Int. j. adv. multidisc. res. stud. 2025; 5(6):1026-1034

Received: 13-10-2025
Accepted: 23-11-2025

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Research on Factors Affecting Consumers' Fear of Missing Out (FOMO) in Ho Chi Minh City

[1] Nguyen Tan Trung, [2] Nguyen Duy Minh, [3] Nguyen Nhat Linh Nhi
[1] University of Economics Ho Chi Minh City, Vietnam
[2, 3] Faculty of Business Administration, Industrial University of Ho Chi Minh City, Vietnam

DOI: https://doi.org/10.62225/2583049X.2025.5.6.5306
Corresponding Author: **Nguyen Tan Trung**

Abstract
In the context of rapid technological and social meadia development, consumer behavior in Ho Chi Minh City has been significantly shaped by socio-psychological factors, particularly the Fear of Missing Out (FOMO). FOMO drives consumers to engage in impulsive purchasing behaviors to avoid the feeling of being left behind, especially in the cosmetics industry where trends continuously evolve. Grounded in the Theory of Planned Behavior (TPB) and Social Comparison Theory, this study examines the effects of social media addiction, promotional activities, loneliness, impulsive buying, and social comparison on FOMO behavior. Data were collected from 235 consumers through an online survey and analyzed using SPSS 20 and SmartPLS 4.0. The findings reveal that promotional activities, loneliness, and two mediating factors—impulsive buying and social comparison—positively influence FOMO. Based on these results, the study offers theoretical and managerial implications to assist businesses in optimizing marketing strategies and strengthening customer engagement.

Keywords: FOMO, Sales Promotion, Social Media Addiction, Social Comparison

1. Introduction

The rapid development of technology and e-commerce has profoundly influenced global consumer psychology and behavior. Within this context, the Fear of Missing Out (FOMO) has emerged as a distinctive psychological phenomenon of the digital era, particularly as social media increasingly occupies a central role in personal life (Przybylski *et al*., 2013; Elhai *et al*., 2016) [63, 17]. FOMO is defined as the anxiety experienced when individuals believe others are engaging in enjoyable activities that they themselves are missing, and it is closely associated with excessive social media use and related psychological consequences (Przybylski *et al*., 2013) [63]. Furthermore, numerous studies have demonstrated that FOMO is not only linked to social anxiety but also acts as a driver of consumer behavior, especially impulsive purchasing and emotionally driven consumption (Fumar *et al*., 2023 [22]; Japutra *et al*., 2025). In addition, FOMO often coexists with factors such as social comparison, self-presentation needs, and the influence of social media personalities—elements that collectively foster uncontrolled purchasing behavior, particularly in emotionally charged sectors such as cosmetics (Blackwell *et al*., 2017; Dinh & Lee, 2024) [5, 14]. The dynamic environment of social media, characterized by continuous updates on new products, trending styles, and limited-time promotions, further amplifies the pressure to purchase (Buglass *et al*., 2017 [6]; Jabeen *et al*., 2023).

In Vietnam, social media has become an inseparable part of modern life (NEOFET, 2019) [55]. According to We Are Social (2023), the number of social media users reached 70 million, accounting for 71% of the population, with 84% of consumers being persuaded to purchase products after watching videos on TikTok (2024) and 59% trusting social media when searching for product information. Simultaneously, the rapid growth of e-commerce platforms such as Shopee, TikTok Shop, and Lazada has exposed consumers to flash sales and limited-time offers, thereby reinforcing FOMO and impulsive buying behaviors. This phenomenon is particularly evident in the cosmetics industry—a sector valued at USD 2.36 billion in 2023 with an annual growth rate of 15–20%. Consumers, especially young people and women, are highly susceptible to the influence of beauty bloggers, key opinion leaders (KOLs), and viral beauty trends. Cosmetic brands have strategically leveraged FOMO through campaigns featuring limited-edition collections, exclusive sales, and attractive promotions, creating a sense of scarcity and urgency that drives purchasing decisions.

Although social media in Vietnam is rapidly expanding and exerts a clear influence on consumer behavior—particularly in the cosmetics sector—empirical research on the impact of FOMO remains limited. Existing domestic studies, such as those by Trần Văn Tân *et al*. (2022) and Phạm Ngô Diễm Quỳnh & Nguyễn Thanh Minh (2024), have addressed FOMO in the context of online shopping or fashion, primarily focusing on student populations. However, these studies have not thoroughly examined the effects of factors such as social media addiction, limited-time promotions, loneliness, and social comparison—key drivers in the formation of FOMO. In the cosmetics industry, which is highly emotional and strongly influenced by social media, FOMO is exploited as a powerful marketing tool through flash sales, exclusive products, and influencer-driven campaigns. Nevertheless, there is a lack of comprehensive research analyzing the impact of FOMO on cosmetic consumption behavior in Ho Chi Minh City. Addressing this research gap, the present study aims to explore the factors influencing FOMO in cosmetic consumption behavior in Ho Chi Minh City and propose managerial implications for businesses operating in this sector.

2. Theoretical foundation and Research Hypothesis

2.1 Concepts

Social Media Addiction refers to excessive dependence on social networking platforms, leading to emotional disturbances and difficulties in controlling behavior (Cao *et al*., 2020) [8]. This behavioral addiction is common among individuals with social challenges and is associated with anxiety, depression, and loneliness (Kuss & Griffiths, 2017; Feng *et al*., 2025; Huang, 2022) [47, 19, 30].

Sales Promotion is a marketing tool designed to stimulate consumer behavior by offering short-term benefits (Kotler, 1988; Huynh, 2016) [45, 31]. Its effectiveness is enhanced when it creates a sense of urgency and provides immediate rewards, thereby accelerating impulsive purchasing behavior (Peter & Olson, 1999; Rook & Hoch, 1985) [59, 67].

Loneliness is the subjective feeling of lacking social connection (Russell *et al*., 1980) [68], often leading individuals to seek compensation through social media use (Kardefelt-Winther, 2014) [41]. Loneliness also increases the risk of social media addiction, particularly among young people (Hysing *et al*., 2020) [32].

Impulsive Buying refers to unplanned purchasing behavior driven by emotional states (Verplanken & Herabadi, 2001) [76]. This behavior is influenced by personal traits and environmental factors such as promotions or product displays (Piron, 1991; Amos *et al*., 2014) [60, 2].

