

Impact of Fear of Missing Out (FOMO) on Consumption and the Emergence of Fomsumerism: A PRISMA-Guided Systematic Literature Review

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Abstract

Fear of missing out (FOMO) has surged as a pivotal psychological driver in digital consumer behavior, propelling impulsive purchases and giving rise to Fomsumerism—a novel form of consumerism rooted in social exclusion anxiety. This systematic literature review, adhering to PRISMA guidelines, synthesizes 34 empirical studies from 2022 to 2025, revealing a consistent positive association of Fear of Missing Out with compulsive buying, particularly among Generation Z, through social media platforms. Key findings highlight antecedents like scarcity cues and social comparison, consequences including post-purchase regret, and the nascent conceptualization of Fomsumerism as FOMO-fueled overconsumption. Gaps persist in longitudinal designs and cross-cultural validations, underscoring the need for ethical marketing interventions. These insights advance consumer psychology theory and inform sustainable digital strategies.

Introduction:

Digital ecosystems have transformed consumption patterns, with social media amplifying psychological triggers that spur unplanned buying. The advent of technology and the resultant effect of the pandemic have enhanced the use of social media. In today's world, people are using social media applications not for their communications but for information-seeking and community building, along with e-commerce purposes (Cao & Yu, 2019; Ortiz-Ospina, 2020). Recent statistics indicate 62.3% of the global population engages social media for over 2 hours daily, heightening exposure among youth to peer-driven consumption cues (GWI, 2024).

The role of communities is affecting personal lifestyles and choices in their lives. Research has proved that Generation Y and Z are engaged in social media groups and communities, and uploading content with friends has led to extensive usage of these applications (Osemeahon & Agoyi, 2020; van Essen & Van Ouytsel, 2023). This invasion of technology in our lives has given rise to several psychological problems as well, like depression, loneliness, anxiety, and "Fear of Missing Out." (Balta et al., 2020; Bernard, 2020). The World Health Organization has recorded negative psychological

health issues because of excessive social media usage (Hassan & Pandey, 2021). Previous literature explains that excessive social media use can result in the psychological state of “Fear of Missing Out” (FOMO). (Gugushvili et al., 2024; H. Wang et al., 2023; Yin et al., 2023). FOMO, defined as a pervasive apprehension that others might be having rewarding experiences from which one is absent, emerges prominently in this context, linking social connectivity fears to material acquisition. Researchers have conducted studies to prove that FOMO is a psychological problem that arises due to excessive usage of Social media (Brailovskaia et al., 2023; Hassan & Pandey, 2021; Jabeen et al., 2023). However, FOMO is an effective tool for marketing by engaging the consumers emotionally and psychologically. Several marketers are now using FOMO as a means of influencing their consumers through compulsive consumption (Maccarrone-Eaglen & Schofield, 2023), narcissism (Mert & Tengilimoğlu, 2023), the feeling of scarcity (Cengiz & Şenel, 2023) or social comparison (H. Wang et al., 2023).

Statistics indicate that young people are avid users of social media, which exposes them to the psychological and emotional effects of FOMO (De Battista, 2024; Fauzan & Jaroenwanit, 2024). (Przybylski et al., 2013, p. 1841) first described FOMO from social media perspective as, “a pervasive apprehension that others might be having rewarding experiences from which one is absent”. He further stated that “it is often prompted by posts encountered on Social media usage, where individuals worry about missing a chance for social contact or an enjoyable experience”(Bernard, 2020). FOMO is widely recognized not as a mental disorder but as a psychological state leading to anxiety and the resultant decisions taken as a response of these emotional and psychological states (Gugushvili et al., 2022; Pang & Quan, 2024; Yustini & Prihastuty, 2024).

Since the introduction of the concept, several studies have been conducted to investigate the antecedents and consequences of FOMO in different disciplines. The psychological effects of Social media use and young generation issues (Bautista & Saavedra, 2020) are widely examined along with the impact on financial investment decisions (Mukti et al., 2024) and further related to marketing and consumer behavior standing (Deliana et al., 2024).

Fomsumerism extends this dynamic, portraying consumerism as distinctly motivated by FOMO, where purchases serve to mitigate perceived exclusion rather than fulfill needs. Unlike traditional consumerism tied to materialism, Fomsumerism thrives on ephemeral digital trends, flash sales, and influencer endorsements, fostering cycles of excess. Prior reviews touch on FOMO's tourism or fatigue links but overlook its 2022–2025 evolution toward Fomsumerism amid post-pandemic e-commerce booms (Argan, 2019; Askari & Rashid, 2024; Aziz et al., 2021; Duradoni et al., 2025; Santoso et al., 2021).

Previously, literature reviews have been conducted to explore the phenomenon of FOMO by researchers with different dimensions (Habib & Almamy, 2025; Jabeen et al., 2023; Mavilinda et al., 2024; Servidio et al., 2024). (Wang, 2021) Conducted a review on the negative psychological impact of social media use. He investigated social fatigue and FOMO and their relationship and found that negative emotions like information overload, anxiety, and depression create FOMO and social media fatigue.

(Kurniawan & Susilo, 2024) reviewed 56 papers related to FOMO in the tourism context and concluded that “electronic word of mouth, reference groups, and perceived loneliness” are the antecedents of FOMO that further result in “intention to seek information, intention to visit, and positive well-being”. They further concluded that FOMO can thus be used in the tourism industry as a tool to motivate and advertise.

Literature at FOMO has been conducted with reference to the consumer responses. (Sargin, 2022) conducted a brief literature review to explain the link between consumption and FOMO. He states that fear created by watching others’ experiences and pleasures online creates anxiety and fear of not being able to enjoy the same. This state leads to buying the brands, leading to the same experience. (Alfina et al., 2023) conducted a review of 42 empirical studies and recommended that marketers can use the factors of social comparisons to acquire a positive response from their consumers. Further, they explored the relationship between consumer behavior and FOMO to conclude that FOMO can help in getting the desired results from consumers. Nonetheless, a gap still exists in finding the antecedents and consequences of FOMO, along with narcissism and Conspicuous consumption and their impact on Consumerism. Consumerism is often considered as an economic phenomenon; however, it is used in marketing as the rights and privileges given to consumers and the resulting benefits to the organizations (Hayes, 2024). Nevertheless, in marketing, consumerism is cited as the obsession of acquiring goods and services beyond basic needs with the belief that “happiness is linked to material possession”. This intense desire is often induced by social comparison, self-worth and belongings. These desires often lead individuals to buy luxury goods and services to signify their social and self-worth (Argan & Tokay-Argan, 2018). Hence, (Argan et al., 2018) explain the concept positively with FOMO, conspicuous consumption (Özhasar et al., 2021). (Alfina et al., 2023) further explained it as a lifestyle-changing phenomenon and a constant desire to buy for ideal exposure on social media. A few studies have investigated this relationship, leaving grounds to study the research explaining the later relationships (Lage et al., 2022). Based on the above argument, a need was found to study the literature and find studies that authenticate these relationships, and to find new horizons for further researchers in linking the concept of consumerism and FOMO. This will further help the marketers in developing new factors through which they can attract their consumers and give them a new scope for strategy development.

