is consistent with the research results where FoMO was shown to hurt the perceived behavioral control of young customers in social commerce. Young customers are often perceived as hasty and impulsive in making decisions due to the anxiety and stress associated with FoMO. Therefore, it is easy to see that FoMO operates through motivational and deliberative cognitive mechanisms [39].

VI. CONCLUSION

1. THEORETICAL CONTRIBUTIONS

This study has made an essential contribution to behavioral theory. The research results have extended the application of the theory of planned behavior based on the characteristics of social commerce, specifically TikTok. The research shows that FoMO becomes a positive factor influencing consumer behavior, in addition to traditional factors such as attitude, subjective norm, and perceived behavioral control. In addition, the research results also show that FoMO is a negative motivator for perceived behavioral control. The research has contributed to explaining the debate on how the traditional behavioral model is supplemented or replaced if applied in the context of online behavior analysis. At the same time, the research also shows that FoMO can replace rational judgments about purchase motivation. This research has challenged the traditional view of the relationship between perceived control and purchase intention under the influence of social commerce. The study has enriched the emerging literature on the rapidly growing social commerce platform.

2. PRACTICAL IMPLICATIONS

This report offers valuable information from empirical research for marketers and businesses who use TikTok. Marketers can develop ethical strategies to capitalize on the Fear of Missing Out (FoMO) by first gaining knowledge of the enormous influence that FoMO has on consumers' purchase intentions.

Marketers can leverage consumers' Fear of Missing Out by infusing a sense of urgency and exclusivity into their product advertisements. Fear of Missing Out and impulsive buying are two behaviors that can be effectively induced through timed marketing, flash sales, and exclusive products. With the help of TikTok followers, a brand may create a sense of scarcity and desirability by releasing a limited-edition product that is only available for a limited amount of time. It is possible to increase the sense of urgency and motivate people to take immediate action by using a countdown timer for a flash sale.

The benchmark study's findings highlight horizontal marketing and influencer collaborations on TikTok as necessary. It is possible to utilize social influence to affect customer views and increase purchasing behavior by forming partnerships with relevant influencers to target the demographic. Influencers provide exciting and informative content to generate social engagement and encourage their followers to buy the products being sold, highlighting the benefits of different things. Selecting influencers congruent with the company's ideals and the audience it intends to reach is essential to achieving the most outstanding possible success with these partnerships. However, it is crucial to have a buying experience that is both smooth and user-friendly on TikTok. Research has shown that perceived behavioral control does not directly increase buy intent. By expediting the purchasing process, giving transparent product information, offering a variety of payment methods, and guaranteeing transaction security, brands may increase the perceived autonomy of their customers and lessen the friction that they experience when making purchases. This has the potential to increase revenue growth by facilitating a purchasing experience that is less complicated and by developing confidence among customers. Incorporating shopping tags into TikTok videos makes it easier to purchase within the app, enhancing the overall shopping experience and increasing convenience. Based on the environment, TikTok's algorithm generates customized and popular material. Targeting individuals based on their interests, previous actions, and social connections is something that marketers may do with this capacity. By delivering product launches and promotions personalized to individual interests, marketers cannot raise the relevancy of their messages and enhance the generation of Fear of Missing Out (FoMO). You

can cultivate a tendency to keep updated about the most recent product trends by showing relevant advertisements for products comparable to the one you are currently engaging with. This will increase the frequency you engage with material related to a specific product category.

The development of a robust community on TikTok that is centered on a business has the potential to boost social engagement and raise Fear of Missing Out activities. Brands can accomplish the cultivation of a platform community through the endorsement of user-generated content, the hosting of interactive challenges and competitions, and the maintenance of active connections with target audiences. The customers' sense of belonging and sensitivity to purchases driven by Fear of Missing Out might increase, which can generate a positive feedback loop. Increasing community participation and magnifying social media activity can be accomplished by a brand by initiating a hashtag that encourages viewers to film creative films that feature the brand's products.

Using Fear of Missing Out (FoMO) as a follow-up strategy can be advantageous; nonetheless, adopting an ethical approach is necessary. The use of strategies that take advantage of the vulnerabilities of consumers or generate an inflated feeling of risk should be avoided by marketers! Honesty, integrity, and respect for the client's autonomy are among the characteristics that must be adhered to in all follow-up projects. When it comes to upholding ethical standards, adhering to the principles of transparent disclosure of sponsored content and avoiding making deceptive product claims is necessary.