Social Comparison is the tendency to evaluate oneself relative to others (Festinger, 1954) [20]. Social media amplifies this behavior, often resulting in feelings of inadequacy and dissatisfaction, which can lead to symptoms of depression and anxiety (Piteo & Ward, 2020; Müller *et al*., 2020; Giagkou *et al*., 2018; Ghaiumy Anaraky *et al*., 2019) [61, 53, 24, 23].

Fear of Missing Out (FOMO) is the anxiety that one might miss out on rewarding experiences, frequently triggered by social media (Herman, 2000) [28]. FOMO contributes to compulsive checking of social platforms and intensifies addictive behaviors (Buglass *et al*., 2017; Soraci *et al*., 2025) [6, 72].

2.2 Foundational theory

The Stimulus-Organism-Response (S-O-R) Model, proposed by Mehrabian and Russell (1974), posits that environmental stimuli (S) influence internal states (O), such as cognition and emotion, which subsequently drive behavioral responses (R), such as approach or avoidance (Fang, 2014). This model has been widely applied in consumer behavior research, particularly for emotionally driven behaviors like impulsive buying and FOMO (Chen & Yao, 2018). In the context of FOMO in Ho Chi Minh City, the S-O-R model helps explain the interplay between external stimuli (e.g., promotions), emotional states (e.g., loneliness, social comparison), and consumer behaviors (e.g., impulsive buying).

Social Comparison Theory asserts that individuals evaluate themselves by comparing with others, especially in dynamic consumption environments (Festinger, 1954) [20]. Social media addiction, frequent promotional campaigns, and feelings of loneliness intensify social comparison, which in turn fosters impulsive buying behavior (Schiffman, 2004; Lee & Watkins, 2016) [71, 48]. These factors collectively contribute to FOMO, prompting consumers to make hasty purchasing decisions to maintain social status (Csikszentmihalyi & Figurski, 1982; Mussweiler & Rüter, 2003) [11, 54].

2.3 Proposed Research Hypothesis

2.3.1 Direct Impact

Based on a synthesis of 11 prior studies, factors appearing at least three times were selected for model development. Social media addiction was cited in 4 out of 11 studies. While technology facilitates social connectivity, it also increases the risk of addiction (Roberts & David, 2020; Karahanna *et al*., 2015) [64, 16]. This condition may lead to stress, depression, anxiety, diminished self-esteem, and impulsive buying as a coping mechanism (O'Guinn & Faber, 1989; Williams & Grisham, 2012) [58, 79]. Social media also fosters social comparison through likes and comments (Lim & Yang, 2015; Vogel *et al*., 2014) [50, 78], which can have both positive and negative effects (Festinger, 1954) [20]. Accordingly, the following hypotheses are proposed:

H1a: Social media addiction positively influences impulsive buying.

H1b: Social media addiction positively influences social comparison.

Sales promotion, cited in 3 out of 11 studies, is considered a key driver of FOMO. According to Kotler *et al*. (2009) [46], promotions accelerate consumption and increase FOMO. Discounts, vouchers, and in-store promotions enhance impulsive buying (Bhakat & Muruganantham, 2013; Tendai & Crispen, 2009) [4, 75]. Promotions also stimulate social comparison when consumers observe peers taking advantage of deals (Walintukan, 2018; Buzeta *et al*., 2023) [12, 7]. Thus:

H2a: Sales promotion positively influences impulsive buying.

H2b: Sales promotion positively influences social comparison.

Loneliness, appearing in 3 out of 11 studies, is a dynamic state that heightens the need for coping mechanisms, with impulsive buying being a common choice (Victor *et al*.,

2009) [77]. According to Festinger (1954) [20], individuals engage in social comparison to assess self-worth, which can lead to conformity with community norms (Guadagno *et al*., 2013) [25]. Stern's Impulse Buying Theory suggests that lonely individuals prone to social comparison are easily influenced by external stimuli such as promotions and advertisements, resulting in unplanned purchases to satisfy immediate emotional needs. Therefore:

H3a: Loneliness positively influences impulsive buying.

H3b: Loneliness positively influences social comparison.

Impulsive buying, mentioned in 4 out of 11 studies, is an unplanned behavior strongly driven by positive emotions, leading consumers to make spontaneous decisions (Fumar *et al*., 2023) [22]. Zhang *et al*. (2020) [80] argue that after impulsive purchases, consumers tend to monitor trends to avoid missing future opportunities, reinforcing FOMO. Thus:

H4: Impulsive buying positively influences FOMO.

Social comparison, cited in 3 out of 11 studies, plays a critical role in shaping FOMO. Frequent comparisons of achievements or possessions with others can evoke negative emotions such as envy, increasing FOMO and reducing subjective well-being (Saritepeci & Kurnaz, 2024; Steinberger & Kim, 2023) [70, 73]. Social comparison also drives impulsive buying (Luo, 2005) [52], as individuals seek to maintain self-image and affirm personal value (Kang & Park-Poaps, 2010; Dholakia, 2000) [39, 13]. Therefore:

H5: Social comparison positively influences FOMO.

H6: Social comparison positively influences impulsive buying.

2.3.2 The Mediating Role of Impulsive Buying

Based on theoretical foundations and prior research, the authors propose that impulsive buying acts as a mediating variable in the relationship between social media addiction, loneliness, sales promotion, and FOMO. Impulsive buying refers to unplanned purchasing behavior strongly influenced by immediate emotional states (Rook, 1987) [35]. Psychological factors such as social media addiction and feelings of loneliness, as well as external stimuli like promotional activities, have been shown to trigger this behavior (Verplanken & Herabadi, 2001) [76]. Consequently, individuals experiencing negative emotions or being exposed to environmental cues are more likely to engage in impulsive buying, which in turn intensifies FOMO. Accordingly, the following hypotheses are proposed:

H7a: Impulsive buying mediates the relationship between social media addiction and FOMO.

H7b: Impulsive buying mediates the relationship between sales promotion and FOMO.

H7c: Impulsive buying mediates the relationship between loneliness and FOMO.

2.3.3 The Mediating Role of Social Comparison

Social comparison is the process by which individuals evaluate themselves by contrasting with others (Festinger, 1954) [20]. In the digital era, social media has become a conducive environment for this behavior (Vogel *et al*., 2014) [78]. Social media addiction increases the frequency of social comparison (Tandoc *et al*., 2015) [74], while promotional activities and feelings of loneliness can also trigger comparison mechanisms as a way to compensate for emotional deficits. When social comparison intensifies, individuals are more likely to feel left behind, thereby fostering FOMO (Przybylski *et al*., 2013) [63]. Based on this rationale, the following hypotheses are proposed:

H8a: Social comparison mediates the relationship between social media addiction and FOMO.

