

An Examination of Green Fear of Missing Out (FOMO), Brand Passion, and Materials on Compulsive Buying of Local MSME Products

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Citation: Ekawati, N. W., Suasana, I. G. A. K. G., Wirawati, N. G. P., Sitiari, N. W., Jesica, N. K. K., & Lestari, N. K. M. (2025). An Examination of Green Fear of Missing Out (FOMO), Brand Passion, and Materials on Compulsive Buying of Local MSME Products. *Journal of Cultural Analysis and Social Change*, 10(4), 147–156. <https://doi.org/10.64753/jcasc.v10i4.2790>

Published: December 4, 2025

ABSTRACT

Compulsive buying behaviour can arise when individuals make purchases driven by environmental influences or to avoid the fear of missing out (FoMO) on an opportunity. This study aims to analyze the relationship between green fear of missing out (FOMO), brand passion, and materials on compulsive buying of local MSME products. The study was conducted in Bali Province. The population of this study was all Generation Z residents in Bali province. Purposive random sampling was used. A total of 350 respondents were sampled across all regencies in Bali province. The analysis technique used was SEM-PLS. The results showed that green fear of missing out (FoMO) positively and significantly affected compulsive buying, while green brand passion had a positive and significant effect. Green brand passion had a positive and significant effect on green compulsive buying. Green's fear of missing out (FoMO) positively and significantly affected materialism. Individual materialism had a positive and significant effect on green compulsive buying. Green brand passion mediated the effect of green fear of missing out (FoMO) on green compulsive buying. Materialism mediated the effect of green fear of missing out (FoMO) on green compulsive buying. Generation Z moderated the effect of FoMO on green compulsive buying.

Keywords: Green fear of missing out (FOMO), Brand passion, Materials, Compulsive buying of local MSME products.

INTRODUCTION

Compulsive buying has become a global problem among Generation Z (Mestre-Bach et al., 2017). This situation has attracted the attention of practitioners and academics for further investigation (Ongsakul et al., 2021). Compulsive buying causes regret, which is caused by feelings of loss of money, incurring debt, and fear of conflict in relationships. The regret and guilt that arise from compulsive buying are due to a lack of self-control in purchasing decisions (Fang et al., 2020).

Compulsive buying behaviour can arise when individuals make purchases driven by environmental influences or to avoid the fear of missing out (FoMO) of an opportunity (Tarka et al., 2022). FoMO is a ubiquitous phenomenon, especially among the younger generation, Generation Z (Alutaybi et al., 2020). FoMO plays a central role in driving compulsive buying behaviour (Cengiz & Şenel, 2024). FoMO can negatively impact an individual's

psychological well-being, social relationships, and financial stability (Elhai et al., 2018), making it important to mitigate these effects. Brand passion refers to the deep psychological and emotional state between an individual and a brand. Brand passion refers to the intense enthusiasm, admiration, and obsession with a brand, a feeling at the heart of a strong consumer relationship with a high-quality brand (Swimberghe et al., 2014). Generation Z, the successor to Generation Y, often dubbed the "Green Generation," shows a stronger tendency to purchase environmentally friendly products than previous generations (Harmon et al., 2022). Furthermore, research on FoMO in recent years has only demonstrated an influence on addictive social media behaviour (Brailovskaia et al., 2023; Rozgonjuk et al., 2020; Zhang et al., 2020).

FoMO and brand passion can lead to various beneficial outcomes, including increased well-being and stronger social relationships between individuals (Roberts & David, 2020). Furthermore, brand passion can have detrimental consequences (Japutra et al., 2022), such as the emergence of compulsive buying, without clarifying which type of brand passion drives this negative behaviour. This means that brand passion can positively and negatively affect individuals (Honora et al., 2024). This study highlights brand passion and its impact on compulsive buying, thus extending previous research (Hussain et al., 2023). This study also investigates the role of age in moderating the relationship between FoMO and compulsive buying, where previous research examined the importance of age in understanding consumer behaviour (Rather & Hollebeek, 2021) and the influence of age on brand passion (Japutra et al., 2022). However, in this study, age becomes a moderating variable in the influence of FoMO on compulsive buying decisions.

