

Fear of Missing Out and Its Impact on Generation Z's Green Consumption Intentions

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ABSTRACT

The purpose of this study is to examine the influence of fear of missing out (FOMO) on the green consumption intentions of Gen Z. The study employs a quantitative approach, conducting a survey of 492 Gen Z consumers in Ho Chi Minh City, Vietnam. Data were collected by questionnaires sent directly through social media channels in the fourth quarter of 2024. Through data analysis using SmartPLS 3.0 software, the study discovered two new contributions: (i) FOMO positively affects green consumption intention through the mediating role of attitude, motivation, and subjective norm; and (ii) subjective norm plays a negative moderating role in the relationship between motivation and green consumption intention. These findings contribute significantly to the theoretical framework of young people's consumption behavior. In practice, the study provides empirical evidence for organizations and businesses on the mechanism of behavior formation under the influence of FOMO. This allows them to adjust their marketing strategies, particularly by leveraging the influence of communities and groups, to enhance the impact of FOMO in the sales process.

Keywords: FOMO, Gen Z, Green Consumption, Intention, Vietnam

INTRODUCTION

The explosion of information technology and digital platforms has created profound changes in many areas of life. It is undeniable that digital platforms are playing an essential role in consumers' daily communication and shopping. However, besides the benefits, there are also many negative consequences. One of them is the situation where users are surrounded by too much information, leading to a feeling of anxiety when missing out on something important. The fear of missing out syndrome (FOMO) is clearly affecting the behavior and decisions of young people, as they are increasingly influenced by the constant flow of information on social media platforms (Li et al., 2024, Kunhao et al., 2024). Globally, the fear of missing out (FOMO) syndrome is attracting increasing attention from researchers (Kunhao et al., 2024; Li et al., 2024, Mohammed et al., 2023, Baltaci and Ersoz, 2022). In the latest systematic study by Tandon et al. (2021), based on the analysis of 470 relevant works, it is argued that current FOMO research mainly focuses on four main directions: (1) identifying the antecedents and consequences of FOMO; (2) analyzing individual differences and the relationship between these characteristics and FOMO; (3) exploring the development process of the syndrome; and (4) clarifying different research contexts. From there, a number of academic gaps have been suggested, including: expanding the scope of research to countries with diverse consumption characteristics; expand the digital platforms analyzed; as well as explore new relationships related to FOMO. As an example of this approach, Prentice et al. (2022) focused on the impact of FOMO on panic buying behavior during and after the Covid-19 pandemic, a

unique context that has not been explored much before. Similarly, the study by Baltaci and Ersoz (2022) expanded the approach by analyzing the role of social media influencers in shaping digital consumer behavior, through the psychological mechanism of fear of missing out. The above studies have shown that FOMO plays a key psychological role in shaping impulsive and impulsive behaviors (Nguyen and Van Nguyen, 2025). However, since the COVID-19 pandemic, consumer interest in environmentally friendly products has increased significantly. This trend reflects a shift in awareness, as more and more consumers are moving towards sustainable goals to minimize negative impacts on the environment and adjust their consumption behavior towards a more responsible and ecologically friendly direction (Hu et al., 2022; Leal Filho et al., 2022). Although FOMO syndrome has been widely studied in contexts related to consumer behavior and social media use, studies examining the relationship between FOMO and the consumption behavior of environmentally friendly products in developing countries like Vietnam are quite limited. In particular, there are still few academic works evaluating FOMO as a variable that directly affects sustainable consumer behavior intentions. In addition, the assessment of FOMO as a factor affecting emotional state and behavioral intention through the influence of multiple mediating variables such as subjective norms, attitudes, and motivations on behavioral intention has not been systematically and fully explored in the context of Generation Z. To fill this research gap, the current study proposes the following three main research questions: (i) How does FOMO affect the emotions and cognitions of Generation Z consumers in the context of green product consumption? (ii) What roles do consumer attitudes, motivations, and subjective norms play in the mechanism of FOMO's impact on behavioral intention? Do these variables have a mediating or moderating function in the above relationship? (iii) What managerial implications can be drawn for businesses providing environmentally friendly products when developing communication strategies targeting Generation Z consumers?