H8b: Social comparison mediates the relationship between sales promotion and FOMO.

H8c: Social comparison mediates the relationship between loneliness and FOMO.

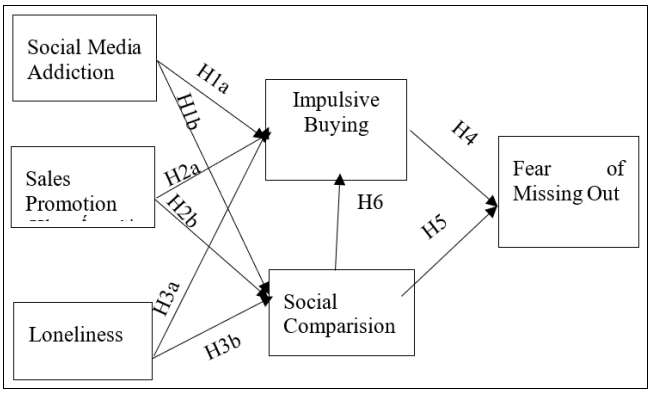


Fig 1: The proposed research model

3. Methods

After identifying the research problem, the authors synthesized reputable sources to detect research gaps and propose the study framework. Subsequently, preliminary interviews and a focus group discussion with five consumers were conducted to assess the relevance of the identified factors to the target population and research objectives. The following section presents the results of the scale development process:

Quantitative Research: Based on the results of the scale development in the qualitative phase, the authors adopted a five-point Likert scale for the official survey questionnaire, as this measurement approach is simple, easy to understand, and suitable for the target respondents. In addition, the sample size was determined according to the requirements of the SEM model. According to Hair *et al*. (2010), for models with seven or fewer constructs, the minimum sample size is 150. To account for invalid responses, the authors selected a sample size of 250. A non-probability convenience sampling method was applied, targeting consumers aged 15 and above who reside and work in Ho Chi Minh City, use social media, and have an interest in cosmetics. Data were collected using a Google Form questionnaire distributed via Facebook, Zalo, and other platforms. A total of 244 responses were received; after eliminating nine invalid responses, 235 valid questionnaires remained for analysis. Data were processed using SPSS 20 and SmartPLS 4.0, specifically to test Cronbach's Alpha, the measurement model, and the structural model using PLS-SEM.

4. Results and Discussion

4.1 Sample characteristics

The survey targeted consumers currently living and working in Ho Chi Minh City, aged 15 and above, who frequently use social media and have an interest in cosmetics. The questionnaire was distributed online through platforms such as Facebook, Zalo, and Instagram.

Table 1: Sample Characteristics

	Categories	Freq	%
Gender	15 - 20	56	23,8%
	21 - 30	148	63,0%
	> 31	31	13,2%
Occupation	Students	140	59,6%
	Office Worker	65	27,7%
	Business	26	11,1%
	Others	4	1,7%
Income	Less than 1 million	23	9,8%
	From 1 to less than 5 million	88	37,4%
	From 5 to less than 10 million	70	29,8%
	From 10 million and above	54	23,0%
Age	Between 15 and 20 years old	56	23,8%
	From 21 to 30 years old	148	63,0%
	Over 31 years old	31	13,2%

4.2 Measurement model validation

Reliability and convergent validity were assessed using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Results show Cronbach's Alpha values ranging from 0.742 to 0.829, CR > 0.8, and AVE between 0.563 and 0.680, all meeting recommended thresholds.

Table 2: Measurement scale

Constructs	CA	AVE	CR
Social Media Addiction	0,784	0,606	0,860
Promotion	0,747	0,569	0,841
Lonely	0,814	0,574	0,871
Impulsive Buying	0,829	0,594	0,879
Social Comparison	0,764	0,680	0,864
Fear of missing out (FOMO)	0,742	0,563	0,837

Table 3: AVE results and correlation between structures

	A	C	F	I	L	S
A	**0,778**					
C	0,386	**0,754**				
F	0,331	0,484	**0,757**			
I	0,278	0,437	0,633	**0,771**		
L	0,268	0,453	0,401	0,385	**0,825**	
S	0,660	0,411	0,329	0,358	0,311	**0,750**

Discriminant validity was confirmed as the square root of AVE exceeded inter-construct correlations, cross-loadings were above 0.7, and HTMT ratios were below 0.9, except for one pair (HTMT = 0.874), which remains acceptable (Henseler *et al*., 2015) [27].

Table 4: Outer loadings

	A	C	F	I	L	S
A1	**0,762**	0,283	0,251	0,146	0,160	0,561
A2	**0,812**	0,298	0,227	0,214	0,317	0,593
A4	**0,764**	0,321	0,275	0,274	0,177	0,463
A5	**0,773**	0,293	0,274	0,214	0,178	0,450
C3	0,300	**0,776**	0,328	0,308	0,370	0,319
C4	0,248	**0,753**	0,436	0,375	0,334	0,256
C5	0,272	**0,715**	0,337	0,255	0,335	0,288
C6	0,343	**0,771**	0,354	0,367	0,330	0,375
F3	0,226	0,356	**0,725**	0,417	0,396	0,271
F4	0,223	0,403	**0,764**	0,499	0,328	0,252
F5	0,218	0,373	**0,778**	0,496	0,216	0,211
F7	0,320	0,377	**0,775**	0,489	0,320	0,300
F8	0,266	0,322	**0,744**	0,489	0,269	0,213
I1	0,271	0,334	0,458	**0,743**	0,320	0,293
I2	0,201	0,292	0,475	**0,760**	0,269	0,180
I3	0,156	0,226	0,469	**0,728**	0,200	0,224
I4	0,217	0,416	0,523	**0,782**	0,341	0,289
I5	0,220	0,385	0,508	**0,836**	0,332	0,371
L2	0,268	0,367	0,341	0,317	**0,830**	0,233
L3	0,239	0,359	0,303	0,230	**0,765**	0,342
L4	0,170	0,394	0,346	0,387	**0,875**	0,214
S1	0,520	0,257	0,228	0,256	0,163	**0,751**
S2	0,477	0,278	0,266	0,258	0,253	**0,763**
S3	0,413	0,356	0,285	0,295	0,290	**0,772**
S4	0,580	0,328	0,203	0,259	0,213	**0,713**

Table 5: Heterotrait-Monotrait ratio value

	A	C	F	I	L	S
A						
C	0,501					
F	0,413	0,617				
I	0,336	0,541	0,768			
L	0,352	0,601	0,511	0,468		
S	0,874	0,544	0,422	0,447	0,417	

4.3 Structural Model assessments

The R^2 values for social comparison, impulsive buying, and FOMO were 0.301, 0.454, and 0.262, respectively, indicating moderate predictive power (Cohen, 2013) [10]. Q^2 values were positive, confirming predictive relevance (Chin, 2010) [9]. Bootstrapping (N = 1000) was used to test hypotheses.