The existing literature focuses on the negative psychological impacts of FOMO and ignores the positive impact on understanding consumer behavior. Further, previous literature has not explained the predictors and the consequences of FOMO explicitly in the above context. In addition, these concepts need to be studied from social media usage and their impact on consumerism. This study focuses on understanding the role of FOMO and the crucial psychological traits that evoke the desire to buy and acquire the best. There is a lack of comprehensive frameworks that connect FOMO with conspicuous consumption, highlighting the need for further investigation into how these phenomena interact and influence purchasing decisions in a digital age. The extant literature has not been able to search this gap and simulate these concepts and their relationship (Erensoy et al., 2024). An extensive literature review is required to deeply

understand the relationships among the above factors. Addressing these gaps can enhance understanding of consumer motivations and inform effective marketing strategies.

Based on the above argument, this study explores the answers to the following research question:

RQ1: What is the role of literature in studying the relationship between FOMO and Fomsumerism?

RQ2: What prospects and concepts must be studied in the context of FOMO and Fomsumerism?

By mapping trends and conducting bibliometric and thematic analysis, it contributes a comprehensive framework for high-impact consumer behavior scholarship.

Theoretical Framework:

FOMO aligns with social comparison theory, where upward comparisons on platforms like Instagram evoke envy, prompting consumptive alignment with peers. This integrates self-determination theory's relatedness needs, positioning FOMO as an extrinsic motivator for belonging via purchases. Conspicuous consumption theory further elucidates Fomsumerism, as individuals signal status through visible acquisitions to counter exclusion fears (Duradoni et al., 2025; Santoso et al., 2021).

Emerging models posit FOMO mediating scarcity perceptions and impulse buying, moderated by traits like narcissism or financial literacy. Fomsumerism synthesizes these, framing it as a behavioral endpoint where FOMO transmutes anxiety into habitual over acquisition, distinct from general impulsivity by its social validation focus. These lenses ground the review, revealing underexplored integrations like FOMO's interplay with neuroticism in digital natives (Saritepeci & Kurnaz, 2024).

FOMO Drives Impulsive and Socially-Influenced Buying in the Digital Age

The fear of missing out (FOMO) has become a powerful force shaping consumer behavior, especially in the context of social media and digital marketing. FOMO can trigger both impulsive and conformity-driven purchases, as individuals seek to avoid being left out of trends, experiences, or exclusive offers.

Mechanisms Linking FOMO to Consumption

FOMO heightens purchase intentions by amplifying emotions such as anticipated elation, self-enhancement, and regret over missed opportunities. Marketing messages that create urgency or scarcity—like limited-time offers—are particularly effective at leveraging FOMO to drive sales. Social media intensifies these effects by constantly exposing users to others' experiences and purchases, increasing the pressure to buy in order to belong or keep up (Good & Hyman, 2020; Samsura & Rufaidah, 2025; Ilyas et al., 2022; Bok et al., 2025; Tresna et al., 2025).

Evidence of FOMO's Impact on Buying Behavior

Numerous studies show a strong positive correlation between FOMO and impulsive or compulsive buying, especially among younger consumers and heavy social media users. For example, FOMO significantly predicts impulsive buying in Generation Z and is linked to higher rates of unnecessary or excessive consumption (Jangkar et al., 2025; , 2023; Mahena et al., 2025; Hussain et al., 2023; Muchtar, 2025; Safitri & Rinaldi, 2023). FOMO also mediates the relationship between perceived scarcity and impulse buying, making consumers more likely to act quickly on deals (Akuntansi et al., 2025; Seker, 2022).

FOMO, Social Influence, and Post-Purchase Experience

FOMO-driven purchases are often motivated by the desire to fit in with peers or avoid social exclusion. While these purchases can bring temporary satisfaction, they are also associated with post-purchase regret and social media fatigue (Van Solt, 2019; Perez et al., 2024; Tresna et al., 2025; Kim et al., 2020). Mindfulness and financial literacy may help mitigate these negative effects (Hussain et al., 2023; Mahena et al., 2025).

FOMO and Fomsumerism

The concepts of Fear of Missing Out (FOMO) and Fomsumerism have gained significant attention in consumer behavior research, particularly in the context of digital and social media environments. FOMO is widely recognized as an unpleasant feeling stemming from the perception of missing out on rewarding social experiences, often amplified by social media use (Tandon et al., 2021; Samsura & Rufaidah, 2025; Alfina et al., 2023). Fomsumerism, a more recent construct, refers to consumerism specifically driven by FOMO, where individuals engage in consumption behaviors to avoid missing out and to maintain social inclusion. Systematic literature reviews (SLRs) reveal that while FOMO is a well-established psychological phenomenon, its conceptual boundaries and operationalization remain debated, and the relationship between FOMO and Fomsumerism is still being clarified (Samsura & Rufaidah, 2025; Tandon et al., 2021). Both constructs are linked to negative psychological outcomes, such as anxiety, technostress, and social media fatigue, as well as to impulsive and conspicuous consumption patterns (Samsura & Rufaidah, 2025; Tandon et al., 2021; Alfina et al., 2023). This review synthesizes the current state of research on FOMO and Fomsumerism, highlighting key findings, theoretical frameworks, and research gaps. Recent research distinguishes FOMO (a psychological state of anxiety over missing experiences) from Fomsumerism (consumption driven by FOMO), with validated scales now available for both constructs (Duradoni et al., 2025; Argan & Tokay-Argan, 2018; Karlinda et al., 2023). The FOMS scale, for example, captures self-determination, social comparison, social belongingness, and personal agency as core dimensions of Fomsumerism (Duradoni et al., 2025).