Through this study, the mechanism of green product consumption behavior under the influence of the Fear of Missing Out (FOMO) effect is explored, to provide a scientific basis and practical orientation for communicators and businesses in the green food industry to build strategies to approach and expand the market, especially for Generation Z in Ho Chi Minh City as well as nationwide. The next part of the study will present the theoretical basis, proposed research model, data collection and analysis methods, along with research results related to this topic.

RESEARCH OVERVIEW AND THEORETICAL BASIS

Fear of Missing Out (FOMO)

FOMO is a state of pervasive anxiety that others may be experiencing beneficial things that we are not present at, accompanied by a desire to constantly connect with others so as not to miss out (Herman, 2000). FOMO is also understood as a psychological syndrome that represents the fear of missing out on something interesting, attractive, or important in life that others experience (Elhai et al., 2020). People themselves always worry about being left out or not being fully informed (Alt, 2018). Herman's (2000) research suggests that due to FOMO syndrome, consumers constantly look for new solutions, products, and brands instead of being loyal to a single brand. In addition, due to the increasingly rapid development of technology and engineering, people are more and more susceptible to FOMO syndrome (Zhang et al., 2023; Nasr and Rached, 2019). Another study found that the cause of the increase in FOMO syndrome is the increasing use of social media and social pressures (Tugtekin et al., 2020; Lu and Sinha, 2024). Therefore, this syndrome has also received more attention from researchers.

Green Consumption Intention

Green consumption is understood as a form of consumer behavior aimed at minimizing negative impacts on the environment, while promoting sustainable development through the selection of environmentally friendly products and services. According to Zhao et al. (2020), this is a type of "cross-sectoral" consumer behavior, in which consumers perform behaviors such as controlling consumption levels, choosing organic products, prioritizing recycling, reuse, and limiting packaging to minimize damage to the environment. Megha (2024) added that green consumption not only meets basic human needs but also plays an important role in ensuring sustainability for future generations. From a strategic perspective, Bonini and Oppenheim (2008) emphasize that green consumption has become a central element in modern marketing programs, as it contributes to promoting sustainable development through maximizing the consumption and distribution of environmentally friendly products. In addition, Chan (2001) argues that green consumption also demonstrates consumers' social responsibility towards the environment through choosing green products and properly managing waste.

Regarding green consumption intention, Mostafa (2007) defines it as the tendency of consumers to choose environmentally friendly products, stemming from their awareness of ecological benefits and responsibility

towards the community. Chan (2001) also argues that green consumption intention represents the likelihood that consumers will choose environmentally friendly products when given a choice. According to Yadav and Pathak (2016), green consumer intention is a component of sustainable consumer behavior, reflecting the individual's desire to purchase products that minimize negative impacts on the environment.

Theoretical Basis

According to the Theory of Planned Behavior proposed by Ajzen (1991), an individual's planned behavior is determined mainly by behavioral intention, and this intention is influenced by three main factors: attitude towards the behavior, subjective norms, and perceived behavioral control. Intention is a direct predictor of actual behavior. In addition, social network theory suggests that individual behavior is not formed independently but is influenced and regulated by social position and connections in the network of relationships. In the digital context, this explains why FOMO has become so prevalent, as people become more and more exposed to and compare the lives of others through social media.

Social network theory is applied to examine the FOMO effect as a manifestation of psychological anxiety, which arises when individuals feel that they are falling behind due to not keeping up with the information, trends, or experiences that others in the social network are accessing (Bright and Logan, 2018). Based on social network theory, the relationships between individuals in the same community can influence each person's value system and perception. In that context, FOMO can act as a social stimulus, evoked from group relationships, thereby promoting consumer behavioral motivation. In particular, for the trend of using green products, a topic that is receiving much attention from the community and consumers, FOMO can arouse more positive attitudes towards green consumption behavior, thereby increasing the intention to use environmentally friendly products, especially among young people of Generation Z.