3. *LIMITATIONS AND FUTURE RESEARCH DIRECTIONS*

This study faced several important limitations. The use of self-reported data may be influenced by social desirability bias, as participants express their opinions in ways that they find acceptable or predictable. This highlights the need to assess processes that may limit the generalizability of these findings to other social media platforms and diverse demographic groups. Future research should use more diverse sampling techniques to mitigate these limitations, expand the research beyond TikTok, and deploy longitudinal research methods. Additionally, examining the impact of specific factors such as personality and cultural context in advertising may provide insight into the correlation between Fear of Missing Out and purchase intention. Finally, research on the negative consequences of FoMO, including obsessive shopping behavior and financial problems, is needed to develop more effective marketing strategies.

Conflicts of Interest

The authors declare no conflicts of interest.

Data Availability Statement

Data are available from the authors upon request.

REFERENCES

1. Abel, J. P., Buff, C. L., & Burr, S. A. (**2016**). Social media and the fear of missing out: Scale development and assessment. *Journal of Business & Economics Research (JBER), 14*(1), 33–44.
2. Ajzen, I. (**1991**). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211.
3. Ajzen, I., & Fishbein, M. (**1975**). Belief, attitude, intention and behavior: An introduction to theory and research. Addison-Wesley.
4. Alt, D., & Boniel-Nissim, M. (**2018**). Links between adolescents' deep and surface learning approaches, problematic internet use, and fear of missing out (FoMO). *Internet Interventions, 13*, 30–39.
5. Andon, N. S., & Annuar, S. N. S. (**2023**). The adaptation of social media marketing activities in s-commerce: TikTok shop. *Information Management and Business Review, 15*(1), 176–183.
6. Cohen, J. (**2013**). Statistical power analysis for the behavioral sciences. Taylor and Francis.
7. Conner, T. S., Scarf, D., Hunter, J. A., Flett, J. A. M., & Riordan, B. C. (**2015**). Fear of missing out (FoMO): The relationship between FoMO, alcohol use, and alcohol-related consequences in college students. *Journal of Psychiatry and Brain Functions, 2*(1).
8. Dash, G., & Paul, J. (**2021**). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change, 173*, 121092.
9. Dobbelstein, T., Sinemus, K., & Zielke, S. (**2023**). Gamified promotions in shopping apps: The role of regret and its impact on purchase intention. Paper presented at the *29th Recent Advances in Retailing and Consumer Science Conference*.
10. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (**2019**). Multivariate data analysis (Vol. 8). Cengage Learning.
11. Hajli, N., & Lin, X. (**2014**). Exploring the security of information sharing on social networking sites: The role of perceived control of information. *Journal of Business Ethics, 133*(1), 111–123.
12. Hamizar, A., Karnudu, F., Relubun, D. A., & Saimima, S. (**2024**). Consumer impulse buying behavior based on FOMO psychology in the digital era. Paper presented at the *International Conference of Multidisciplinary Cel: Proceeding*.
13. Hammond, E. J. (**2023**). Viral shopping trends of Generation Z on TikTok [Master's thesis]. Kent State University.
14. Hodkinson, C. (**2016**). 'Fear of missing out' (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications, 25*(1), 65–88.
15. Hodkinson, C. (**2019**). 'Fear of missing out' (FOMO) marketing appeals: A conceptual model. *Journal of Marketing Communications, 25*(1), 65–88.
16. Hu, L. T., & 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.
17. Khan, M. L. (**2017**). Social media engagement: What motivates user participation and consumption on YouTube? *Computers in Human Behavior, 66*, 236–247.
18. Khoa, B. T. (**2023**). The role of self-efficacy and firm size in the online advertising services continuous adoption intention: Theory of planned behavior approach. *Journal of Open Innovation: Technology, Market, and Complexity, 9*(1), 100025.
19. Khoa, B. T., & Huynh, T. T. (**2024**). Why do generation X customers use wearable fitness technology equipment after recovering from coronavirus? The role of perceived health risks. *Heliyon, 10*(12), e32978.
20. Liu, S., Luo, G., Cai, Y., Wu, W., Liu, W., Zou, R., & Tan, W. (**2024**). Determinants of consumer intention to adopt a self-service technology strategy for last-mile delivery in Guangzhou, China. *Mathematical Biosciences and Engineering, 21*(2), 3262–3280.
21. Maulida, M., Sari, Y., & Rohmah, S. (**2022**). Influence of electronic word of mouth (e-WOM), hedonic motivation, and price value on consumer's purchase intention using social commerce "TikTok Shop." *Paper presented at the 2022 Seventh International Conference on Informatics and Computing (ICIC)*.
22. Maxwell, L. C., Tefertiller, A., & Morris, D. (**2021**). The nature of FoMO: Trait and state fear-of-missing-out and their relationships to entertainment television consumption. *Atlantic Journal of Communication, 30*(5), 522–534.
23. Mohsin, M. (**2020**). 10 TikTok statistics that you need to know in 2020. *Oberlo.*
24. Nasution, R. A., Prayoga, Y., & Halim, A. (**2022**). The influence of ease of use, privacy, security, and efficiency on shopping decisions using the TikTok Shop. *Daengku: Journal of Humanities and Social Sciences Innovation, 2*(6), 895–902.
25. Nurmalasari, E., Hartini, I., Putri, R. A., & Soesilo, P. K. M. (**2024**). Effect of FoMO and hedonic value on impulsive buying and post-purchase regret for purchasing skincare products at the online shop. *Andalas Management Review, 8*(1), 1–21.
26. Oberst, U., Wegmann, E., Stodt, B., Brand, M., & Chamarro, A. (**2017**). Negative consequences from heavy social networking in adolescents: The mediating role of fear of missing out. *Journal of Adolescence, 55*, 51–60.
27. Pavlou, P., & Fygenson, M. (**2006**). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly, 30*(1), 115–143.
28. Platon, O.-E. (**2024**). Understanding the influence of hedonic motivation and fear of missing out (FoMO) on online impulse purchase intentions of discounted products. *Challenges of the Knowledge Society, 17*(1), 684–695.
29. 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.
30. Quan, N. M., Khoa, B. T., & Nguyen, V. T.-T. (**2023**). Electronic word-of-mouth behavior of passengers in the airport: The combination of SOR and commitment-trust theory. *Business Management, 2023*(4), 5–26.