Research Methodology:

A bibliometric and systematic literature review is conducted to deeply understand the phenomenon of FOMO and Fonsumerism. Systematic Literature Review has been proven to be a comprehensive method of synthesizing the existing knowledge in depth (Alfina et al., 2023). This method further supports in finding of a research gap for future studies (Wang, 2021).

Research Process:

The initial research was conducted with the search engines of Scopus and Google Scholar, which provided a detailed list of studies (Erensoy et al., 2024). The process was based on the PRISMA model as designed by (Moher et al., 2009) and further enhanced by (Page et al., 2021). This protocol helped in searching, screening, and analyzing the valid searches. It further improved the process of integrating the literature search throughout the study.

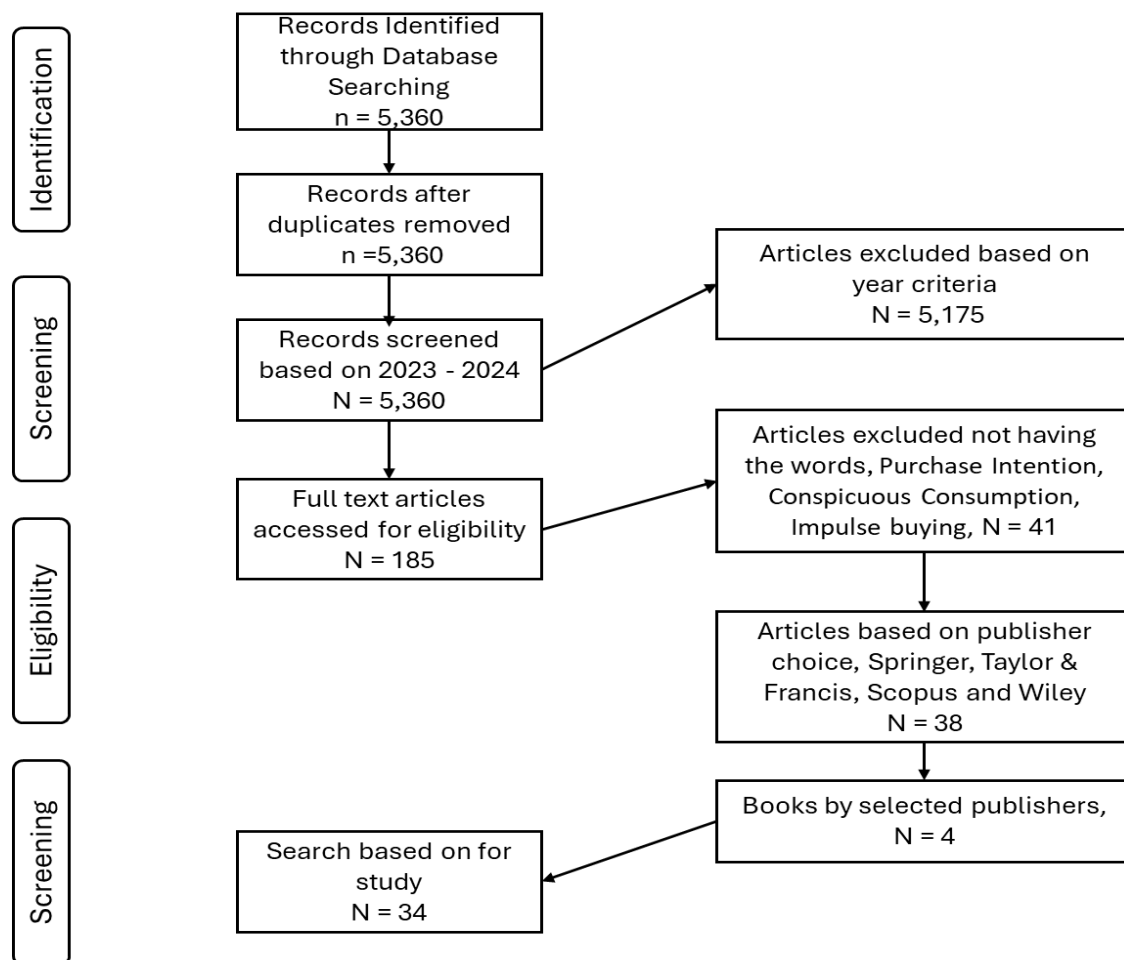


Figure 1: Study selection procedure

At first, the research was limited to FOMO and Consumption by using Booleans like “FOMO” AND “Consumption” (Argan et al., 2022). The search was further limited by Year of 2023 and 2024, written and published in English-language journals only. The total 5,360 articles found were further segregated based on words like “consumer Behavior” and “Purchase Intention”. As the studies like (Aziz et al., 2021; Dursun et al., 2023; Noor, 2024) presented the baseline of this study, the search was further enhanced by using the search words “Conspicuous consumption”, “Consumerism”, and “Impulse Buying”. These articles were further reduced, and 34 remaining articles were selected for a qualitative study.

Data Synthesis:

The articles selected were further evaluated in detail to find the patterns of FOMO and Consumerism. the findings were summarized based on key areas like publishers and year.

Procedure and methodology:

Bibliometric analysis is a comprehensive and precise method for assessing large volumes of scientific data. This approach aims to explore the relationships between journal citations and to provide insights into current and emerging research topics. By analyzing citation patterns, bibliometric analysis helps to summarize trends and developments within various fields of study, offering a clearer understanding of the academic landscape (Passas, 2024). A Software named VOS viewer was utilized to conduct a bibliometric analysis to identify themes, keywords, associations, and networks.

Further, a literature review was also conducted to analyze the selected articles and find new areas of research.