Self-Determination Theory, developed by Deci and Ryan (1985), suggests that human motivation lies on a spectrum from non-autonomous to completely autonomous. The more autonomous the behavior, the higher the level of attachment, maintenance, and effectiveness. Gen Z is a generation that is assessed to have a strong awareness of social and environmental issues, but is also easily influenced by trends and social networks. Autonomous motivation is the core factor for green consumption behavior to become a sustainable habit (Ryan et al., 1996).

Research Hypotheses

For green products, this is an area that receives increasing attention, due to its essential nature in promoting sustainable consumption behavior, thereby contributing to shaping a sustainable economic development. Therefore, topics related to “sustainability” and “green products” are increasingly appearing in mass media as well as social networks (Bonini and Oppenheim, 2008; Chan, 2001). In that context, FOMO syndrome can act as a factor that motivates individuals to seek information, thereby shaping their perceptions and evaluations of environmentally friendly businesses or products, contributing to the formation of future usage intentions. Previous studies have reinforced the influential role of FOMO in consumer behavior. Specifically, Dinh et al. (2023) showed that FOMO has a significant impact on consumer intention through influence from celebrities (influencers). Amponsah and Lee (2024) confirmed that attitude is an important mediating mechanism between FOMO and green consumer behavior intention. Because the path from exposure to green content on social networks has created a feeling of FOMO and formed a positive attitude towards green products, thereby increasing green consumption intention. From the above arguments, a clear mechanism is shown: the FOMO effect affects consumers' attitudes towards green products, and attitudes are the main mediating factor affecting the intention to use green products. Especially for young consumers like Generation Z, this mechanism of influence is further emphasized and has high practical significance in marketing strategy orientation. On that basis, Hypothesis 1 is built as follows.

H1: The influence of FOMO on green consumer intention through attitude

Dogan's (2019) study suggests that FOMO reflects an individual's fear of being excluded from a particular activity, often stemming from a feeling of incompetence or an inability to keep up with information, leading to a sense of not belonging to the community. According to Alt (2015), the more people are excluded from a social experience or event, the more motivated they tend to be to participate. This suggests that FOMO can trigger intrinsic motivation in consumers, as they feel afraid of missing out on opportunities, experiences, or trends that are happening around them. As a result, FOMO can lead to impulsive, uncontrolled, and even obsessive consumer behavior (Çelik et al., 2019). FOMO has a positive and significant effect on obsessive and uncontrolled shopping states caused by depression, social anxiety, and materialism (Hussain et al., 2023). In the digital context, it has been shown that the higher the FOMO, the higher the level of impulsive consumption, which means that the purchase implies urgency, unplanned, driven by the desire to quickly avoid missing out

(Hamizar et al., 2024). FoMO is a factor that drives impulsive shopping behavior in Generation Z, accounting for 12% of the variation in impulsive buying behavior (Rinonce and Jannah, 2025). Therefore, FOMO is considered a factor that drives individual consumption motivation (Areepattamannil et al., 2011), thereby affecting purchase intention. On that basis, the second hypothesis is proposed as follows:

H2: The influence of FOMO on green consumption intention through consumption motivation.

According to the Theory of Planned Behavior, Ajzen (1991) asserted that subjective norms are social norms that individuals perceive, reflecting personal beliefs about appropriate behavior as well as others' expectations of their behavior, including green consumption behavior. In addition to this argument, when individuals perceive social pressure from relatives or the community, they tend to adjust their behavior in a direction that is socially acceptable and expected (Xie et al., 2022; Sethi and Jain, 2020). FoMO can be generated during interactions on social networks with important individuals such as friends, relatives, or members of virtual communities. When individuals perceive pressure from online group norms or the desire not to be left behind, they tend to increase interactions to update and integrate with the community (Jabeen et al., 2023). The fear of being seen as "outdated" or not in line with social trends makes individuals actively participate in interactions and update information (Abel et al., 2016), thereby shaping sustainable consumption intentions. This becomes even more evident in the context of issues such as sustainable development, the environment, and green lifestyles that are increasingly of public concern. From the above argument, the third hypothesis is proposed as follows:

H3: The influence of FOMO on green consumption intentions through subjective norms.

