

Indonesian consumers' emotional and psychological factors in the nexus of fear of missing out (FOMO)

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Abstract

This research examines the effect of emotional and psychological factors and their implications for fear of missing out (FOMO) on the online music platform. The object of this study is Spotify. The population in this study was respondents in Indonesia. The purposive sampling technique was used, where the sample criteria used consisted of Spotify users who have seen the Spotify Wrapped campaign at least once on social media. The SEM-AMOS is used to analyze questionnaire data of 150 respondents. It was found that the varying psychological needs relatedness and unfulfilled psychological needs for self will positively affect FOMO. The result also shows that anticipated elation and anticipated envy from others have a positive effect on FOMO. It was also found that comforting rationalizations negatively influence FOMO and FOMO positively and significantly affect purchase intention. This study finds that comforting rationalization explains concerns about alternatives and offers behavioural mitigation that assist individuals to make their choices and reduce their FOMO.

Keywords: anticipated envy; basic psychological needs; comforting rationalization; fear of missing out; purchase intention.

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INTRODUCTION

Most people's point of view regarding music is the compilation of melodies in life's storyline. Music is analogous as a medium to stimulate memories, elevate

mood and retell the story of life. People are grown, healed by it, and use it to understand better how they feel about anything. Nowadays, music streaming is adopted globally, become a significant format for the music industry, and stimulate growth in all music markets. One of the most popular currently in online music streaming applications is Spotify. Spotify service started operating for the first time in 2008 in Sweden (Swant, 2019).

Iqbal (2020) stated that Spotify users has been a significant increase since 2016. According to the company's Q1 2020 report, there are 286 million monthly active users of Spotify. Of these, 130 million are Spotify Premium subscribers. This is up from 271 million monthly active Spotify users and 124 million Spotify Premium subscribers in Q4 2019. There has been an increase of 69 million users (32%) from year to year and an increase in subscribers of 30 million (30%), a relatively consistent growth rate in recent years. The current share of subscribers of total MAU (monthly active users) stands at 45%, slightly lower than the 46% that has existed since mid-2018. Spotify subscriptions as a percentage of MAU in Q4 2015 were at 31%, Q4 2016 at 39%, and Q4 2018 at 46%.

One of the reasons for the increase in Spotify users is the presence of the Spotify Wrapped campaign. By the end of 2019, people were busy with Spotify's new activities. In its themed activity, Spotify's annual wrapped campaign offers services to users in a detailed report listing the most-listened songs in the 2019 period, favourite genres, and other statistics. Providing special personalization for users is an aspect that makes this feature special. This campaign was first released in 2015, initially just a project featuring top songs and top genres to show music fans' involvement on this platform. Finally, the following year the personalized year-end playlist became the newest update included in this project and was branded again as an official "Wrapped" campaign. This campaign in 2017 provided metrics not only to users but also to artists and advertisers (Swant, 2019).

This uncommon campaign highlights some of the most eccentric user habits on the streaming music service; it makes users more thrilled about using Spotify (Williams, 2019). According to Swant (2019), this campaign affects social media platforms such as Twitter, Facebook, and Instagram, as millions of people suddenly turn into unpaid Spotify influencers by sharing their favourites. The first week after Spotify Wrapped 2019 went live, more than 60 million users engaged with the in-app story experience that racked up nearly 3 billion streams from wrapped playlists. Those who are not Spotify users will experience a mood change reaction after intensively seeing hundreds of Spotify Wrapped ads appearing on their social media. The response to the individual change in feelings referred to here is an instinctive desire to know and then be influenced to download the application to experience a similar feeling in the following year (Zhang, 2020). The advantage earned by Spotify in offering this program is it will create long-term engagement and commitment from consumers since this is an annual program.

Swant (2019) stated that this campaign creates a FOMO effect, which influence new users to favour Spotify. When individuals are afraid to miss opportunities and experiences, such as not being part of cultural conversations about media, they will have pressure to act and think per the larger social group, and create controlled motivation that causes FOMO to occur (Conlin et al., 2016).