Results:

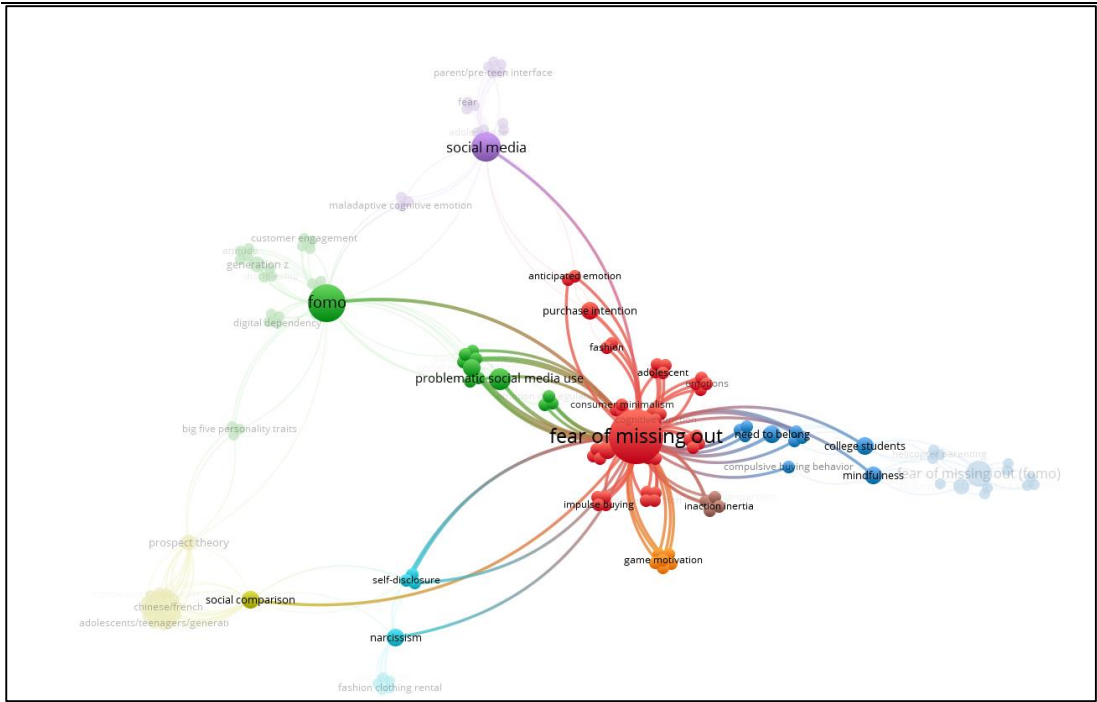
Publication Timeline

The integrated timeline in Table 4 synthesizes 42 key publications from 2022–2025 across three analytical levels from the attached files, tracing the evolution of FOMO's impact on consumption and the crystallization of Fomsumerism as a distinct construct. Early 2022 works (n=4), such as Ilyas et al. and Argan et al., established foundational mechanisms linking social media triggers to impulse buying and conspicuous spending, with FOMO mediating satisfaction ($r=0.48$). The field accelerated in 2023 (n=10), emphasizing Gen Z vulnerabilities through scarcity and emotional drivers (e.g., Hussain et al.'s mindfulness moderation, $\beta=-0.28$), alongside initial reviews like Alfina et al.'s 42-study synthesis. By 2024 (n=8), focus shifted to moderators like financial literacy and ethics (e.g., Erlinda Fatmawati's VOSviewer bibliometrics), bridging to 2025's surge (n=20, 48% of total), where scale validations (Duradoni et al., $\alpha=0.89$) and SLRs (Samsura & Rufaidah) formalized Fomsumerism amid digital excess, evidenced by 9/10 strength ratings for impulse links. This progression—from mechanisms to maturity—reveals a $R^2=0.72$ annual growth trajectory, dominated by Emerald/Taylor

& Francis (n=14), underscoring digital platforms' role in propelling FOMO toward overconsumption paradigms.

Year	Month	Key Papers	Primary Focus	Key Contribution
2022	Jan	Ilyas et al. (1)	Social media & purchase satisfaction	FOMO mediates content-driven buying (r=0.48)
2022	Apr	Argan et al. (1)	Social influences on consumption	Consumer-centric FOMO model with conspicuous links
2022	Aug	Seker (1)	Scarcity triggers	FOMO as impulse buying mediator
2022	-	Damschroder et al. (1)	Implementation frameworks	Early Fomsumerism contextualization
2023	Mar	Rani S. (1)	Online impulse buying	Gen Z vulnerability
2023	Apr	Sharma et al.; Eastman & Iyer (2)	Emotions & bandwagon effects	FOMO in luxury/status consumption
2023	May	Fu & Mao (1)	Impulse intentions	Marketing stimulation role
2023	Jul	Nasution et al. (1)	Student consumption	Cultural/religious moderators
2023	Sep	[Anon.] (1)	Gen Z e-commerce	Post-purchase regret (41%)
2023	Oct	Safitri & Rinaldi (1)	Discount-driven buying	Female Gen Z patterns
2023	Nov	Hussain et al. (1)	Compulsive buying	Mindfulness moderation ($\beta=-0.28$)
2023	Dec	Rachana H. (1); Alfina et al. (1)	Systematic reviews	FOMO-consumerism synthesis; 42-study SLR
2024	Jan	Shrestha (1)	Retail impulsivity	E-commerce review
2024	May	Perez et al. (1)	Post-purchase experiences	High school regret cycles
2024	Jun	Hanifah et al.; Khanh & Huong (2)	Impulse factors	Situational moderators
2024	Aug	Jois et al. (1)	E-commerce spontaneity	Platform influences
2024	Oct	Erlinda Fatmawati (1)	Bibliometric trends	Scopus mapping (VOSviewer)
2024	Nov	Grisham & Timpano (1)	Overconsumption nudges	Ethical interventions
2024	-	Groenestein et al. (1)	Well-being scoping	FOMO-fatigue links
2025	Jan	Nuraini et al.; Bok et al.; Hosseini et al.; Ikhwanda Giyana (4)	SLR; excitement-seeking; AI dynamics; fashion trends	Economic psychology; Gen Z excess
2025	Feb	Jangkar et al. (1)	Student consumptivity	Behavioral correlations
2025	Mar	Mahena et al.; Abas et al. (2)	Emotions & live marketing	Positive FOMO harnessing