In the study of sustainable consumption behavior, Ianole-Călin et al. (2020) argued that subjective norms are viewed from two perspectives, namely social expectations and individualism. At the individual level, consumption behavior is not only influenced by the social environment but also driven by intrinsic motivations. Nowadays, consumers do not necessarily choose organic products because of their inherent sustainability characteristics, but are largely attracted to this as an emerging new consumption trend. These behaviors are often symbolic, helping individuals seek product novelty as well as affirm their social status in the group (Ianole-Călin et al., 2020). This shows that shopping motivation is a key factor governing green consumption intentions. In this relationship, subjective norms can play a moderating role (Chi et al., 2012), when individuals are influenced by consumption norms established in the social community to which they belong. From the above arguments, the fourth hypothesis is proposed as follows:

H4: Subjective norms moderate the relationship between motivation and green consumption intention

Based on the theoretical model of Ajzen (1991), along with related studies (Przybylski et al., 2013; Ianole-Călin et al., 2020), this study builds and proposes the following research model:

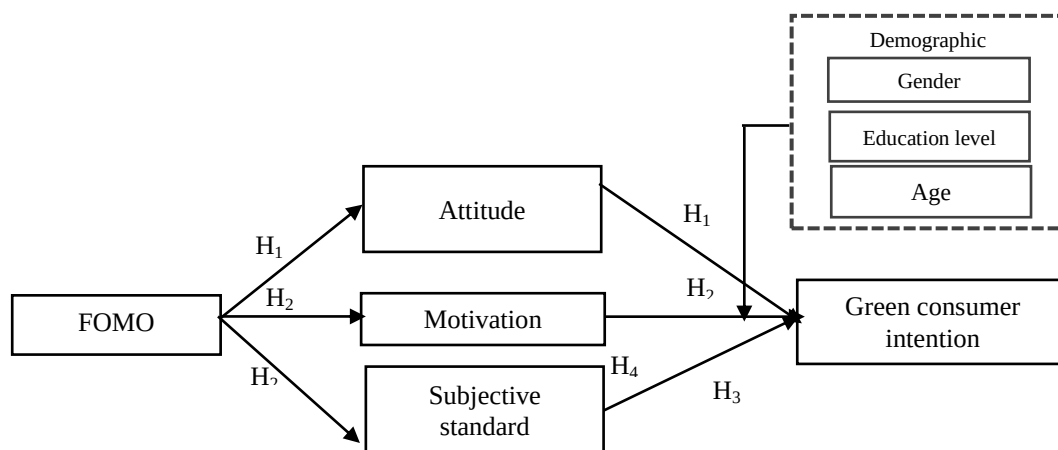


Figure 1. Proposed Research Model

METHODOLOGY

The paper uses qualitative and quantitative research methods: (i) The qualitative research method is carried out by discussing the factors in the model, then the study conducts qualitative interviews with the selected sample to clarify the factors and scales in the questionnaire to conduct quantitative research; (ii) The quantitative method is carried out through designing a survey questionnaire to collect data. The questionnaire is divided into

two main parts: Part 1 presents the objectives of the study and includes demographic questions such as gender, age, and education level; Part 2 includes 24 questions related to the concepts in the research model, developed from scales that have been verified in previous studies. Specifically: FOMO is measured by 7 observed variables based on the scale of Przybylski et al. (2013); Motivation is measured by 4 observed variables from the study of Cai et al. (2018) and Park and Lin (2020); Attitude is assessed through 3 variables inherited from the model of Ajzen (1991); Subjective norms include 4 variables adjusted from the scale of Ryan et al. (1996); and finally, Consumption intention is measured by 6 observed variables, based on the study of Mosbah et al. (2019) (see Appendix 1).

The sample was selected by the non-probability convenience sampling method. The surveyed subjects belong to the Gen Z generation, aged 18-24, and are interested in green consumption. The reason for choosing the Gen Z generation is that it is the young generation, accounting for a significant proportion in Vietnam, a country with a young population structure and distinct consumer behavior, strongly influenced by technology and early access to education and information on environmental protection. Therefore, studying the green consumption intention of this group is necessary to understand future consumption trends. The sample size in the study was determined based on the formula of Hair et al. (2006), according to which the minimum sample size is usually 5 times the number of observed variables, so the minimum sample size N is $24 \times 5 = 120$.