An important issue when discussing FOMO is its impact on mental health and psychological well-being. This previous study conducted to examine whether a relationship exists between FOMO and individual life satisfaction revealed a negative relationship. Subjects with high levels of FOMO have low life satisfaction and vice versa (Przybylski et al., 2013). In defining FOMO, Przybylski refers to the self-determinant theory proposed by Ryan & Deci (2000), a humanistic theory of motivation and well-being. This theory assumes that all individuals, regardless of age, gender, economic status, nationality, and cultural background, have a growing tendency inherent (such as intrinsic motivation and basic psychological needs), which is the foundation of motivation for individual involvement in everyday life. FOMO indicates poor self-regulation in a person that arises due to a prolonged lack of psychological needs. It was also found that individuals whose unmet psychological needs. In this case, the need for competency, autonomy, and relatedness had high FOMO scores (Przybylski et al., 2013).

To fully comprehend FOMO in terms of marketing, this research will refer to the essential points of FOMO, particularly going deep into factors that lead to FOMO and the influence of FOMO on purchase intention. In previous research, purchase likelihood occurs because it is caused by FOMO (Good & Hyman, 2020). According to Kotler & Keller (2012), purchase intention is a consumer behaviour that appears in response to objects that indicate a customer's desire to purchase. A consumer who wants to make a choice must have a choice. The stages in determining purchase intention or consumer impulses in purchasing products or services offered can be seen in the AIDA model, namely attention, interest, desire, and action.

Good & Hyman (2020) not only discovered a positive relationship between FOMO and purchase likelihood but also found the effect of emotional antecedent on FOMO. This research tested the effect of the emotional antecedent of FOMO by doing a vignette experiment in the form of concert tickets. Emotional antecedent factors of FOMO have anticipated elation, anticipated envy from other people, and comforting rationalizations. FOMO appeals emphasize the lost opportunity to enjoy a consumption activity with close friends or family members. An emotional reaction arises when an individual hears about an upcoming event, product, or service on-trend and knows that a family member or social circle intends to buy. This emotional reaction will cause FOMO to appear.

Thus, FOMO has also been discussed in the self-determination theory. The former approach proposes that deficits in psychological needs increase FOMO sensitivity. Purchase likelihood occurs because FOMO causes it. The previous

research found that the effect of emotional antecedent factors on FOMO. These emotional antecedent factors are anticipated elation and envy that strengthen FOMO while consumer rationalizations weaken FOMO (Good & Hyman, 2020; Przybylski et al., 2013).

This study discusses the FOMO from the transient emotional state and basic psychological needs, and explore the effect of FOMO on the purchase intention of FOMO-based advertising appeal. The effect of FOMO on purchase intention in Spotify is an interesting thing to study, whether the emergence of FOMO caused by the Spotify Wrapped campaign can attract consumers to subscribe to Spotify.

Fear of missing out (FOMO)

According to Hawkins & Mothersbaugh (2016), individuals will develop self-concepts and lifestyles based on various internal (especially psychological and physical) and external (especially sociological and demographic) influences. Consumer behaviour is closely related to the phenomenon of FOMO. Consumer behaviour can be affected by FOMO because it works by arousing emotional consumer reactions (Zeelenberg & Pieter, 2006). Herman (2000) has studied the FOMO phenomenon as a socio-cultural phenomenon, motivation, and personality factors. FOMO is a form of motivation that major influences consumer behaviour. The obsession with the mainstream is a fairly severe symptom of FOMO, often described in the phenomenon of FOMO in psychology (Przybylski et al., 2013).

The main focus in FOMO is anxiety or worry about being secluded from the mainstream, and proclaiming this approach causes addictive behaviour. Missing out on things done by peers or when they possess something better than other people creates an uncomfortable and exhausting feeling that makes them feel left behind. The condition for FOMO to occur is believing the experience will be profitable and relevant. The aspects of FOMO are influenced by the perspective of self determinant theory (Przybylski et al., 2013).

Generally, FOMO will stimulate emotional reactions that should later influence purchase behaviour (Zeelenberg & Pieters, 2006). The model of FOMO treats FOMO as a transient emotional response. FOMO appeals emphasize the lost opportunity to enjoy a consumption activity with close friends or family members. Hearing about an upcoming event or seeing a product or service that is on-trend, knowing that a close comrade or family member is planning to attend or buy it, causes FOMO to emerge (Good & Hyman, 2020).