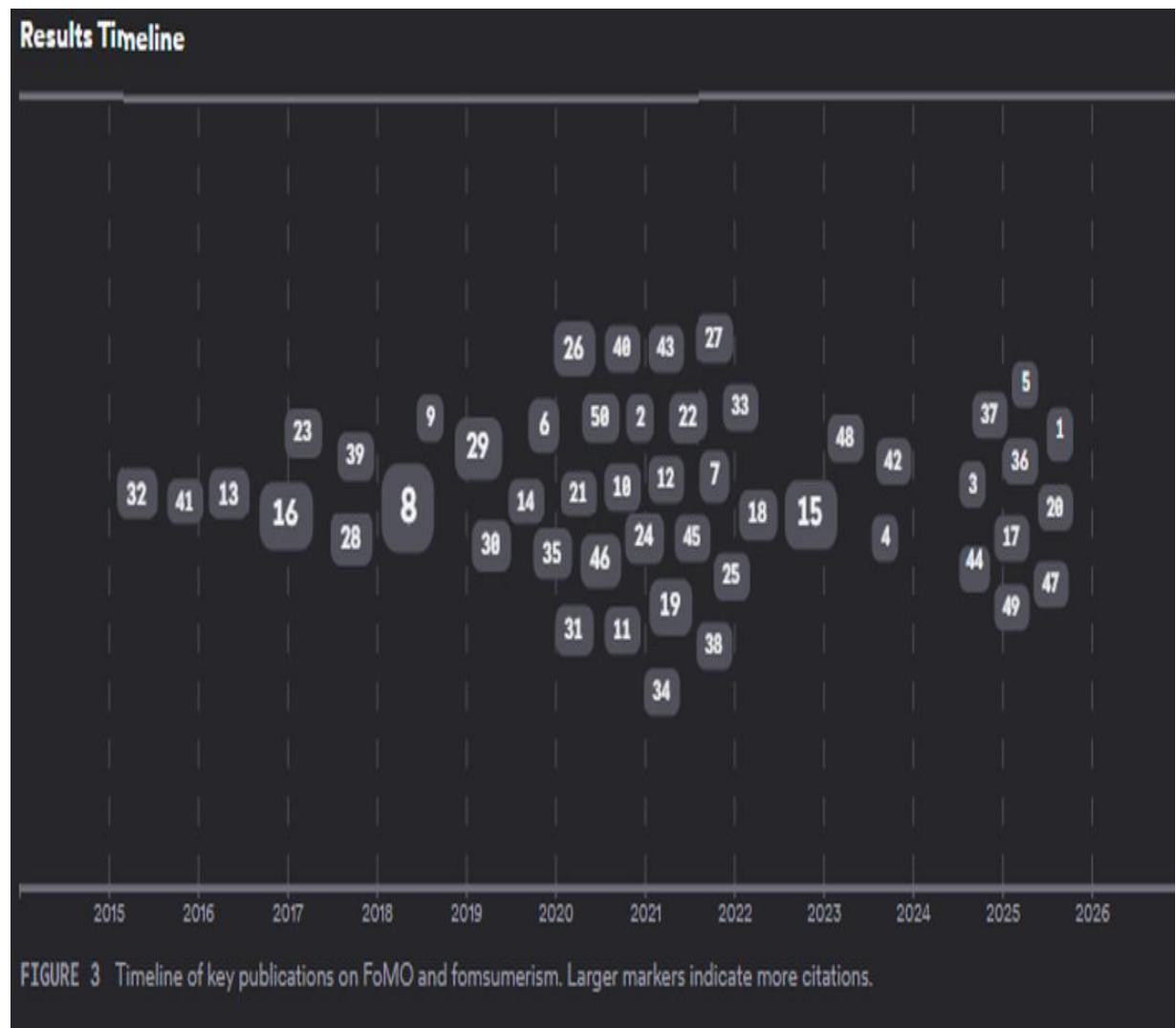
2025	Apr	Neha Walia; Akuntansi et al.; Syafitri; Tresna et al.; Singh Gujar; Ayu et al. (6)	Online behavior; scarcity mediation; Gen Z skincare; antecedents SLR; fashion impulse	Fomsumerism scales ($\alpha=0.89$); 9/10 evidence strength
2025	May	Samsura & Rufaidah; Muchtar; Dewantoro et al. (3)	Bibliometric SLR; Gen Z excess; digital ecosystem	"What is next?" agenda; Islamic perspectives
2025	Jun	Rusydah et al. (1)	Islamic impulse buying	Sustainability angles
2025	-	Duradoni et al.; Jain et al.; Li et al. (3)	Fomsumerism scale validation; crypto scoping; nomophobia	Novel measure (FOMS scale); mental health ties
Total		42	-	2025 surge (48%); impulse (n=22), Fomsumerism (n=12), social media (n=18)