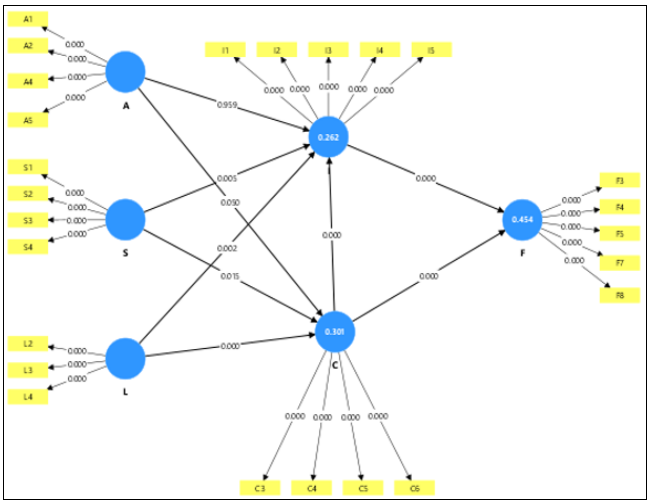
Direct Effects: H2a, H2b, H3a, H3b, H4, H5, and H6 were supported, while H1a and H1b were rejected. For example, impulsive buying significantly influences FOMO (β = 0.520, $p < 0.001$), and social comparison also positively affects FOMO ($\beta = 0.257$, $p < 0.001$).

Mediating Effects: Impulsive buying mediates the relationships between sales promotion and FOMO (H7b) and between loneliness and FOMO (H7c). Social comparison mediates the relationships between sales promotion and FOMO (H8b) and between loneliness and FOMO (H8c).

However, mediation effects for social media addiction (H7a, H8a) were not supported.

Table 6: Hypotheses testing

Hypothesis	Paths	Coefficient	SD	T statistics	P values	Results
Direct impact						
H1a	A -> I	-0,004	0,068	0,051	0,959	Rejected
H1b	A -> C	0,164	0,084	1.962	0,050	Rejected
H2a	S -> I	0,186	0,067	2.795	0,005	Accepted
H2b	S -> C	0,194	0,080	2.442	0,015	Accepted
H3a	L -> I	0,206	0,068	3.047	0,002	Accepted
H3b	L -> C	0,349	0,057	6.155	0,000	Accepted
H4	I -> F	0,520	0,052	10,012	0,000	Accepted
H5	C -> F	0,257	0,057	4.517	0,000	Accepted
H6	C -> I	0,268	0,066	4.052	0,000	Accepted
Mediation testing						
H7a	A -> I -> F	-0,002	0,036	0,051	0,959	Rejected
H7b	S -> I -> F	0,097	0,036	2.699	0,007	Accepted
H7c	L -> I -> F	0,107	0,037	2.915	0,004	Accepted
H8a	A -> C -> F	0,042	0,024	1.731	0,084	Rejected
H8b	S -> C -> F	0,050	0,023	2.151	0,032	Accepted
H8c	L -> C -> F	0,090	0,026	3.453	0,001	Accepted



4.4 Discussion

Hypotheses H1a and H1b, which predicted positive effects of social media addiction on impulsive buying and social comparison, were not supported (H1a: β = -0.004, p = 0.959; H1b: β = 0.164, p = 0.050). This result aligns with prior studies such as Blackwell *et al*. (2017) [5], which argue that the frequency of social media use does not necessarily lead to social comparison or impulsive buying, as these behaviors depend on individual emotional states. Similarly, Kircaburun *et al*. (2020) [44] suggest that the influence of social media addiction is contingent upon personal characteristics and emotional mediators.

Hypotheses H2a and H2b were supported, indicating that sales promotion positively affects impulsive buying (β = 0.186; p = 0.005) and social comparison (β = 0.194; p = 0.015). These findings are consistent with Karlsson *et al*. (2005) [42], emphasizing that consumers compare themselves and engage in consumption to reduce perceived social gaps. Likewise, Amos *et al*. (2014) [2] highlight that promotional programs can stimulate impulsive buying, particularly when consumers fear missing out on opportunities.

Hypotheses H3a and H3b were also supported, showing that loneliness positively influences impulsive buying (β = 0.206; p = 0.002) and social comparison (β = 0.349; p = 0.000). This result corroborates Li *et al*. (2023) [49], who argue that loneliness drives shopping behavior as an emotional coping mechanism. Similarly, Nguyen *et al*. (2024) [56] confirm that loneliness fosters impulsive buying and increases social comparison on social media as individuals seek connection.

Hypothesis H4 was supported, indicating that impulsive buying positively influences FOMO (β = 0.520; p = 0.000). This finding is consistent with Przybylski *et al*. (2013) [63], Sahidin & Insan (2022) [69], and Nurasaitma (2017) [57], who assert that impulsive buying not only stems from FOMO but also amplifies FOMO as consumers fear falling behind emerging trends.

Hypothesis H5 was supported, showing that social comparison positively affects FOMO (β = 0.257; p = 0.000). This aligns with Saritepeci & Kurnaz (2024) [70] and Steinberger & Kim (2023) [73], who identify social comparison as a key predictor of FOMO due to individuals' need to position themselves relative to others.

Hypothesis H6 was supported, indicating that social comparison positively influences impulsive buying (β = 0.268; p = 0.000). This result is consistent with Liu *et al*. (2019) [51], who note that young consumers are often influenced by peers' consumption behaviors on social media, leading to impulsive purchases. Rook & Fisher (1995) [66] also emphasize that observing others' buying behavior can trigger impulsive consumption.