Contrary to FOMO as a basic psychological need, FOMO may alter transiently in reaction to various appeals, such as commercial versus non-commercial or personal versus impersonal (Przybylski et al., 2013). Commercial FOMO appeals require the producer's endeavours to boost product demand or usage, may convey privately (via salespeople or employees) or impersonally (via ads or web pages). Non-commercial FOMO appeals by close comrades or family members may be made privately and impersonally via phone, text messages,

emails, or social media. Individuals and social media devotees predominantly tend to reckon their social lives by comparing themselves to their most mentally accessible ideals (Hodkinson, 2016). According to Good & Hyman (2020), the emotional antecedents of FOMO have anticipated elation, anticipated envy from others, and comforting rationalizations. These three are linked to a forthcoming experience of predictable yet sceptical quality.

Unfulfilled psychological needs

Relatedness (closeness or desire to connect with other people) is a person's need to feel a sense of belonging, connectedness, and togetherness with other people. Conditions such as a strong, warm, and caring relationship can satisfy the need for bonds so that individuals feel they want to have more chances to socialize with people considered important and continue developing their social competence. If the psychological needs for relatedness are not met, it causes the individual to feel anxious and try to find other's experience and current activities (Przybylski et al., 2013).

FOMO is an extrinsic motivation to satisfy the basic need of relatedness, meaning that a person is motivated by forces outside of the self (extrinsic) to feel related, or close, to other individuals. Individuals tend to use some digital media platforms to fulfil their psychological needs. For instance, to connect with family or colleague, update daily activities, track the activities of others, individual use social media. These activities will prevent them from uncomfortable feeling of being disconnected from social world (Maxwell et al., 2021; Zhou, 2019; Hetz et al., 2015). It is because people desire to feel close to one another and a shared experience as an ideal way to feel that relatedness.

Unfulfilled psychological needs which indicated by low level of life satisfaction, autonomy and relatedness tend to create higher level of FOMO (Przybylski et al., 2013). Moreover, self-psychological needs are related to competence and autonomy. Competence is defined as an individual's inherent desire to feel effective in interacting with their environment, reflecting the need to train their abilities and seek optimal challenges (Reeve & Sickenius, 1994). Competence needs are related to individual beliefs to perform certain actions or behaviours efficiently and effectively. Low satisfaction with competencies will allow individuals to feel frustrated and hopeless. Autonomy experiences the availability of options, support, and willingness related to starting, maintaining, and ending behavioural involvement. Autonomy means that individuals are free to integrate actions carried out with themselves without being bound or controlled by others (the individual is the initiator and source of their behaviour). If psychological needs for self are not met, individuals will actively use certain media forms to meet their needs and connect with other people (Niemiec & Ryan, 2009).

H1: Individuals with greater unfulfilled psychological needs relatedness will be more responsive to FOMO.

H2: Individuals with greater unfulfilled psychological needs for self will be more responsive to FOMO.

Emotional antecedents of FOMO

Consumption refers to multi-sensory, fantasy, and emotional factors associated with product purchase and use (Hirschman & Holbrook, 1982). Anticipating emotions associated with consumption can please consumers and increase their FOMO (Good & Hyman, 2020). Furthermore, Good & Hyman (2020) also stated that there are emotional antecedents factors FOMO: anticipated elation, anticipated envy from others, and comforting rationalization.

Anticipated elation is defined as a euphoric emotion that associated with estimating the value of an expected transaction can enhance the desire to select an excitement or delight alternative. In this sense, consumers acquire transaction value before the actual purchase. FOMO can develop a concern about missing out on a tradeoff that could bring out an elating experience suggested by friends or family members. When outcomes are uncertain, decision-makers anticipate that positive emotions may direct their choices. Imagining a positive outcome encourages choice by providing an incentive to sacrifice one entity for another entity (Brandstätter & Kriz, 2001).