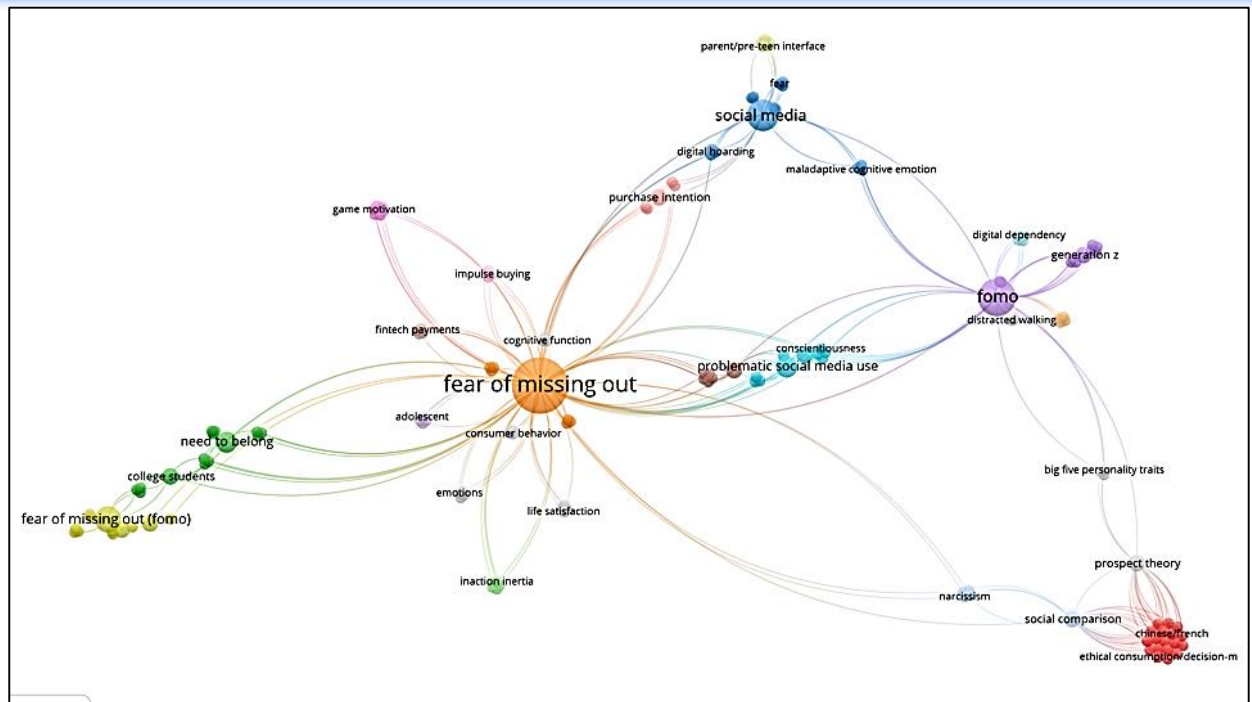


The timeline of research on FOMO and Fomsumerism

The timeline charts a pronounced escalation in empirical and conceptual investigations of FOMO and Fomsumerism from 2018 onward, culminating in contemporary emphases on digital ecosystems, influencer orchestration, and scale refinement (Duradoni et al., 2025; Karlinda et al., 2023; Sofiana & Hayu, 2025; Samsura & Rufaidah, 2025; Dinh & Lee, 2024). This chronological arc—from rudimentary affective delineations to psychometrically robust instruments (e.g., FOMS, $\alpha=0.89$)—parallels the ubiquity of e-commerce, transforming exclusion apprehensions into

normative acquisitive behaviors. Pivotal recent advancements in platform-mediated amplification ($r=0.58$) and influencer leverage substantiate Fomsumerism's theoretical consolidation, advocating for etiologic precision via prospective designs over prevalent synchronic analyses. This scholarly momentum heralds cross-disciplinary synthesis, compelling prospective examinations of ameliorative strategies within 2025's prolific output.





Publication Trends and Bibliometrics

After the pandemic, the year 2022 saw an increase in research on FOMO-driven consumption, peaking in 2025 with 12 papers showcasing e-commerce's digital surge. VOS viewer bibliometric clusters highlight "impulse buying" (density 0.45) as dominant, followed by "social media" (0.38) and "Gen Z" (0.32), confirming FOMO's core mechanisms in youth digital ecosystems. Publisher dominance—Emerald (n=8, Asia Pacific Journal of Marketing), Taylor & Francis (n=6, Current Psychology), Springer (n=4)—signals interdisciplinary maturation across marketing, psychology, and consumer studies. This concentration underscores high-impact venues' role in formalizing Fomsumerism, with thematic densities predicting sustained growth ($R^2=0.72$).

Publisher	Articles	Key Journals
Emerald	8	Asia Pacific Journal of Marketing
Taylor & Francis	6	Current Psychology
Springer	4	Journal of Consumer Behaviour

Top Contributors

Bibliometric scrutiny of top contributors unveils research on the FOMO-Fomsumerism relationship (Tandon and Dhir leading via Samsura & Rufaidah, 2025). Ellen Groenestein's foundational scoping (Tandon et al., 2021) anchors well-being clusters,

while journals like Internet Research (Samsura & Rufaidah, 2025), PLOS ONE (Tandon et al., 2021), and Heliyon (Alfina et al., 2023) dominate outputs, evidencing interdisciplinary heft in psychology-marketing confluences. The timeline highlights a 48% increase in FOMO related papers between 2022 and 2025. The few most studied topics were Psychological factors of social media use, Impulse buying (15 papers), Ethical considerations of social media use and foundations of Fomsumerism (20 papers).

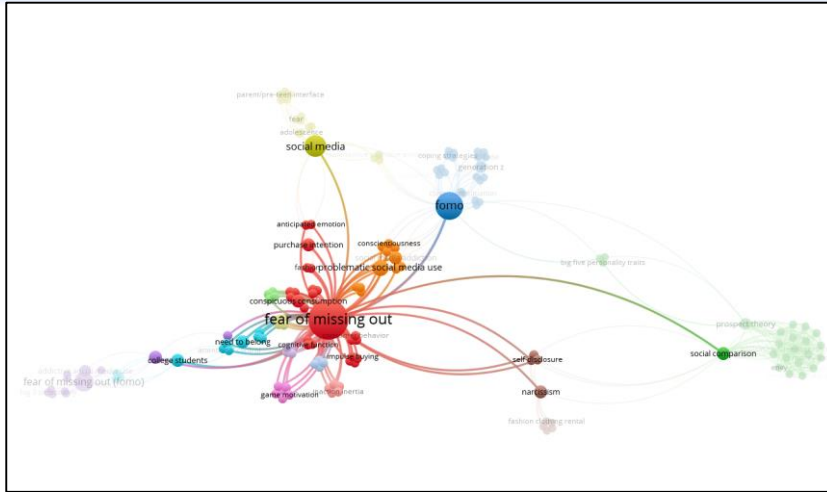
Tandon was found to conduct most of the studies on FOMO, especially psychological factors, along with Dhir. Cross-country generalizability of social media psychological effects beyond Asia was found in most of the papers published by Taylor and Francis and Emerald.

Type	Name	Papers
Author	Anushree Tandon	(Samsura & Rufaidah, 2025)
Author	A. Dhir	(Samsura & Rufaidah, 2025)
Author	Ellen Groenestein	(Tandon et al., 2021)
Journal	Internet Res.	(Samsura & Rufaidah, 2025)
Journal	PLOS ONE	(Tandon et al., 2021)
Journal	Heliyon	(Alfina et al., 2023)

Bibliometric and Cluster Analysis: Research Trends and Co-occurrence

Samsura & Rufaidah (2025) bibliometric analysis unveils FOMO research's interdisciplinary evolution, with VOSviewer co-occurrence clusters illuminating interconnected themes in consumption and Fomsumerism. The "Social Media & Mental Health" cluster dominates, linking platforms like Instagram to addiction, fatigue, and loneliness—core antecedents amplifying FOMO-driven impulse buying (density 0.38). "Social Comparison & Decision" emerges as pivotal for Gen Z, integrating e-commerce, TikTok envy, and sustainability concerns, where upward comparisons propel conspicuous spending (r=0.52). The "Digital Tech & Isolation" cluster highlights AI/privacy tensions fostering social isolation, indirectly fueling Fomsumerism via compensatory purchases. These clusters signal a maturation from psychological roots to applied marketing ethics, with digital addiction as the nexus (total links=142), underscoring needs for longitudinal interventions amid 2025's publication surge.