This study collected data from Generation Z through an online survey sent directly to them via social media channels. The survey was conducted in the last 5 months of 2024 with 548 surveys. After the collection process, the author eliminated invalid or missing surveys, the number of surveys suitable for analysis was 492, meeting the minimum sample size requirements and processing data using SPSS software to refine and encode data (See Appendix 2-4), then using SmartPLS 3.0 to assess reliability and analyze the relationship between observed variables in the research model.

RESULTS AND DISCUSSION

Reliability and Validity of Scales

The research results show that the Cronbach's Alpha test results are within the appropriate allowable level, no variables are removed from the model. Because the Cronbach's Alpha values of the research variables are all above 0.8 (See Appendix 5). Therefore, confirmatory factor analysis was performed for the variables in the model. According to Farrell (2006), behavioral and marketing studies especially consider scales with Cronbach's Alpha values exceeding 0.8 to be highly reliable. In addition, the accuracy of the scale is assessed by comparing the square root value of that variable and the correlation coefficient between the variables. The AVE (Average Variance Extracted) value is used to measure the convergence level of observations for the same concept, with the usual acceptance threshold being from 0.5 or higher (the latent variable explains at least 50% of the variance of the observed variable). The discriminant value is good when the square root of the AVE of each concept is greater than all of its correlation coefficients with other concepts. The results of Table 1 show that the AVE values of the variables are all above 0.6. According to Fornell and Larcker (1981), the variables have good convergent and discriminant validity in the study.

Table 1. Correlation Coefficients and Discriminant Validity

	AT	FOMO	INT	MO	STA
AT	0.878				
FOMO	0.476	0.704			
INT	0.374	0.484	0.742		
MO	0.464	0.672	0.432	0.862	
STA	0.378	0.614	0.501	0.574	0.885

Regression Analysis Results

To assess the impact of the independent variable on the dependent variable, Black et al. (2010) used a standardized regression coefficient ranging from -1 to 1; the closer the value is to 1, the greater the impact of the independent variable on the dependent variable. The results of the regression analysis of the research model are presented in Table 2. The results of the research, Table 2, show that FOMO significantly affects Gen Z's consumption intention indirectly, through attitude. Specifically, the standardized regression coefficient $\beta=0.135$ ($p<0.05$) shows that when FOMO (through attitude) increases by one unit, the expected consumption intention increases by 0.135 units, assuming other factors remain unchanged. This result supports hypothesis H1.

Table 2. Regression Analysis Results

Relationship	Standardized Regression Coefficient	Sample Mean	Standard Deviation	T-Value	P-Value
FOMO -> AT -> INT	0.135	0.138	0.019	1.124	0.004
FOMO -> STA -> INT	0.056	0.057	0.023	2.078	0.018
FOMO -> MO-> INT	0.074	0.072	0.038	1.042	0.040
AT -> INT	0.217	0.224	0.058	1.201	0.026
FOMO -> AT	0.462	0.468	0.056	6.268	0.002
FOMO -> INT	0.387	0.392	0.054	7.573	0.000
FOMO -> MO	0.548	0.546	0.044	11.370	0.000
FOMO -> STA	0.642	0.675	0.032	16.208	0.005
MO -> INT	0.204	0.208	0.068	1.062	0.024
STA -> INT	0.251	0.258	0.074	2.204	0.008
STA × MO -> INT	-0.086	0.084	0.041	1.186	0.036

Similarly, the regression results show that motivation plays a mediating role in the relationship between FOMO and consumption intention. With a standardized regression coefficient of $\beta=0.074$ ($p<0.05$), this result indicates that when FOMO (mediated by motivation) increases by one unit, consumption intention is expected to increase by 0.074 units, assuming other factors remain constant. Therefore, hypothesis H2 is accepted.