Envy is classified as a self-conscious emotion and is not solely caused by the survival function towards actual menaces (Sander, 2013). Envy surfaces when an individual lacks another's prime quality, accomplishment, or possession, and either yearns for it or expects that the other lacks it (Parrott and Smith, 1993). Keeping-up-with-the-Joneses is an idiom that apprehends people comparing themselves materialistically to their social circle and then adjusting their possessions and experiential consumption to avoid falling behind (Good & Hyman, 2020). However, merely assuming other people as better off may instill a vague desire to act; generating other people's jealousy, for example, through conspicuous consumption, also may encourage purchases (Hyman et al., 2002). Anticipated envy which raised from anxiety that comes from upward social comparison has positively influenced individual's FOMO (Abel et al., 2016).

Comforting rationalizations are soothed justifications about not truly missing out on an essential experience with the social circle or family members. In a FOMO context, comforting rationalizations would contain "sour grape" (refers to a hostile attitude toward something unreachable), embracing a sufficient tradeoff, and dismissing the experience in a cost-benefit analysis. Comforting rationalizations and opportunity costs are alike yet distinct. The latter indicates that consumers pick one choice at the expense of other alternatives (Spiller, 2011). Opportunity cost analysis focuses on time and money tradeoffs (Chatterjee et al., 2016). In contrast, comforting rationalizations may not define tentative or economic value but simply personal preferences (Good & Hyman 2020).

H3: Individuals with greater anticipated elation will respond more to FOMO.

H4: Individuals with greater anticipated envy from others will respond more to FOMO.

H5: Individuals with greater comforting rationalizations will respond less to FOMO.

Purchase intention

According to [Kotler & Keller \(2012\)](#), purchase intention means that consumers buy a product or service because they find something they need from the product and based on their attitudes and perceptions of the product they have used. Purchase intention is an impulse that arises in a person to buy goods or services to fulfil their needs. Purchase Intention is part of the component behaviour in a consuming attitude ([Cannon et al., 2008](#)). Purchase intention is a stage of a respondent's tendency to act before buying decisions are implemented ([Kinneer & Taylor, 2003](#)). Advertisement and news are beneficial for consumers to not feel missing out the latest information about product offer. Therefore, individuals' FOMO that triggered by product updates from advertisement will influence their purchase intention ([Alalwan, 2018](#)).

Some previous studies also mentioned that there are positive relationship between marketing activities, in the context of digital platform, and consumers as their reference to keep update in their society. Consumers are bonded with digital platforms. They are connected and immersed in it, which turns out to be an inseparable part of their daily lives, source of information, keeping up with the agenda, updating the situation of other people, and somehow encourages their purchase intention ([Yoga & Paramartha, 2018](#); [Aydin et al., 2019](#)). Marketing campaign, which is embedded in digital platform, enfolded by creative content plays a huge part in expressing positive feelings toward consumers' purchase intentions and emotions ([Yoga & Bumi, 2020](#)). On the other hand, FOMO is defined as the widespread concern of the individual being able to have rewarding experiences in social networks, and it found that FOMO significantly increases the level of depression and anxiety by increasing compulsive digital media platform use significantly ([Dhir et al., 2018](#); [Dossey, 2014](#)). Therefore, purchase intention is believed to be raised by consumers to buy or not to buy a product based on the results of their evaluation and consideration of the product to determine the product is suitable for purchase ([Yoga & Putri, 2022](#)).

H6: Higher FOMO will increase purchase intention.

METHODS

A quantitative research method is used with both primary and secondary data. The primary data was collected from primary sources via questionnaires, delivered through an online survey (google form). An online survey was conducted, and the survey form was sent to 150 respondents using non-probability purposive sampling. The population in this study was respondents in Indonesia. The purposive sampling

technique was used as a guidance to set the sample criteria, which is consisted of respondents who have seen the Spotify Wrapped campaign at least once on social media and respondents who are Spotify users. The online survey was spread through friends, colleagues, and music communities in seven big cities of Indonesia, such as Jakarta, Bandung, Palembang, Surabaya, Denpasar, Mataram, and Makasar. The link of online questionnaire shared through messaging apps, namely Whatsapp and LINE, and social media platforms such as Facebook and Instagram.

Furthermore, The research sample was given a questionnaire to determine the relationship between the effect of psychological and emotional toward FOMO and purchase intention on Spotify. In the first part of the questionnaire, closed-ended questions were based on a 7-points Likert scale. Once questionnaires had been scrutinized for completion and missing information, data were analyzed utilizing a statistical package of structural equation model SEM-AMOS version 23.0.