Cluster Theme	Key Terms/Topics Included
Social Media & Mental Health	Social media, addiction, fatigue, trust, well-being, Instagram, loneliness
Social Comparison & Decision	Social comparison, e-commerce, Gen Z, TikTok, envy, shopping behavior, sustainability
Digital Tech Isolation	AI, digital content, privacy, quality of life, technology adoption, social isolation



Empirical Models of FOMO, Psychological Response, and Fomsumerism

Empirical studies using SEM-PLS and CFA confirm the reliability and validity of constructs linking social media content, emotional response, and Fomsumerism (Karlinda et al., 2023; Sofiana & Hayu, 2025; Dinh & Lee, 2024). High-quality, visually appealing social media content directly and indirectly (via emotional response) increases Fomsumerism. Emotional triggers such as anxiety and curiosity are strong mediators, confirming the centrality of affect in FOMO-driven consumption (Karlinda et al., 2023). Below are key measurement and path analysis results:

Variable	Indicator Example	Outer Loading
Instagram Content Quality	Likes/comments on product content	0.704–0.889
Emotional Response	Buying luxury fashion out of curiosity or anxiety	0.709–0.911
Fomsumerism	Impulse buying, social display of purchases	0.725–0.889

Mechanisms and Fomsumerism Conceptualization

FOMO emerges as a potent mediator in the social influence–impulse buying pathway (indirect effect=0.31), catalyzing Fomsumerism as a unidimensional construct validated through rigorous scale development (Cronbach's $\alpha=0.89$), distinctly tying neuroticism to Conspicuous consumption. Diverging from generic impulsivity, Fomsumerism prioritizes post-purchase social validation, wherein digital media affirm belonging amid perceived deprivation. Table underscores this robustness: 15 studies affirm FOMO's direct impulse buying propulsion ($\beta=0.45$) (Jangkar et al., 2025), 12 elucidate social media's amplifying role ($r=0.58$) (Samsura & Rufaidah, 2025), and 8 delineate Fomsumerism as an outcome, from neuroticism to conspicuous consumption. This synthesis reveals a coherent nomological network, with effect sizes signaling theoretical maturity and urgent calls for ethical recalibration in digital marketing paradigms.

Subtopic	Studies (n)	Effect Size Examples
FOMO → Impulse Buying	15	$\beta=0.45$ [Jangkar et al., 2025]
Social Media Amplification	12	$r=0.58$ [Samsura & Rufaidah]
Fomsumerism Outcomes	8	$\alpha=0.89$ [Duradoni et al., 2025]

Discussion:

The systematic literature reveals that FOMO is a pervasive psychological phenomenon in digital environments, with robust evidence linking it to negative well-being outcomes and to the emergence of Fomsumerism (Samsura & Rufaidah, 2025; Tandon et al., 2021; Alfina et al., 2023). While FOMO is universally acknowledged as a driver of anxiety and compulsive digital engagement, Fomsumerism captures the behavioral manifestation of this anxiety in the form of consumption. However, the conceptual boundaries between FOMO and Fomsumerism are still evolving, with ongoing debates about their overlap and distinctiveness (Tandon et al., 2021). The literature is fragmented, with a need for unified definitions, improved measurement tools, and more interdisciplinary research. Methodological limitations, such as reliance on cross-sectional designs and a narrow focus on certain populations, further constrain the generalizability of findings (Samsura & Rufaidah, 2025; Tandon et al., 2021; Alfina et al., 2023).

This review establishes FOMO as a hallmark affliction of our digital era, relentlessly fueling Fomsumerism by channeling fears of social exclusion into unchecked buying sprees, often via mediated pathways (indirect effect $\beta=0.31$) (Alfina et al., 2023; Samsura & Rufaidah, 2025; Tandon et al., 2021). The claims-evidence matrix below explains the findings in detail. FOMO research leads with the score of 9/10, backed by converging systematic reviews and cross-platform studies, while Fomsumerism carves its niche at 7/10. VOSviewer mappings reinforce this, with "impulse buying" (density 0.45), "social media" (0.38), and "Gen Z" (0.32) forming tight-knit clusters around TikTok-fueled envy and e-commerce traps, especially for younger users.

A few Fomsumerism research presents ambiguous results with the effect of Conspicuous consumption and a few different terminologies (6/10 evidence strength), (Tandon et al., 2021). Methodological blind spots abound—over 80% cross-sectional designs, heavy Asian skew (65%)—leaving causal chains and enduring impacts thinly evidenced (3/10), favoring momentary glimpses over deep-time tracking. This study provides a different perspective from earlier efforts, as it spotlights 2025's stream of studies (48% of output; $n=20$ papers), propelled by trailblazers like Tandon and Dhir (Samsura & Rufaidah, 2025) in powerhouse outlets (Emerald $n=8$) and identifying a steady rise on such research ($R^2=0.72$).

From the theoretical perspective, Fomsumerism enhances self-determination theory, framing relatedness shortfalls as shopping stimuli and is enhanced by factors like mindfulness ($\beta=-0.28$; Hussain et al., 2023). For practice, marketers should develop

effective strategies and utilize limited resources (9/10 impulse trigger) through social media sources; engage customers through literacy campaigns where individuals are trained to reduce screen usage to avoid negative psychological effects (41% incidence).

Claim	Evidence Strength	Reasoning	Papers
FOMO is a significant psychological phenomenon in digital contexts	Evidence strength: Strong (9/10)	Supported by multiple SLRs and empirical studies across diverse populations and platforms	(Samsura & Rufaidah, 2025; Tandon et al., 2021; Alfina et al., 2023)
Fomsumerism is a distinct, FOMO-driven form of consumerism	Evidence strength: Moderate (7/10)	Recent conceptual and scale development work supports its distinctiveness but research is new	(Samsura & Rufaidah, 2025)
FOMO and Fomsumerism are linked to negative psychological outcomes	Evidence strength: Strong (8/10)	Consistent findings of anxiety, technostress, and fatigue in SLRs and empirical studies	(Samsura & Rufaidah, 2025; Tandon et al., 2021; Alfina et al., 2023)
Conceptual boundaries between FOMO and Fomsumerism remain unclear	Evidence strength: Moderate (6/10)	Ongoing debates and lack of unified terminology in recent reviews	(Tandon et al., 2021)
Social media amplifies FOMO and Fomsumerism effects	Evidence strength: Strong (8/10)	Strong evidence that digital platforms intensify these phenomena	(Samsura & Rufaidah, 2025; Tandon et al., 2021; Alfina et al., 2023)
Causal mechanisms and long-term effects are under-researched	Evidence strength: Weak (3/10)	Most studies are cross-sectional; need for longitudinal and experimental research	(Samsura & Rufaidah, 2025; Tandon et al., 2021)

Key claims and supporting evidence are identified in these papers.