In addition, the regression results show that subjective norm plays a mediating role in the relationship between FOMO and consumption intention. With a standardized regression coefficient of $\beta=0.56$ ($p<0.05$), this implies that when FOMO (mediated by subjective norm) increases by one unit, consumption intention is expected to increase by 0.56 units, assuming other factors remain constant. Accordingly, hypothesis H3 is accepted.

In addition, the analysis results also show that subjective norms have a negative moderating effect on the relationship between motivation and consumption intention. With the standardized regression coefficient $\beta=-0.086$ ($p<0.05$), this shows that as subjective norms increase, it will weaken the relationship between motivation and consumption intention. Therefore, hypothesis H4 is accepted.

Discussion of Research Results

This study explores the relationship between FOMO (Fear of Missing Out) syndrome and green consumption intention of Gen Z generation in Vietnam. Specifically, we test the mediating role of attitude, motivation, and subjective norm in this relationship. Furthermore, subjective norm is also considered as a moderator variable, assessing its influence on the relationship between motivation and behavioral intention.

In the Vietnamese market, FOMO is considered to have a significant impact on consumer behavior due to the unique cultural and social characteristics of the community (Pham and Oversteegen, 2022). The research results show that FOMO positively affects consumer intention through attitude, motivation, and subjective norm. This can be explained by the fact that consumers, especially young people, tend to be afraid of missing out on products that are of interest and useful to many people. When receiving a lot of information about products, the younger generation will have a strong motivation to experience. In particular, with the tendency to focus on popular products on digital platforms, and when these products are suggested and shared by relatives, friends, or people of the same generation, consumption intentions will form quickly. This comes from the desire not to be left behind or miss out on trendy products in their community. The results of this study show similarities with the study of Hai and Xiong (2025), affirming that Generation Z tends to worry about missing out on interesting experiences. The higher the level of this anxiety, the stronger their behavioral motivation, thereby promoting consumption intentions. The study provides evidence that peripheral motivation has a more positive impact on consumption intentions among young people. This suggests that marketing strategies should focus on exploiting extrinsic motivation to effectively influence this audience (Raza et al., 2018; Areepattamannil et al., 2011). In addition, Generation Z is characterized by a high level of technological connectivity and is significantly influenced by the opinions of other users on social media compared to previous generations, leading to their stronger response to trends. This is also a potential basis for further studies to compare the differences between generations, thereby expanding the scope and generalizability of the findings.

In addition, this study found that subjective norms have a significant moderating effect on the relationship between motivation and intention, partially confirming the results from the study of Chi et al. (2012). In the

context of Vietnamese culture, consumers are strongly influenced by subjective social norms, and the greater the influence, the greater the impact on intention. However, a new and interesting finding of this study is that subjective norms have a negative moderating effect, meaning that as subjective norms increase, the relationship between motivation and intention weakens. Although previous studies have noted the negative moderating effect of subjective norms on intention (Wan et al., 2018) and motivation (Raza et al., 2018; Wan et al., 2018), no study has specifically explored the negative moderating effect of subjective norms on the relationship between motivation and intention.

This negative moderating effect partly reflects the collective consumer culture of Vietnamese society, where individual behavior and decisions are strongly influenced by social trends and public opinion. Therefore, even when individuals are strongly motivated, if subjective social norms do not encourage or do not show strong support for a particular sustainable product, the impact of motivation on purchase intention may be reduced.

In particular, young people today are deeply influenced by social media; as the time spent on these platforms increases, this effect becomes more evident. For green products, the presence of conflicting information and the way brands communicate their "greening" can cause a counter-reaction, reducing consumers' intention to purchase and use green products.

CONCLUSION AND IMPLICATIONS

The purpose of this study is to clarify the mediating role of attitude, motivation, and subjective norm in the relationship between FOMO and green consumption intention of Gen Z, an aspect that has not been fully tested before. The results show that all three factors moderate the relationship between FOMO and intention. Notably, subjective norm also shows a negative moderating effect on the relationship between motivation and intention, a new finding of the study. Meanwhile, FOMO affects green consumption intention not only directly but also indirectly through Gen Z's attitude, motivation, and subjective norm. This implies that product information that receives a wide response from the community can create motivation to promote consumption intention.