This discussion is highly relevant to Social Comparison Theory, which explains the motivations that precede compulsive buying. This motivation is the relationship between FoMO and brand passion, where FoMO often arises due to a sense of inadequacy felt after making social comparisons or comparisons with others (Hussain et al., 2023). FoMO causes individuals to experience financial stress or dissatisfaction due to unplanned decisions. Individuals need to be aware of and manage FoMO to avoid the possibility of developing detrimental compulsive buying behaviour. The FoMO phenomenon that influences compulsive buying can harm an individual's psychological condition, social relationships, and financial stability (Elhai et al., 2018). FoMO has detrimental psychological consequences, including the emergence of anxiety and materialism (Dinh & Lee, 2022), and has negative consequences. Materialism refers to the level of belief that possessions indicate a happy and successful life. This concept states that happiness comes from material fulfilment, while conspicuous consumption refers to purchasing products because of having wealth (Richins & Dawson, 1992). In addition, FoMO also increases a person's psychological and physical comfort (Hayran & Anik, 2021). Therefore, the FoMO phenomenon is interesting to study further, where FoMO sufferers are prone to compulsive buying activities. FoMO is a potential risk factor for developing excessive consumerism (Hussain et al., 2023). Exploring FoMO, which starts with its positive and negative impacts, it is important to explore how FoMO affects local, environmentally friendly MSME products, which are currently trending topics worldwide. There are five hypotheses proposed in this study, namely:

H1: Green fear of missing out (FoMO) positively and significantly affects compulsive purchasing of local Balinese MSME products among Generation Z.

H2: Green fear of missing out (FoMO) positively and significantly affects green brand passion.

H3: Green brand passion positively and significantly affects compulsive purchasing.

H4: Green fear of missing out (FoMO) positively and significantly affects materialism.

H5: Materialism has a positive and significant effect on compulsive purchasing.

H6: Green brand passion can mediate the effect of green fear of missing out (FoMO) on compulsive purchasing.

H7: Materialism can mediate the effect of green fear of missing out (FoMO) on compulsive purchasing.

H8: Generation Z can moderate the effect of green fear of missing out (FoMO) on compulsive purchasing.

RESEARCH METHODS

The research was conducted in Bali Province. The reason for choosing Bali Province was that it is an area where people have developed a tendency to meet daily needs with environmentally friendly products. This study's population was Generation Z's entire population in Bali Province. Sampling using a purposive random sampling technique, where not all populations have the same opportunity to be respondents and must meet the criteria required in this study. Some of the sample criteria required are that teenagers with World Health Organisation (WHO) standards are 17-25 years old, have a minimum high school or equivalent education, are familiar with social media applications, and have used them. The total sample size was 350 respondents spread across all districts of Bali Province. The exogenous variables are green fear of missing out (FoMO) (X1) and Gen Z (X2). The endogenous variables are green brand passion (Y1), materialism (Y2) and compulsive buying (Y3). Questionnaires and focus group discussions (FGD) were the data collection methods. The validity test results, which show that all indicators are valid, mean that all indicators in this study can be used as measuring

instruments for the research variables. The reliability test results for the research variables indicate that all instruments used in the study are reliable.

RESULT AND DISCUSSION

Convergent validity is used to measure the validity of an indicator as a construct, as seen from the outer loading value. The results of this outer loading using PLS statistical analysis are presented in Figure 1 below.