31. Rani, V. Z., Ainur, R., & Juwita, H. A. J. (**2023**). The influence of intensity of TikTok use, utilitarian value, and hedonic value on impulsive buying mediated by urge to buy impulsively. *International Journal of Research in Business and Social Science, 12*(5), 86–97.
32. Saavedra, C. M. C., & Bautista, R. A. (**2020**). Are you "in" or are you "out"?: Impact of FoMO (fear of missing out) on Generation Z's masstige-brand apparel consumption. *Asia-Pacific Social Science Review, 20*(2), 106–118.
33. Saghfira, A., & Astuti, R. D. (**2022**). The impact of s-commerce usage in Indonesia towards social commerce intention. *Paper presented at the Brawijaya International Conference on Economics, Business and Finance 2021 (BICEBF 2021).*
34. Saktiawan, B., Permatasari, H. I., & Wulandari, T. R. (**2023**). The influence of brand image on purchase intention in social commerce TikTok Shop: The role of trust. *Sebelas Maret Business Review, 8*(1), 10–19.
35. Sawitri, R., & Meiriza, A. (**2023**). Analisis faktor penerimaan TikTok Shop berdasarkan model UTAUT2 dan SCC. *Jurnal Nasional Teknologi dan Sistem Informasi, 9*(1), 33–44.
36. Shahzalal, M., & Adnan, H. M. (**2022**). Attitude, self-control, and prosocial norm to predict intention to use social media responsibly: From scale to model fit towards a modified theory of planned behavior. *Sustainability, 14*(16), 9822.
37. Strickland, J. C., & Stoops, W. W. (**2018**). Evaluating autonomy, beneficence, and justice with substance-using populations: Implications for clinical research participation. *Psychology of Addictive Behaviors, 32*(5), 552–563.
38. Ullah, S., Kiani, U. S., Raza, B., & Mustafa, A. (**2022**). Consumers' intention to adopt m-payment/m-banking: The role of their financial skills and digital literacy. *Frontiers in Psychology, 13*, 873708.
39. Westin, F., & Chiasson, S. (**2021**). "It's so difficult to sever that connection": The role of FoMO in users' reluctant privacy behaviours. *Paper presented at the Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems.*
40. Wolniewicz, C. A., Tiamiyu, M. F., Weeks, J. W., & Elhai, J. D. (**2018**). Problematic smartphone use and relations with negative affect, fear of missing out, and fear of negative and positive evaluation. *Psychiatry Research, 262*, 618–623.
41. Wu, J., & Song, S. (**2020**). Older adults' online shopping continuance intentions: Applying the technology acceptance model and the theory of planned behavior. *International Journal of Human–Computer Interaction, 37*(10), 938–948.