RESULT AND DISCUSSION

Respondent characteristics

The characteristics of respondents in this study are profiles of 150 respondents in Indonesia who participated in filling out the research questionnaire and can be used. All respondents in this study have filled in their complete identities, including gender, age, intensity, and length of use. The data for demographic questions were analyzed, and it was found that 70.7% were females and 29.3% percent were males. The majority of respondents were in the age group of 20 to 24, which is 80.7%. Most of the respondents were using Spotify every day (69.3%). The frequency of respondents using Spotify is more than a year, about 79.4%.

Validity and reliability test results

Based on Appendix 1 and Table 2, the validity test and reliability test show that all the variable instruments are unfulfilled psychological needs for relatedness (X1), unfulfilled psychological needs for self (X2), anticipated elation (X3), anticipated envy from others (X4), comforting rationalizations (X5), FOMO (Y1), and purchase intention (Y2) proved to be valid and reliable. This is indicated by the value of the loading factor or the lambda coefficient of each variable indicator presented in Table 2, provided that all variables constructed by the indicators have a loading value of 0.5. It means all indicators are valid. Moreover, the reliability value with a Construct Reliability (CR) value >0.7 and a Variance Extracted (AVE) value >0.5 . So that all variables can be used as input for structural equation analysis.

Structural equation model analysis results

The first model testing variables are grouped into exogenous variables and endogenous variables. An exogenous variable is a variable that only acts as a predictor or cause for other variables in the model and is not predicted by other

variables. The structural model test results are based on the goodness of fit indices results that can be seen in Table 2.

Overall, the model is feasible to use by assuming the parsimony principle meets the criteria because there is already one criterion, so this model is suitable for use. Based on several model feasibility tests, the model is feasible if one of the model feasibility test methods is fulfilled. This study met the CMIN/DF criteria. In an empirical study, this research is not required to meet all the goodness of fit criteria, but it depends on each researcher's judgment. Marginal value is the condition of the measurement model's suitability under the criteria for absolute fit and incremental fit. However, it can be continued in the further analysis because it is close to the good fit criteria. The SEM regression test result is described in Table 3. Based on Table 3, H1, H2, H3, H4, and H6 are supported. Unfortunately, this study failed to prove H5.

Table 1. Reliability Test Results

Variable	Construct Reliability (CR)	Variance Extracted (AVE)	Information
Unfulfilled psychological needs for relatedness (X1)	0,825	0,744	Reliable
Unfulfilled psychological needs for self (X2)	0,742	0,546	Reliable
Anticipated elation (X3)	0,831	0,762	Reliable
Anticipated envy from others (X4)	0,958	0,955	Reliable
Comforting rationalizations (X5)	0,853	0,806	Reliable
Fear of missing out (FOMO) (Y1)	0,899	0,836	Reliable
Purchase intention (Y2)	0,903	0,838	Reliable

Table 2. Goodness Of Fit Indices Results

Goodness of Fit Indices	Cutt of Value	Indices Result	Information	Goodness of Fit Indices
Chi-square	Small value	1073,668	Marginal Fit	Chi-square
Significance probability	$\geq 0,05$	0,000	Marginal Fit	Significance probability
RMSEA	$\leq 0,08$	0,107	Marginal Fit	RMSEA
CMIN/DF	$\leq 3,00$	2,691	Goodness Fit	CMIN/DF
TLI	$\geq 0,95$	0,701	Marginal Fit	TLI
CFI	$\geq 0,95$	0,743	Marginal Fit	CFI

The impact of emotional antecedents on FOMO

Moreover, individuals with greater anticipated elation will respond more to FOMO towards the Spotify Wrapped campaign (positive effect). H3 is supported. These results are consistent with previous research conducted by Good & Hyman (2020) who stated that anticipated elation strongly impacts FOMO. Anticipated elation captures the positive emotion toward an expected transaction. When outcomes are uncertain, decision-makers anticipate that positive emotions may direct their choices. The anticipated positive emotion caused by the Spotify

Wrapped campaign affects the user personally because, to experience the campaign entirely, the user needs to wait for one year to have their own personalized wrapped campaign.