These findings are consistent with previous studies, such as Abel et al. (2016), and Jabeen et al. (2023) showed that when consumers fear becoming obsolete, they tend to form positive attitudes toward products that are widely used and shared on social media. Thus, the study not only provides insights into the impact of FOMO on behavioral intentions but also contributes an important foundation for future research on the relationship between FOMO and consumer behavior.

This study provides some important managerial implications for businesses, especially in approaching Gen Z with green products:

First, the results show that Gen Z actively receives information from the community to form experience motivation. Therefore, eco-friendly product brands should actively convey information through digital communication channels, especially through influencers and micro-influencers as well as influential consumers. This group of young consumers tends to fear missing out on popular products, taking advantage of FOMO psychology to provide information and shape purchase intentions. Second, the role of subjective norms in the mechanism of forming Gen Z's consumer behavior is significant. Brands need to proactively provide diverse assessments from many different audiences to expand their scope of influence. To increase effectiveness, businesses also need to organize green product experience programs with economic incentives, because Vietnamese consumers are still strongly motivated by price factors and are very price-sensitive to consumer products.

LIMITATIONS OF THE STUDY AND FUTURE DIRECTIONS

This study has some limitations in terms of data collection and scope. First, focusing only on Gen Z reduces the ability to generalize. Further studies should expand the sample collection to other age groups to conduct comparative studies, exploring the impact of FOMO on behavioral intentions in older subjects. Second, the non-probability (convenience) sampling method also limits the representativeness of the results for all young people in the Vietnamese market.

In addition, the current study only focuses on FOMO and three mediating factors (attitude, motivation, and subjective norm) from the consumer perspective. These factors mainly reflect individuals' awareness and feelings about green products. However, the study has not considered the role of factors from other perspectives that may influence and connect FOMO with consumer intentions, such as business marketing strategies, market fluctuations, government policies, or technology and social media trends. Combining these factors will increase the comprehensiveness and application of future studies.

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APPENDIX 1

Research Scale Table

Variable	Symbol	Scale	Relevant Previous Research
FOMO	FOMO1	Even though I'm busy, I always keep up with information about green products.	Przybylski et al. (2013)
	FOMO2	I'm afraid I'm missing out on the fun green product experiences my friends have had.	
	FOMO3	I feel insecure if I miss out on new green product information.	
	FOMO4	Missing out on green product offers frustrates me.	
	FOMO5	I feel uncomfortable if I miss out on popular green products.	
	FOMO6	Missing out on the chance to use green products with my family makes me uncomfortable.	
	FOMO7	Buying the same popular green brand makes me happy.	
Attitude	AT1	Staying up to date with green trends is something I do every day	Ajzen (1991)
	AT2	I understand the impact of fear of missing out on marketing opportunities	
	AT3	I stay alert and don't let marketing gimmicks influence me	
Motivation	MO1	I easily decide to buy green products when there is a promotion	Cai et al. (2018); Park and Lin (2020)
	MO2	When green products are on sale, I often buy more than I need	
	MO3	I feel satisfied when buying popular green products	
	MO4	Buying popular green products is something I find essential	
Subjective standard	STA1	I find it important to proactively update green product news to attract friends	Ryan et al. (1996)
	STA2	People believe that updating green products is beneficial.	
	STA3	People believe that following green product promotions is beneficial.	
	STA4	Green products are popular with people around me.	
Consumer intention	INT1	I will introduce popular green products to my friends and family	Mosbah et al. (2019)
	INT2	I plan to continue to follow so as not to miss out on popular green products.	
	INT3	I will continue to consume popular green products.	
	INT4	I will buy discounted green products with my friends and family.	
	INT5	I will continue to buy promotional green products.	
	INT6	I will continue to update so as not to miss out on promotional green products.	