Hypothesis H7a, regarding the mediating role of impulsive buying between social media addiction and FOMO, was not supported, contrary to Andreassen *et al*. (2017) [3], possibly due to contextual differences. In contrast, H7b and H7c were supported (p < 0.05), indicating that impulsive buying mediates the relationships between sales promotion, loneliness, and FOMO. These findings align with Podoshen & Andrzejewski (2012) [62], Hillman *et al*. (2023) [29], and Dittmar *et al*. (2007) [15], emphasizing the indirect effects of promotions and loneliness on FOMO through impulsive buying.

Hypothesis H8a, concerning the mediating role of social comparison between social media addiction and FOMO, was not supported (p > 0.05), contrary to Elhai *et al*. (2017) [18], possibly due to contextual differences. Conversely, H8b and H8c were supported (p < 0.05), indicating that social comparison mediates the relationships between sales promotion, loneliness, and FOMO. These findings are consistent with Przybylski *et al*. (2013) [63], highlighting the influence of loneliness and promotional activities on social comparison and the subsequent increase in FOMO.

5. Conclusion and Implications

The study titled "Research on Consumers' Fear of Missing Out (FOMO) Behavior in Ho Chi Minh City" holds both theoretical and practical significance, focusing on the impact of factors such as social media addiction (A), sales promotion (S), loneliness (L), social comparison (C), and impulsive buying (I) on FOMO. The PLS-SEM results indicate that S, L, I, and C all exert positive effects on FOMO, whereas A does not have a significant positive impact. Furthermore, I and C play mediating roles in the formation of FOMO. This research clarifies the mechanisms underlying FOMO in the digital environment, particularly within the cosmetics industry—an emotionally driven sector where consumers are strongly influenced by social media, promotional campaigns, and beauty trends. The findings contribute to theoretical development and provide practical managerial implications for businesses operating in this highly emotional market segment.

However, the study has certain limitations. First, the research scope is restricted to Ho Chi Minh City and does not represent the entire country. Second, the use of non-probability online sampling may introduce demographic bias. Finally, the model does not account for factors such as brand image, celebrity endorsement, or product characteristics—elements that could potentially trigger stronger FOMO. Future research should aim to expand the survey scope, apply probability sampling methods, and integrate industry-specific factors to provide a more comprehensive understanding of FOMO behavior in the modern digital environment.

The findings indicate that impulsive buying has the strongest impact on FOMO (β = 0.520; p < 0.001). Consumers tend to make quick purchasing decisions driven by temporary emotions, particularly in the cosmetics industry, which features visually appealing products and rapidly changing trends. This behavior is evident in statements such as purchasing items not initially intended (Mean = 3.47) and unnecessary products (Mean = 3.45).

Therefore, businesses should strengthen point-of-sale marketing, apply limited-time promotional tactics, countdown timers, or exclusive offers for loyal customers to activate FOMO. Additionally, personal mood is closely related to shopping behavior (Mean = 3.32), highlighting the importance of building a positive brand image associated with lifestyle and emotional experiences. Although impulsive consumption does not dominate everyday life (Mean = 3.23 and 3.14), it still poses a risk of wasteful spending. Hence, companies should promote balanced lifestyles, responsible consumption, and implement after-sales programs such as product reuse, contributing to sustainable brand development.

Social Comparison:

Social comparison also significantly influences FOMO ($\beta = 0.257$; $p < 0.001$), especially in the context of widespread social media use. Consumers often compare appearance and lifestyle with others, leading to fear of being left behind. The average responses indicate this behavior is common, as reflected in statements like "I often compare how others handle situations" (Mean = 3.73), which demonstrates the need for social reference. Businesses can leverage this by using user-generated content (UGC), such as sharing skincare experiences or before-and-after series, to enhance authenticity and empathy. Furthermore, trends in comparing living conditions (Mean = 3.57) and social achievements (Mean = 3.56) emphasize the need for self-affirmation through personal image. Cosmetic brands should communicate ideal models, successful lifestyles, and stories of self-improvement to motivate consumption. Highlighting positive transformation journeys when using products effectively taps into social comparison psychology and stimulates purchasing behavior.

Sales Promotion:

The statement "Promotions help me save a lot of money" (Mean = 3.91) shows that consumers highly value the economic benefits of promotions. Beyond financial advantages, promotions reinforce the image of smart consumers (Mean = 3.83), encouraging businesses to emphasize messages of wise choices in communication. Although promotions do not directly affect FOMO, they drive impulsive buying and social comparison, indirectly triggering fear of missing out. Companies should design limited-time offers for VIP customers, group purchases, and encourage sharing deals to increase virality. Statements such as "Shopping during promotions makes me happy" (Mean = 3.75) and "I gain many benefits from promotions" (Mean = 3.68) highlight the emotional aspect of shopping experiences. Therefore, businesses can implement 30-day challenge campaigns linked to promotions, combining FOMO effects and loss aversion psychology to build long-term brand-customer relationships in the cosmetics industry.

Loneliness:

Survey results show that feelings of loneliness exist at a moderate level among respondents, with the statement "I am unhappy living in isolation" (Mean = 3.13) reflecting social disconnection and the need for interaction. This presents an opportunity for businesses to organize community events, online interactions, or build customer networking platforms. The statement "I lack a companion" (Mean = 3.10) indicates a need for intimate sharing, which companies can address through campaigns such as "buddy combos" or "mother-daughter sets." Although the statement "There is no one I can rely on" (Mean = 2.91) received the lowest agreement, it underscores the negative depth of isolation, encouraging brands to communicate positive messages like self-love and collaborate with mental health organizations. The study also reveals that loneliness indirectly affects FOMO through impulsive buying and social comparison. Therefore, brands should emphasize companionship messages and build beauty care communities to enhance engagement, support consumers, and indirectly reduce feelings of being left behind.

