

FEAR OF MISSING OUT DALAM COMPULSIVE BUYING

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Abstract

This article aims to examine the concepts, determinants, and relationship patterns between Fear of Missing Out (FoMO) and compulsive buying behavior based on prior empirical studies. The research method employed is a systematic literature review by analyzing 20 scientific articles, consisting of 13 national journals and 7 international journals published between 2020 and 2025 and relevant to the topics of FoMO and compulsive buying. Based on the literature review, several key findings were identified: (1) a total of 12 studies indicate that FoMO has a positive and significant effect on compulsive buying behavior; (2) 4 studies report that FoMO positively influences compulsive buying but with insignificant results; (3) 5 studies reveal that the effect of FoMO on compulsive buying is mediated by psychological variables such as materialism, brand passion, social anxiety, and impulsive buying; (4) 4 studies identify moderating variables, including mindfulness, green consumer values, age, and narcissism, which influence the strength of the relationship between FoMO and compulsive buying; and (5) 15 studies emphasize that digital environments—particularly social media and e-commerce platforms—intensify FoMO and subsequently encourage consumptive and compulsive purchasing behavior. The findings indicate that FoMO is a crucial psychological factor in explaining compulsive buying behavior, especially among young consumers in the digital era. Therefore, future research is recommended to further explore mediating and moderating variables and to develop more comprehensive consumer behavior models related to FoMO and compulsive buying.

Keywords: Compulsive Buying, Fear of Missing Out

JEL: Systematic Literature Review

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