Source: Author Extracted from Smart PLS Software

APPENDIX 2

SEM Model Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
AT -> INT	0.032	0.231	0.062	3.201	0.040
FOMO -> AT	0.501	0.347	0.067	6.372	0.000
FOMO -> INT	0.378	0.363	0.0632	7.674	0.000
FOMO -> MO	0.602	0.635	0.0543	11.512	0.000
FOMO -> STA	0.542	0.563	0.0457	17.201	0.000
MOTI -> INT	0.135	0.134	0.0672	3.048	0.000
STA -> INT	0.312	0.271	0.0835	4.148	0.004
STA x MO -> INT	-0.102	-0.087	0.0524	3.372	0.002
FOMO -> AT -> INT	0.043	0.061	0.032	3.078	0.024
FOMO -> STA -> INT	0.201	0.201	0.052	4.076	0.004
FOMO -> MO-> INT	0.078	0.078	0.050	3.054	0.024

Source: Author Extracted from Smart PLS Software

APPENDIX 3

Outer Loading

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
AT1 <- AT	0.851	0.904	0.012	78.621	0.000
AT2 <- AT	0.878	0.878	0.016	48.402	0.000
AT3 <- AT	0.832	0.832	0.032	28.204	0.000
FOMO1 <- FOMO	0.763	0.784	0.036	25.432	0.000
FOMO2 <- FOMO	0.751	0.764	0.038	24.478	0.000
FOMO3 <- FOMO	0.787	0.787	0.031	26.203	0.000
FOMO4 <- FOMO	0.784	0.832	0.026	34.478	0.000
FOMO5 <- FOMO	0.768	0.778	0.032	26.402	0.000
FOMO6 <- FOMO	0.762	0.764	0.034	25.061	0.000
FOMO7 <- FOMO	0.758	0.772	0.036	25.068	0.000
INT1 <- INT	0.787	0.788	0.028	26.275	0.000
INT2 <- INT	0.736	0.734	0.034	22.162	0.000
INT3 <- INT	0.822	0.787	0.032	32.821	0.000
INT4 <- INT	0.804	0.804	0.036	34.878	0.000
INT5 <- INT	0.842	0.844	0.026	38.524	0.000
INT6 <- INT	0.787	0.768	0.023	26.524	0.000
MO1 <- MO	0.854	0.884	0.017	48.032	0.000
MO2 <- MO	0.862	0.872	0.020	44.478	0.000
MO3 <- MO	0.884	0.868	0.018	58.787	0.000
MO4 <- MO	0.874	0.884	0.016	54.368	0.000
STA1 <- STA	0.852	0.862	0.018	38.842	0.000
STA2 <- STA	0.862	0.846	0.016	52.768	0.000
STA3 <- STA	0.864	0.848	0.022	34.802	0.000
STA4 <- STA	0.842	0.822	0.06	28.706	0.000

Source: Author Extracted from Smart PLS Software

APPENDIX 4

Characteristics of the Study Sample

Characteristics	Frequency	Percentage (%)
Gender	492	
Female	354	72%
Male	138	28%
Age	548	
Under 18	36	6.57%
From 18-24	492	90%
Over 24	20	3.65%
Education level	492	
High school	59	12%
University/College	344	70%
Other	89	18%

Source: Author Extracted from Smart PLS Software

APPENDIX 5

Results of Confirmatory Factor Analysis

Variable	Symbol	Load factor	CR	AVE	Cronch's Alpha
FOMO	FOMO1	0.882***	0.900	0.601	0.867
	FOMO2	0.879***			
	FOMO3	0.851***			
	FOMO4	0.816***			
	FOMO5	0.787***			
	FOMO6	0.774***			
	FOMO7	0.773***			
AT	AT1	0.842***	0.808	0.792	0.864
	AT2	0.874***			
	AT3	0.846***			
MO	MO1	0.878***	0.846	0.784	0.857
	MO2	0.882***			
	MO3	0.868***			
	MO4	0.858***			
STA	STA1	0.824***	0.902	0.724	0.874
	STA2	0.864***			
	STA3	0.837***			
	STA4	0.834***			
INT	INT1	0.742***	0.906	0.642	0.868
	INT2	0.746***			
	INT3	0.864***			
	INT4	0.804***			
	INT5	0.843***			
	INT6	0.862***			

N = 492, *** p<0.01