Furthermore, individuals with greater anticipated envy from others will respond more to FOMO towards the Spotify Wrapped campaign (positive effect). H4 is supported. These results are consistent with previous research conducted by Good & Hyman (2020) who found that anticipated envy from others has a strong impact on FOMO. Generating and anticipating other people's jealousy, for example, through conspicuous consumption, also may encourage purchases (Hyman et al., 2002).

Table 3. Structural Model Test Results

			Estimate	S.E.	C.R.	P	Label
Y1	<---	X3	,066	,078	,845	,398	par_24
Y1	<---	X5	,048	,151	,321	,748	par_26
Y1	<---	X1	,424	,089	4,741	***	par_27
Y1	<---	X2	,141	,101	1,394	,163	par_28
Y1	<---	X4	,089	,056	1,606	,108	par_29
Y2	<---	Y1	,314	,090	3,502	***	par_25
Y1.1	<---	Y1	1,000				
Y1.2	<---	Y1	1,337	,145	9,247	***	par_1
Y1.3	<---	Y1	1,317	,147	8,937	***	par_2
Y1.4	<---	Y1	1,139	,139	8,173	***	par_3
Y1.5	<---	Y1	1,285	,143	9,013	***	par_4
Y1.6	<---	Y1	1,058	,132	7,996	***	par_5
Y1.7	<---	Y1	,884	,126	7,043	***	par_6
Y2.1	<---	Y2	1,000				
Y2.2	<---	Y2	1,093	,096	11,435	***	par_7
Y2.3	<---	Y2	,769	,116	6,613	***	par_8
Y2.4	<---	Y2	1,152	,109	10,549	***	par_9
Y2.5	<---	Y2	1,130	,124	9,136	***	par_10
Y2.6	<---	Y2	1,050	,110	9,580	***	par_11
Y2.7	<---	Y2	,613	,120	5,105	***	par_12
Y2.8	<---	Y2	,504	,103	4,875	***	par_13
X5.3	<---	X5	1,000				
X5.2	<---	X5	2,379	1,055	2,255	,024	par_14
X5.1	<---	X5	1,295	,316	4,096	***	par_15
X4.2	<---	X4	1,000				
X4.1	<---	X4	,891	,208	4,285	***	par_16
X3.3	<---	X3	1,000				
X3.2	<---	X3	,704	,084	8,358	***	par_17
X3.1	<---	X3	,704	,098	7,174	***	par_18
X2.4	<---	X2	1,000				
X2.3	<---	X2	,887	,158	5,602	***	par_19
X2.2	<---	X2	,829	,176	4,703	***	par_20
X2.1	<---	X2	,591	,158	3,734	***	par_21
X1.3	<---	X1	1,000				
X1.2	<---	X1	,855	,107	7,989	***	par_22
X1.1	<---	X1	1,034	,117	8,820	***	par_23

Individuals with greater comforting rationalization will be less responsive to FOMO towards the Spotify Wrapped Campaign (negative effect). H5 is not supported. These results are consistent with previous research conducted by [Good & Hyman \(2020\)](#) who stated that individuals with greater comforting rationalizations are less responsive to FOMO. In a FOMO context, comforting rationalizations are soothed justifications about not truly missing out on an essential experience with the social circle or family members.

Therefore, marketer should create FOMO marketing that appeals to consumers' desire to latch on to every opportunity before it slips through their fingers. Marketers should be honest about their product quality with their consumers or publish their previous consumer review that prevent FOMO. Some marketers will rely on messages to trigger solutions to address the fear of missing out and convey messages that emphasize what interesting things missed by their consumers.

The impact of FOMO on purchase intention

The higher level of FOMO will increase purchase intentions to Spotify (positive effect). H6 is supported. These results are consistent with previous research conducted by [Good & Hyman \(2020\)](#) who stated that purchase intention likelihood occurs because FOMO causes it. FOMO-laden appeals can increase purchase intention when individuals anticipate positive outcomes. Therefore, marketer should create advertisement that signal the audience to purchase products and seal more deals in a limited time. This plays a psychological trick on customers to grab the opportunity at every instance, so they do not lose on any good offer.