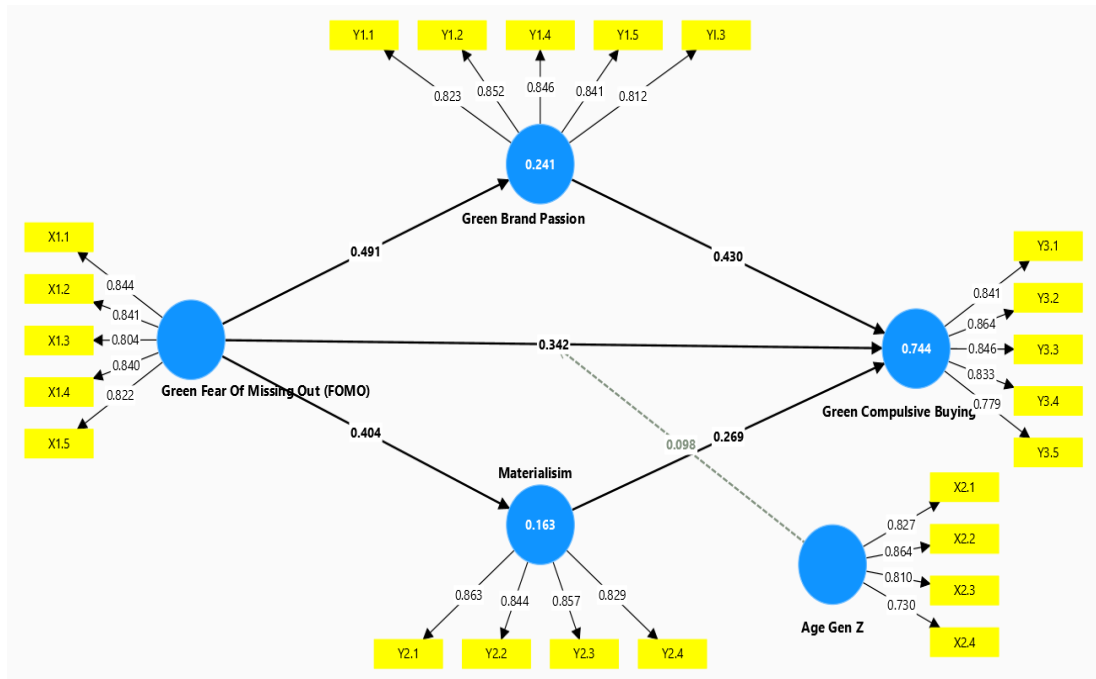


Figure 1. Coefficient of relationship between variables (path).

Figure 1 shows that the path coefficient results indicate that all indicators forming the construct are valid. This is indicated by the > 1.96 t-statistic values generated for all first-order constructs.

Discriminant validity testing indicates that the AVE values for all constructs are above 0.50: 0.690 for the green fear of missing out (FoMO) construct or variable; 0.655 for Gen Z age; 0.697 for green brand passion; 0.720 for materialism; and 0.694 for green compulsive buying. This means that more than 50 per cent of the variance in the indicators can be explained. Furthermore, each variable's root mean AVE value appears to be greater than the correlation value between the latent variable and the other latent variables. The root mean AVE value for the Gen Z age variable, 0.809, is the smallest compared to the other latent variables, well above the tolerance limit. This means that all research instruments meet the criteria for discriminant validity.

Table 1. AVE and \sqrt{AVE} result.

Variable	AVE	\sqrt{AVE}
Green fear of missing out (FoMO) (X1)	0,690	0,831
Usia Gen Z (X2)	0,655	0,809
Green brand passion (Y1)	0,697	0,835
Materialisme (Y2)	0,720	0,849
Green compulsive buying (Y3)	0,694	0, 833

Table 2. Reliability Test Results.

Research Variables	Construct Reliability
Green fear of missing out (FoMO) (X1)	0.888
Usia gen Z (X2)	0.825
Green brand passion (Y1)	0.891
Materialisme (Y2)	0,870
Green compulsive buying (Y3)	0,889

Table 2 shows the composite reliability values for the green fear of missing out variable at 0.888; Gen Z age at 0.825; green brand passion at 0.891; materialism at 0.870; and green compulsive buying at 0.889. This means the five variables used in this study are reliable, with CR values all above 0.70.

Based on the convergent validity, discriminant validity, and composite reliability evaluations of the variable or construct indicators, the indicators used to measure the latent variables and the variables forming the model are all valid and reliable. Thus, the next step is to determine the model's goodness of fit by evaluating the inner model.

Table 3. R-Square (R^2).

Endogenous Variables	R-square
Green brand passion (Y1)	0,241
Materilisme (Y2)	0,163
Green compulsive buying (Y3)	0,744

The R-Square results in Table 3 show that the R-Square (R^2) value for online marketing success is 0.744, meaning the model falls within the strong model criteria (Chin, 1998). This means that the green fear of missing out (FoMO), Gen Z age, green brand passion, and materialism variables can explain 74.4 per cent of the green compulsive buying variable, with the remaining 25.60 per cent explained by variations outside the model. The Q-square predictive relevance (Q^2) calculation found a value of 0.59. This means that the estimated model falls within the strong criteria, where the exogenous construct variation can predict 59 per cent of the endogenous construct variation. This finding indicates that the observations strongly influenced the model. The GoF calculation shows a value of 0.72, meaning that the overall model is a very fit predictive model. This also indicates that the overall measurement accuracy of the model is perfect.

Table 4. Statistical Test of Intervariable Influence.