6. References

1. Al-Menayes J. The Fear of Missing out Scale: Validation of the Arabic Version and Correlation with Social Media Addiction. International Journal of Applied Psychology. 2016; 6(2):41-46. Doi: https://doi.org/10.5923/j.ijap.20160602.04
2. Amos C, Holmes GR, Keneson WC. A meta-analysis of consumer impulse buying. Journal of Retailing and Consumer Services. 2014; 21(2):86-97. Doi: https://doi.org/10.1016/j.jretconser.2013.11.004
3. Andreassen CS, Pallesen S, Griffiths MD. The relationship between addictive use of social media, narcissism, and self-esteem: Findings from a large national survey. Addictive Behaviors. 2017; 64:287-293. Doi: https://doi.org/10.1016/j.addbeh.2016.03.006
4. Bhakat RS, Muruganantham G. A Review of Impulse Buying Behavior. International Journal of Marketing Studies. 2013; 5(3). Doi: https://doi.org/10.5539/ijms.v5n3p149
5. Blackwell D, Leaman C, Tramposch R, Osborne C, Liss M. Extraversion, neuroticism, attachment style and fear of missing out as predictors of social media use and addiction. Personality and Individual Differences. 2017; 116:69-72. Doi: https://doi.org/10.1016/j.paid.2017.04.039
6. Buglass SL, Binder JF, Betts LR, Underwood JDM. Motivators of online vulnerability: The impact of social network site use and FOMO. Computers in Human Behavior. 2017; 66:248-255. Doi: https://doi.org/10.1016/j.chb.2016.09.055
7. Buzeta C, De Pelsmacker P, Dens N. Sales Promotion Posts Across Different Social Media: A Text-Based Analysis, 2023, 1-22. Doi: https://doi.org/10.1007/978-3-658-40429-1_1
8. Cao X, Gong M, Yu L, Dai B. Exploring the mechanism of social media addiction: An empirical study from WeChat users. Internet Research. 2020; 30(4):1305-1328. Doi: https://doi.org/10.1108/INTR-08-2019-0347
9. Chin WW. How to Write Up and Report PLS Analyses. In Handbook of Partial Least Squares. Springer Berlin Heidelberg, 2010, 655-690. Doi: https://doi.org/10.1007/978-3-540-32827-8_29
10. Cohen J. Statistical Power Analysis for the Behavioral Sciences. Routledge, 2013. Doi: https://doi.org/10.4324/9780203771587
11. Csikszentmihalyi M, Figurski TJ. Self-awareness and aversive experience in everyday life. Journal of Personality. 1982; 50(1):15-19. Doi: https://doi.org/10.1111/j.1467-6494.1982.tb00742.x
12. Cynthia Walintukan. The Effect of Product Quality Sales Prom, 2018.
13. Dholakia UM. Temptation and resistance: An integrated model of consumption impulse formation and

enactment. Psychology and Marketing. 2000; 17(11):955-982. Doi: https://doi.org/10.1002/1520-6793(200011)17:11<955::AID-MAR3>3.0.CO;2-J
14. Dinh TCT, Lee Y. Social media influencers and followers' conspicuous consumption: The mediation of fear of missing out and materialism. Heliyon. 2024; 10(16):e36387. Doi: https://doi.org/10.1016/j.heliyon.2024.e36387
15. Dittmar H, Long K, Bond R. When a Better Self is Only a Button Click Away: Associations Between Materialistic Values, Emotional and Identity-Related Buying Motives, and Compulsive Buying Tendency Online. Journal of Social and Clinical Psychology. 2007; 26(3):334-361. Doi: https://doi.org/10.1521/jscp.2007.26.3.334
16. Elena Karahanna, Xu S, Zhang N. Psychological Ownership Motivation and Use of Social Media. Journal of Marketing Theory and Practice, 2015, 185-207.
17. Elhai JD, Levine JC, Dvorak RD, Hall BJ. Fear of missing out, need for touch, anxiety and depression are related to problematic smartphone use. Computers in Human Behavior. 2016; 63:509-516. Doi: https://doi.org/10.1016/j.chb.2016.05.079
18. Elhai JD, Levine JC, Dvorak RD, Hall BJ. Non-social features of smartphone use are most related to depression, anxiety and problematic smartphone use. Computers in Human Behavior. 2017; 69:75-82. Doi: https://doi.org/10.1016/j.chb.2016.12.023
19. Feng T, Wang B, Mi M, Ren L, Wu L, Wang H, *et al*. The relationships between mental health and social media addiction, and between academic burnout and social media addiction among Chinese college students: A network analysis. Heliyon. 2025; 11(3):e41869. Doi: https://doi.org/10.1016/j.heliyon.2025.e41869
20. Festinger L. A Theory of Social Comparison Processes. Human Relations. 1954; 7(2):117-140. Doi: https://doi.org/10.1177/001872675400700202
21. Fumar M, Setiadi A, Harijanto S, Tan C, Correspondence Author, J. The Influence of Fear of Missing Out (FOMO), Sales Promotion, and Emotional Motive Mediated Self-Control on Impulsive Buying for Hypebeast Products. Riwayat: Educational Journal of History and Humanities. n.d; 6(3):1363-1375. Doi: https://doi.org/10.24815/jr.v6i3.33581
22. Fumar M, Setiadi A, Harijanto S, Tan C, Correspondence Author, J. The Influence of Fear of Missing Out (FOMO), Sales Promotion, and Emotional Motive Mediated Self-Control on Impulsive Buying for Hypebeast Products. Riwayat: Educational Journal of History and Humanities. 2023; 6(3):1363-1375. Doi: https://doi.org/10.24815/jr.v6i3.33581
23. Ghaiumy Anaraky R, Freeman G, Aragón OR, Knijnenburg BP, Tallapragada M. The Dark Side of Social Media. Companion Publication of the 2019 Conference on Computer Supported Cooperative Work and Social Computing, 2019, 185-189. Doi: https://doi.org/10.1145/3311957.3359493
24. Giagkou S, Hussain Z, Pontes H. Exploring the Interplay Between Passive Following on Facebook, Fear of Missing out, Self-esteem, Social Comparison, Age, and Life Satisfaction in a Community-based Sample. International Journal of Psychology & Behavior Analysis. 2018; 4(2). Doi: https://doi.org/10.15344/2455-3867/2018/149
25. Guadagno RE, Muscanell NL, Rice LM, Roberts N. Social influence online: The impact of social validation and likability on compliance. Psychology of Popular Media Culture. 2013; 2(1):51-60. Doi: https://doi.org/10.1037/a0030592
26. Hays RD, Dimatteo MR. A Short-Form Measure of Loneliness. Journal of Personality Assessment. 1987; 51(1):69-81. Doi: https://doi.org/10.1207/s15327752jpa5101_6
27. Henseler J, Ringle CM, Sarstedt M. A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal of the Academy of Marketing Science. 2015; 43(1):115-135. Doi: https://doi.org/10.1007/s11747-014-0403-8
28. Herman D. Introducing short-term brands: A new branding tool for a new consumer reality. Journal of Brand Management. 2000; 7(5):330-340. Doi: https://doi.org/10.1057/bm.2000.23
29. Hillman JG, Fowlie DI, MacDonald TK. Social Verification Theory: A New Way to Conceptualize Validation, Dissonance, and Belonging. Personality and Social Psychology Review. 2023; 27(3):309-331. Doi: https://doi.org/10.1177/10888683221138384
30. Huang C. A meta-analysis of the problematic social media use and mental health. International Journal of Social Psychiatry. 2022; 68(1):12-33. Doi: https://doi.org/10.1177/0020764020978434
31. Huynh KT. Sales Promotion Effectiveness: The Impact of Culture on Demographic Level. International Business Research. 2016; 9(4):123. Doi: https://doi.org/10.5539/ibr.v9n4p123
32. Hysing M, Petrie KJ, Bøe T, Lønning KJ, Sivertsen B. Only the lonely: A study of loneliness among university students in Norway. Clinical Psychology in Europe. 2020; 2(1). Doi: https://doi.org/10.32872/cpe.v2i1.2781
33. Jabeen F, Tandon A, Azad N, Islam AKMN, Pereira V. The dark side of social media platforms: A situation-organism-behaviour-consequence approach. Technological Forecasting and Social Change. 2023; 186:122104. Doi: https://doi.org/10.1016/j.techfore.2022.122104
34. Jabeen F, Tandon A, Sithipolvanichgul J, Srivastava S, Dhir A. Social media-induced fear of missing out (FoMO) and social media fatigue: The role of narcissism, comparison and disclosure. Journal of Business Research. 2023; 159. Doi: https://doi.org/10.1016/j.jbusres.2023.113693
35. Japutra A, Ekinci Y, Simkin L. Self-congruence, brand attachment and compulsive buying. Journal of Business Research. 2019; 99:456-463. Doi: https://doi.org/10.1016/j.jbusres.2017.08.024
36. Japutra A, Gordon-Wilson S, Ekinci Y, Adams ED. The dark side of brands: Exploring fear of missing out, obsessive brand passion, and compulsive buying. Journal of Business Research. 2025a; 186. Doi: https://doi.org/10.1016/j.jbusres.2024.114990
37. Japutra A, Gordon-Wilson S, Ekinci Y, Adams ED. The dark side of brands: Exploring fear of missing out, obsessive brand passion, and compulsive buying. Journal of Business Research. 2025b; 186. Doi: https://doi.org/10.1016/j.jbusres.2024.114990