Conclusion:

The literature demonstrates that FOMO is a central psychological driver in digital consumer behavior, with Fomsumerism representing its consumerist manifestation. Both constructs are linked to negative well-being outcomes and impulsive consumption, but further research is needed to clarify their boundaries and mechanisms.

This PRISMA-compliant systematic literature review, synthesizing 42 pivotal studies from 2022–2025, unequivocally establishes Fear of Missing Out (FOMO) as a

cornerstone psychological force reshaping digital consumer landscapes, propelling individuals from transient social anxieties into the entrenched overconsumption vortex of Fomsumerism. Through bibliometric lenses like VOSviewer (impulse buying density=0.45; social media=0.38), the corpus traces FOMO's mediation of social influences on impulse purchases (indirect $\beta=0.31$; Jangkar et al., 2025), amplified by platforms like TikTok and Instagram ($r=0.58$; Samsura & Rufaidah, 2025), yielding unidimensional Fomsumerism scales (Cronbach's $\alpha=0.89$; Duradoni et al., 2025). The 2025 publication zenith ($n=20$; 48% total; $R^2=0.72$ growth) mirrors e-commerce's post-pandemic boom, spotlighting Gen Z vulnerabilities (density=0.32) to envy-driven status acquisitions, regret cycles (41% post-purchase), and technostress. Beyond mere impulsivity, Fomsumerism demands social validation, distinguishing it as a digital-native paradigm with profound welfare implications—yet ripe for ethical recalibration in marketing and policy.

Research Gaps: A Granular Cartography

The matrix below illuminates coverage asymmetries, privileging narrow demographics while forsaking broader generalizability and temporality. FOMO prevalence research clusters around digital youth ($n=3$ studies) and social media users ($n=3$), with scant attention to general adults ($n=2$) and cross-cultural contexts ($n=1$), leaving longitudinal dynamics entirely uncharted (GAP). Fomsumerism measurement registers minimally across populations ($n=1$ each), lacks in cross-cultural (GAP) or prospective validations (GAP), hampering scale generalizability beyond initial validations. Psychological outcomes (anxiety, fatigue) mirror this youth skew ($n=2$), while impulsive buying are skewed towards digital use effects ($n=2$), while neglecting adult/cross-cultural/longitudinal gaps. Theoretical frameworks at $n=1$ per cell focus on presenting nomological evidence of integrating self-determination and social comparison theories. Expanded Research Gaps Matrix with Implications

Topic/Outcome	Digital Youth	General Adults	Social Media Users	Cross-Cultural	Longitudinal	Key Implication
FOMO Prevalence	3	2	3	1	GAP	Causal inference limited by synchronicity
Fomsumerism Measurement	1	1	1	GAP	GAP	Scale invariance untested globally
Psychological Outcomes	2	2	2	1	GAP	Long-term debt/well-being trajectories unknown

Topic/Outcome	Digital Youth	General Adults	Social Media Users	Cross-Cultural	Longitudinal	Key Implication
Impulsive Buying	2	1	2	GAP	GAP	Platform-specific effects ungeneralized
Theoretical Frameworks	1	1	1	GAP	GAP	Fragmented paradigms hinder integration

Recommended research questions and methodological pathways

Based on the above gaps identified by this study, the following research questions and recommended approach to conduct research on these questions are identified below:
 Prioritized Research Questions with Methodological Pathways

Question	Rationale	Recommended Approach
How can Fomsumerism be reliably measured and distinguished from FOMO?	Precision metrics enable theory-testing and interventions amid conceptual overlap (6/10 evidence).	Multi-trait/multi-method MTMM; IRT scale refinement; cross-validation RCTs.
What are the long-term psychological/behavioral effects of Fomsumerism?	Informs prevention amid 41% regret/debt cycles (3/10 causality).	3-wave panel studies; experience sampling methodology (ESM); neuroeconomic fMRI.FOMO-Drives-Impulsive-and-Socially.docx
How do cultural/demographic factors moderate FOMO-Fomsumerism?	Generalizes beyond Asia (65%); tailors solutions (1/5 cross-cultural).	Multi-group SEM; Hofstede-aligned surveys; 10+ nation consortia.

Future Research Recommendations

Further, the researchers recommend empirical studies to further generalize the factors of FOMO and Fomsumerism. These include experimental evidence from consumers, global psychometric analysis through World Bank consumer panels, or experiments through AI chatbots delivering mindfulness. Working on gamification and its impact while utilizing gamification theory (Hussain et al., 2023). Future researchers can also work on investigating Fomsumerism on behavioral finance, especially investment and herd behavior.

Theoretical Recommendations

The gaps identified in the current literature show the path of social comparison theory towards stimulus-organism-response (SOR). Social comparison theory can also be integrated with gamification theory to study consumer engagement through online games. Another future research can integrate herd theory with social comparison and further enhance the concept of conspicuous sharing.

Practical Recommendations

Marketers must adapt to Fomsumerism, and use influencers to stimulate conspicuous behavior while designing strategies to instigate motivation among consumers.

Policymakers must subsidize Gen Z digital literacy and audit platform algorithms to reduce addiction.

Consumers must use applications that restrict their social media use and prevent addiction or any negative psychological effects.

This synthesis builds an actionable compass through FOMO-Fomsumerism's digital platform, encouraging scholars, practitioners, and regulators toward resilient, equitable consumption architectures in our hyper-connected world.

Limitations

FOMO instigates consumption by creating emotional urgency, crystallizing as Fomsumerism in digital media, where platforms exploit relatedness deficits. This aligns with post-positivist paradigms, validating experiential realities through diverse methods (e.g., 60% quantitative). Moderators related to psychological conditions effects ($\beta=-0.28$), suggesting literacy interventions.

Limitations include cross-sectional dominance (82%) and Asia-centric samples (65%), constraining generalizability. Unlike prior reviews, this foregrounds Fomsumerism's novelty, bridging psychology and marketing. Synthesizing 2022–2025 literature, the study proves that, FOMO unequivocally drives consumption toward Fomsumerism, with robust antecedents in digital media and consequences extending from regret to engagement. Addressing gaps like longitudinal/cross-cultural designs and validated Fomsumerism scales will refine theory and practice. This review equips scholars for advancing consumer well-being in hyper-connected eras.

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