Variables	Direct effects				
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Value
Green Fear of Missing Out (FoMO) -> Green Compulsive Buying	0,342	0,344	0,048	7,107	0,000
Green Fear of Missing Out (FoMO) -> Green Brand Passion	0,491	0,489	0,067	7,327	0,000
Green Fear of Missing Out (FoMO) -> Materialism	0,404	0,406	0,070	5,733	0,000
Age Gen Z x Green Fear Of Missing Out (FoMO) -> Green Compulsive Buying	0,098	0,094	0,042	2,299	0,022
Green Brand Passion -> Green Compulsive Buying	0,430	0,420	0,053	8,089	0,000
Materialism -> Green Compulsive Buying	0,269	0,275	0,046	5,803	0,000
	Indirect Effect				
Green Fear of Missing Out (FoMO) -> Green Brand Passion -> Green Compulsive Buying	0,211	0,206	0,043	4,966	0,000
Green Fear of Missing Out (FoMO) -> Materialism -> Green Compulsive Buying	0,108	0,113	0,032	3,386	0,001

Table 4 shows that all direct and indirect influences have a positive and significant effect. The effect of green fear of missing out (FoMO) on green compulsive buying has a t-statistic value of 7.107 greater than 1.96, and a p-value of 0.000 smaller than 0.05. The effect of green fear of missing out (FoMO) on green brand passion, with a t-statistic value of 7.327 greater than 1.96, and a p-value of 0.000 smaller than 0.05. The effect of green fear of missing out (FoMO) on materialism, with a t-statistic value of 5.733 greater than 1.96, and a p-value of 0.000 smaller than 0.05. The effect of green brand passion on green compulsive buying is shown with a t-statistic of 8.089, greater than 1.96, and a p-value of 0.000, less than 0.05. The effect of materialism on green compulsive buying is shown with a t-statistic of 5.805, greater than 1.96, and a p-value of 0.000, less than 0.05. The findings of this study indicate that compulsive buying behaviour has emerged among Generation Z, particularly in fulfilling the need for natural products, prioritizing products produced by local Balinese MSMEs.

The role of green brand passion as a mediator of the effect of green fear of missing out (FoMO) on green compulsive buying is demonstrated by a t-statistic of 4.966, with a p-value of 0.000, less than 0.05. These findings indicate that green brand passion plays a significant role as a mediator. The materialism variable also demonstrated

its role as a mediator of the influence of green fear of missing out (FoMO) on green compulsive buying, with a t-statistic of 3.386.

Generation Z's role as a moderating variable significantly moderated the influence of green fear of missing out (FoMO) on green compulsive buying. The presence of Generation Z, with all its characteristics, can both strengthen and weaken compulsive buying behaviour for environmentally friendly products in Bali.

The results of testing the influence of green fear of missing out (FoMO) on green compulsive buying are shown by a t-statistic value of 7.107, meaning the relationship between the variables is significant at a 95 per cent confidence level. A positive path coefficient can be interpreted as the influence of green fear of missing out (FoMO) on green compulsive buying, which is unidirectional. This means that the stronger the green fear of missing out (FoMO) drive owned by Generation Z, the stronger the drive to behave compulsively. This finding indicates that hypothesis 1 is accepted. FoMO influences compulsive behaviour, which is very relevant to Social Comparison Theory. Situational FoMO formed in individuals tends to cause them to compare themselves with other similar individuals (Festinger, 1954). This situational FoMO also occurs when fulfilling the need for environmentally friendly MSME products that demonstrate Generation Z's concern for efforts to protect the environment. A strong FoMO drive is a high opportunity for the creation of compulsive buying (Cengiz & Şenel, 2024). Fear of missing out and brand passion can increase compulsive buying, a significant social problem (Okazaki et al., 2021). The strong influence of FoMO on green compulsive buying has led marketers to employ different strategies that can encourage compulsive behaviour. FoMO, felt due to perceived product scarcity or perceived uniqueness, leads to exclusivity through unrepeatability prices, creating a sense of missing out (Hodkinson, 2019). This can also be implemented in environmentally friendly local Balinese MSME products.

Testing the effect of green fear of missing out (FoMO) on green brand passion is demonstrated by a t-statistic of 7.327, indicating a significant effect at the 95% confidence level. The positive path coefficient indicates that the effect of green fear of missing out (FoMO) on green brand passion is unidirectional. This finding indicates that Hypothesis 2 is accepted. This means that the stronger the green fear of missing out (FoMO) drive of Generation Z to consume environmentally friendly products, the stronger the drive to engage in green brand passion. FoMO behaviour can encourage individuals to create greater social connections within their environment (Roberts & David, 2020). Intense FoMO can motivate individuals to seek more information about environmentally friendly MSME products and create greater social inclusion (Harrison-Walker & Mead, 2024). An individual's FoMO state can influence the formation of strong brand passion through the intrinsic motivation that arises in each individual (Wang & Tsai, 2017) and involvement in brand communities, including local, environmentally friendly MSME product brands (Santos et al., 2022). Individuals who experience the fear of missing out (FoMO) tend to be highly loyal to brands and actively engage with them. Such individuals often seek to increase interaction, exposure, and interest in these brands, which can lead to the development of brand passion (CBS News, 2018). Individuals loyal to local, environmentally friendly MSME products or brands are also expected to develop strong green brand passion.