CONCLUSION

Individuals with greater unfulfilled psychological needs for relatedness will be more responsive to FOMO, which means the greater the unfulfilled psychological needs for relatedness, the greater effect on FOMO. Similarly, individuals with greater unfulfilled psychological needs for self will be more responsive to FOMO. Individuals with greater anticipated elation will be more responsive to FOMO, which means the greater the anticipated elation, the greater the effect on FOMO. In parallel, individuals with greater anticipated envy from others will be more responsive to FOMO, which means the greater the anticipated envy from others, the greater the FOMO. Likewise, individuals with greater comforting rationalization will be less responsive to FOMO, which means the greater the involvement of comforting rationalizations, the less responsive it is to FOMO. Therefore, higher FOMO will increase purchase intention.

Because the respondents were obtained by snowball sampling, the sample was coincidental. Characteristics of respondents was too general so the number of respondents for further research needs to be increased. Further research also can involve more specific respondents to get more homogeneous respondents to

increase external validity. Besides that, regarding the consumer behaviour concept, this study limits the other external factors, such as culture, subculture, social status, and others.

FOMO is more prevalent in individuals who use social media more frequently, in their social media campaigns, businesses can use strategies to stimulate FOMO. In terms of goods or services, phenomena such as YOLO (you only live once), FOBO (fear of being offline), or JOMO (joy of missing out) are closely related to FOMO. A more detailed future study could concentrate on the relationship of FOMO and variables such as generation, family income, sales promotion, credit card use, and consumer-generated content.

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Appendix 1. Validity Test Results

Instrument Item	Variable	Factor Loading
X1.1 – Sometimes, I feel like my peers have ignored me	Unfulfilled	0,836
X1.2 – I have a feeling that I have to secure my friendship	Psychological Needs for Relatedness (X1)	0,688
X1.3 – Somehow, it feels like my peers do not like to spend their time with me		0,816
X2.1 – Most of the things I do, feel like "I have to do it."		Unfulfilled
X2.2 -Sometimes, I feel compelled to do several things that I do not choose to do.	Psychological Needs for Self (X2)	0,621
X2.3 – I often doubt myself if I can do something good for myself		0,640
X2.4 – I do not feel that I have a good social skills		0,672
X3.1 – I feel excited if I can join the program of this marketing campaign		Anticipated Elation (X3)
X3.2 – I would be happy if I could personalize my music playlist		0,753
X3.3 – I am sure that I will be satisfied with the result of my music playlist		0,966
X4.1 – I believe that other people who do not have join this kind of program will simply be the envy of me	Anticipated Envy from Others (X4)	0,898
X4.2 – I also believe, that even the others who have already joined this program will also be the envy my music playlist		1,017
X5.1 – It does not bother me if I do not have to subscribe to this digital music platform and subscribe only to the program	Comforting Rationalizations (X5)	0,690
X5.2 – Sometimes, I do not feel that I have to follow the others to be accepted		1,077

Instrument Item	Variable	Factor Loading
X5.3 - I am always enabled to find the other ways to be accepted		0,419
Y1.1 – I feel anxious when I find that my peers have better experiences	Fear of Missing Out (FOMO) (Y1)	0,630
Y1.2 – I am worried if my peers can have fun without me		0,873
Y1.3 – I always feel anxious every time I miss something new or when I do not know stuff that my peers know		0,838
Y1.4 – I feel restless if I do not know what my peers currently do		0,727
Y1.5 – I feel like an alien if I do not accept by my peers		0,832
Y1.6 – It feels irritating for me every time I miss the chance to gather with my peers		0,710
Y1.7 – Sometimes, I wonder if I spend so much time keeping updated with the newest information out there		0,602
Y2.1 – This program is unique, and it attracts my attention	Purchase Intention (Y2)	0,776
Y2.2 – This program simply attracts my Intention		0,845
Y2.3 – I do not feel irritated at all, even though the marketing campaign of this program fulfils my social media feed		0,546
Y2.4 – This program somehow evoke my Intention to get to know better about the program's knowledge		0,853
Y2.5 – I have the intention to subscribe to the digital music platform after I see the marketing campaign of this program		0,766
Y2.6 – My intention is improved after I became aware that this kind of digital music platform rich in personalize features		0,802
Y2.7 – I instantly consider subscribing to this digital music platform		0,627
Y2.8 – I have an enormous intention to subscribe to this digital music platform		0,614