38. Japutra A, Gordon-Wilson S, Ekinci Y, Adams ED. The dark side of brands: Exploring fear of missing out, obsessive brand passion, and compulsive buying. Journal of Business Research. 2025c; 186. Doi: https://doi.org/10.1016/j.jbusres.2024.114990
39. Kang J, Park-Poaps H. Hedonic and utilitarian shopping motivations of fashion leadership. Journal of Fashion Marketing and Management: An International Journal. 2010; 14(2):312-328. Doi: https://doi.org/10.1108/13612021011046138
40. Karbasivar A, Yarahmadi H. Evaluating Effective Factors on Consumer Impulse Buying Behavior. Asian Journal of Business Management Studies. 2011; 2(4):174-181.
41. Kardefelt-Winther D. A conceptual and methodological critique of internet addiction research: Towards a model of compensatory internet use. Computers in Human Behavior. 2014; 31:351-354. Doi: https://doi.org/10.1016/j.chb.2013.10.059
42. Karlsson N, Garling T, Dellgran P, Klingander B. Social Comparison and Consumer Behavior: When Feeling Richer or Poorer Than Others is More Important Than Being So1. Journal of Applied Social Psychology. 2005; 35(6):1206-1222. Doi: https://doi.org/10.1111/j.1559-1816.2005.tb02167.x
43. Kim H, Schlicht R, Schardt M, Florack A. The contributions of social comparison to social network site addiction. PLoS One. 2021; 16(10):e0257795. Doi: https://doi.org/10.1371/journal.pone.0257795
44. Kircaburun K, Alhabash S, Tosuntaş ŞB, Griffiths MD. Uses and Gratifications of Problematic Social Media Use Among University Students: A Simultaneous Examination of the Big Five of Personality Traits, Social Media Platforms, and Social Media Use Motives. International Journal of Mental Health and Addiction. 2020; 18(3):525-547. Doi: https://doi.org/10.1007/s11469-018-9940-6
45. Kotler P. Marketing Management: Analysis, Planning, Implementation and Control. Prentice-Hall Inc., Englewood Cliffs, NJ, 1988.
46. Kotler P, Keller, Kevin L. Manajemen Pemasaran (13 ed.). Jakarta: Erlangga, 2009.
47. Kuss D, Griffiths M. Social Networking Sites and Addiction: Ten Lessons Learned. International Journal of Environmental Research and Public Health. 2017; 14(3):311. Doi: https://doi.org/10.3390/ijerph14030311
48. Lee JE, Watkins B. YouTube vloggers' influence on consumer luxury brand perceptions and intentions. Journal of Business Research. 2016; 69(12):5753-5760. Doi: https://doi.org/10.1016/j.jbusres.2016.04.171
49. Li T, Kong X, Wang F. The influence of loneliness on consumption behavior and its theoretical explanations. Advances in Psychological Science. 2023; 31(6):1078. Doi: https://doi.org/10.3724/SP.J.1042.2023.01078
50. Lim M, Yang Y. Effects of users' envy and shame on social comparison that occurs on social network services. Computers in Human Behavior. 2015; 51:300-311. Doi: https://doi.org/10.1016/j.chb.2015.05.013
51. Liu P, He J, Li A. Upward social comparison on social network sites and impulse buying: A moderated mediation model of negative affect and rumination. Computers in Human Behavior. 2019; 96:133-140. Doi: https://doi.org/10.1016/j.chb.2019.02.003
52. Luo X. How Does Shopping with Others Influence Impulsive Purchasing? Journal of Consumer Psychology. 2005; 15(4):288-294. Doi: https://doi.org/10.1207/s15327663jcp1504_3
53. Müller SM, Wegmann E, Stolze D, Brand M. Maximizing social outcomes? Social zapping and fear of missing out mediate the effects of maximization and procrastination on problematic social networks use. Computers in Human Behavior. 2020; 107:106296. Doi: https://doi.org/10.1016/j.chb.2020.106296
54. Mussweiler T, Rüter K. What Friends Are For! The Use of Routine Standards in Social Comparison. Journal of Personality and Social Psychology. 2003; 85(3):467-481. Doi: https://doi.org/10.1037/0022-3514.85.3.467
55. NEOFET G. Philosophy of Science, Technique and Technology. Logos Universality Mentality Education Novelty: Philosophy and Humanistic Sciences. 2019; 7(2):1-6. Doi: https://doi.org/10.18662/lumenphs/22
56. Nguyen TD, Hoang TTH, Tran VD. The Impact of Social Comparison on Negative Psychology and Impulsive Buying Behavior of Customers in Vietnam. Journal of Law and Sustainable Development. 2024; 12(3):e3361. Doi: https://doi.org/10.55908/sdgs.v12i3.3361
57. Nurasaitma ISR. Hubungan Antara Konformitas dan Harga Diri Dengan Perilaku Berbelanja Online Pada Mahasiswi. Psikoborneo: Jurnal Ilmiah Psikologi. 2017; 5(4). Doi: https://doi.org/10.30872/psikoborneo.v5i4.4467
58. O'Guinn TC, Faber RJ. Compulsive Buying: A Phenomenological Exploration. Journal of Consumer Research. 1989; 16(2):147. Doi: https://doi.org/10.1086/209204
59. Peter JP, Olson JC. Consumer Behavior and Marketing Strategy (5th ed.). Irwin/McGraw-Hill Companies Inc., Illinois, 1999.
60. Piron F. Defining Impulse Purchasing. Consumer Research, 1991, 509-519.
61. Piteo EM, Ward K. Review: Social networking sites and associations with depressive and anxiety symptoms in children and adolescents - a systematic review. Child and Adolescent Mental Health. 2020; 25(4):201-216. Doi: https://doi.org/10.1111/camh.12373
62. Podoshen JS, Andrzejewski SA. An Examination of the Relationships Between Materialism, Conspicuous Consumption, Impulse Buying, and Brand Loyalty. Journal of Marketing Theory and Practice. 2012; 20(3):319-334. Doi: https://doi.org/10.2753/MTP1069-6679200306
63. Przybylski AK, Murayama K, DeHaan CR, Gladwell V. Motivational, emotional, and behavioral correlates of fear of missing out. Computers in Human Behavior. 2013; 29(4):1841-1848. Doi: https://doi.org/10.1016/j.chb.2013.02.014
64. Roberts JA, David ME. The Social Media Party: Fear of Missing Out (FoMO), Social Media Intensity, Connection, and Well-Being. International Journal of Human-Computer Interaction. 2020; 36(4):386-392. Doi: https://doi.org/10.1080/10447318.2019.1646517
65. Rook DW. The Buying Impulse. Journal of Consumer Research. 1987; 14(2):189. Doi: https://doi.org/10.1086/209105
66. Rook DW, Fisher RJ. Normative Influences on Impulsive Buying Behavior. Journal of Consumer Research. 1995; 22(3):305. Doi:

https://doi.org/10.1086/209452
67. Rook DW, Hoch SJ. Consuming Impulses. Consumer Research. 1985; 12:23-27.
68. Russell D, Peplau LA, Cutrona CE. The revised UCLA Loneliness Scale: Concurrent and discriminant validity evidence. Journal of Personality and Social Psychology. 1980; 39(3):472-480. Doi: https://doi.org/10.1037/0022-3514.39.3.472
69. Sahidin M, Insan I. Pengaruh Konformitas Terhadap Impulsive Bullying Pada Mahasiswa Baru 2021 di Asrama Universitas Teknologi Sumbawa. Jurnal Psimawa. 2022; 5(2):109-114. Doi: https://doi.org/10.36761/jp.v5i2.2118
70. Saritepeci M, Kurnaz MF. Antecedents and consequences of FoMO for neuroticism, openness and social influence: Investigating the moderating effect. Personality and Individual Differences. 2024; 225:112657. Doi: https://doi.org/10.1016/j.paid.2024.112657
71. Schiffman LG. Consumer Behavior, 2004.
72. Soraci P, Demetrovics Z, Bevan N, Pisanti R, Servidio R, Di Bernardo C, *et al*. FoMO and Psychological Distress Mediate the Relationship Between Life Satisfaction, Problematic Smartphone Use, and Problematic Social Media Use. International Journal of Mental Health and Addiction, 2025. Doi: https://doi.org/10.1007/s11469-024-01432-8
73. Steinberger P, Kim H. Social comparison of ability and fear of missing out mediate the relationship between subjective well-being and social network site addiction. Frontiers in Psychology. 2023; 14. Doi: https://doi.org/10.3389/fpsyg.2023.1157489
74. Tandoc EC, Ferrucci P, Duffy M. Facebook use, envy, and depression among college students: Is facebooking depressing? Computers in Human Behavior. 2015; 43:139-146. Doi: https://doi.org/10.1016/j.chb.2014.10.053
75. Tendai M, Crispen C. In-store shopping environment and impulsive buying. In African Journal of Marketing Management, 2009; 1(4). http://www.academicjournals.org/ajmm
76. Verplanken B, Herabadi A. Individual differences in impulse buying tendency: Feeling and no thinking. European Journal of Personality. 2001; 15(1_suppl):S71-S83. Doi: https://doi.org/10.1002/per.423
77. Victor CR, Bond J, Scambler S. The social world of older people, 2009.
78. Vogel EA, Rose JP, Roberts LR, Eckles K. Social comparison, social media, and self-esteem. Psychology of Popular Media Culture. 2014; 3(4):206-222. Doi: https://doi.org/10.1037/ppm0000047
79. Williams AD, Grisham JR. Impulsivity, Emotion Regulation, and Mindful Attentional Focus in Compulsive Buying. Cognitive Therapy and Research. 2012; 36(5):451-457. Doi: https://doi.org/10.1007/s10608-011-9384-9
80. Zhang Z, Jiménez FR, Cicala JE. Fear of Missing Out Scale: A self-concept perspective. Psychology & Marketing. 2020; 37(11):1619-1634. Doi: https://doi.org/10.1002/mar.21406