Hypothesis 3 is accepted, proven by the test results showing the influence of the green fear of missing out (FoMO) variable on the materialism variable, producing a t-statistic value of 5.733, greater than 1.96. This means the relationship between these variables is positive and significant from the t-statistic value. The significant t-statistic test results indicate sufficient statistical evidence to accept the hypothesis (H3), which states that the stronger the green fear of missing out (FoMO) on materialism, the stronger the urge to make compulsive purchases among Generation Z in Bali. The results of this study are important for local environmentally friendly MSMEs because they can positively influence subsequent purchasing decisions (Ekawati et al., 2023). This finding is in accordance with the results of research (Japutra et al., 2022), which shows that brand passion can also have adverse consequences, one of which is capable of causing compulsive buying. Compulsive behaviour that arises in consumers is self-defeating. In line with detrimental behaviour, it is revealed by (Honora et al., 2024) that green passion can lead to beneficial results and detrimental effects. The impact on compulsive behaviour is detrimental to consumers and beneficial to producers. Brand passion has a positive and significant impact on compulsive buying (Hussain et al., 2023); thus, the findings of this study also support it.

Hypothesis 4 is accepted. The results of testing the effect of green brand passion on green compulsive buying are indicated by a t-statistic value of 8.089, indicating a significant relationship at the 95 per cent confidence level. The positive path coefficient indicates that the effect of green brand passion on green compulsive buying is unidirectional. This means that the stronger the green brand passion, the stronger the urge to make green compulsive purchases. The findings of this study align with several other studies showing that consumers experiencing fear of missing out tend to be highly loyal to brands and actively engage with them, often posing risks to consumers, particularly the potential for increased consumer debt due to the power of materialism (Saputri et al., 2023). FoMO has detrimental psychological consequences, including the emergence of anxiety and materialism (Dinh & Lee, 2022). FoMO also increases a person's psychological and physical well-being (Hayran & Anik, 2021), one of the impacts of individual materialism.

The test results of the influence of materialism on green compulsive buying are shown by a t-statistic value of 5.805, meaning the influence of the variable is significant at a 95 per cent confidence level. The positive path coefficient can be interpreted as materialism on green compulsive buying being unidirectional. This means that the stronger the materialism drive, which is the drive to own more environmentally friendly products compared to other parties, the stronger the behaviour for green compulsive buying. The findings of this study are relevant to research in the United States, revealing that almost half of the millennial generation is in debt to keep up with their peers, primarily because of fear of missing out on unique experiences or feeling like an outsider. This social pressure has an impact on materialistic behaviour. Materialism becomes part of an effort to fulfil needs that are not yet owned.

Furthermore, social pressure in the form of ownership of specific products or brands that individuals feel strongly about can contribute significantly to compulsive buying (Japutra et al., 2022; Kyrios et al., 2020). This finding also aligns with previous research (Xu, 2008), which states that materialistic behaviour can influence the occurrence of impulsive and compulsive buying. Individual materialism demands a relatively higher standard of living, making impulsive and even compulsive buying highly likely.

The results of the evaluation of green brand passion as a mediator of green fear of missing out (FoMO) on green compulsive buying showed a t-statistic of 4.966, indicating sufficient evidence to accept hypothesis 6. This study demonstrated that green brand passion strongly mediates the effect of green fear of missing out (FoMO) on green compulsive buying. This means that green passion as a partial mediator is crucial. These results align with several previous studies (Tarka et al., 2022), which found that compulsive buying behaviour can arise when individuals make purchases driven by environmental influences or to avoid the fear of missing out (FoMO) of an opportunity. Compulsive buying is a buying behaviour driven by FoMO, which is then repeated and uncontrolled (Ridgway et al., 2008). Compulsive buying often leads to stress and various resulting impacts (Müller et al., 2019). Brand passion, reflected in brand enthusiasm and goal-oriented behaviour, encourages compulsive buying (Roberts & Pirog III, 2004).

The hypothesis of materialism's role as a mediator of green fear of missing out (FoMO) on green compulsive buying is accepted. The t-statistic analysis results show that 3.386 is greater than 1.96 with a p-value of 0.00. This means that hypothesis 7 is proven, namely that materialism is a mediator of green fear of missing out (FoMO) on green compulsive buying. The materialism aspect is an important variable considered to have a strong role as a partial mediator.

CONCLUSION AND DISCUSSION

The analysis results show that green fear of missing out (FoMO) positively and significantly affects green compulsive buying. Green fear of missing out (FoMO) positively and significantly affects green brand passion. Green brand passion has a positive and significant effect on green compulsive buying. Green fear of missing out (FoMO) positively and significantly affects materialism. Individual materialism has a positive and significant effect on green compulsive buying. Green brand passion can mediate the influence of green fear of missing out (FoMO) on green compulsive buying. Materialism mediates the influence of green fear of missing out (FoMO) on green compulsive buying. Generation Z can be a moderator of the influence of FoMO on green compulsive buying.

Several suggestions that can be proposed based on the results of the previous discussion are as follows: Marketing strategies should pay attention to the FoMO impulse related to increasing feelings of worry if others have a more rewarding experience by presenting environmentally friendly local MSME products or brands that provide unique experiences for their users. Efforts should be made to encourage Generation Z to meet the need for environmentally friendly local MSME products or brands. Encourage admiration for others who use environmentally friendly products. Encourage compulsive buying behaviour.

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APPENDICES

Appendix I: Questionnaire

Section A: Demographic Information

1. Gender: Male Female Other
2. Age: <20 20–24 25–29 ≥30
3. Education: High School Diploma Bachelor Postgraduate
4. Occupation: Student Employee Entrepreneur Others
5. Frequency of shopping for local MSME products: Rarely Sometimes Often Very often

Section B: Research Variables

(Scale: 1 = Strongly Disagree ... 5 = Strongly Agree)

1. Green fear of missing out (FoMO) variable (X1):
 - a. I regret not using trendy eco-friendly MSME products.
 - b. I feel left out of trends if I don't consume eco-friendly MSME products.
 - c. I feel anxious about not having eco-friendly MSME products.
 - d. I feel annoyed about missing out on opportunities to use eco-friendly MSME products.
 - e. I worry that others will have more rewarding experiences.
2. Gen Z Age (X2)
 - a. I am aware of future environmental issues.
 - b. I feel more frugal with my spending compared to the generation before me.
 - c. I feel more entrepreneurial than the generation before me.
 - d. I am willing to spend more money on environmentally friendly products.
3. Green Brand Passion Variable (Y1)
 - a. I have environmentally friendly qualities.
 - b. I feel like I've discovered something new about environmentally friendly MSME products.
 - c. I feel a sense of admiration for environmentally friendly MSME products.
 - d. I feel I lack the ability to restrain myself from purchasing environmentally friendly MSME products.
 - e. I experience an unforgettable experience when purchasing environmentally friendly MSME products.
4. Materialism Variable (Y2):
 - a. I feel comfortable owning an environmentally friendly MSME product that I haven't owned before.
 - b. I like environmentally friendly MSME products.
 - c. I feel proud to own environmentally friendly MSME products that amaze others.
 - d. I feel a sense of awe when I see others using environmentally friendly MSME products.
 - e. I feel happy when I own many environmentally friendly MSME products.
5. Compulsive Buying Variable (Y3):
 - a. I buy products without actual purchasing power.
 - b. I buy without thinking
 - c. I buy purely for pleasure
 - d. I buy to avoid the anxiety of not buying environmentally friendly MSME products
 - e. I just buy without thinking about using the environmentally friendly

Appendix II: Interview Script

Purpose: To gain qualitative insights supporting the questionnaire findings.

1. How do you perceive promotions of eco-friendly MSME products on social media?
2. Do you ever feel pressured to buy green products because others are doing so?
3. How would you describe your emotional connection with local sustainable brands?
4. What role does owning eco-friendly products play in your lifestyle and social identity?
5. Can you share an experience where you purchased eco-friendly MSME products impulsively?

Appendix III: Scales

All items were measured using a 5-point Likert Scale:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Appendix IV: Encoding Criteria

Quantitative Encoding (Questionnaires)

- Responses coded numerically (1–5) based on Likert scale.
- Composite scores for each construct computed as the average of item responses.
- Higher scores = stronger agreement with the construct.