



Navigating Fear of Missing Out in Sustainable Consumption: The Role of Brand Passion and Green Consumer Values in Obsessive–Compulsive Buying

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Abstract: This research appreciates the role of fear of missing out on obsessive–compulsive buying by stressing the mediating effect of Harmonious brand passion, obsessive brand passion, and the moderating influence of Green Consumer Values. A quantitative research method was used to gather data from 440 participants, using structured questionnaires with measured scales from purposively sampled accounts active in fashion–related hashtags. Data were analyzed using Structural Equation Modelling with Partial Least Squares (SEM–PLS) since the research is interested in both the direct and indirect links between the constructs, which are often intricately linked in the actual production process. Research outcomes suggest that fear of missing out presents a direct impact on both harmonious and obsessive brand passion, which, in turn, moderates the relationship between fear of missing out and obsessive–compulsive buying. Thus, brand passion can be seen as a mediating variable between fear of missing out and purchase behaviors, and Green Consumer Values, although it has a weak moderating effect, imply that there may be other psychological factors that would explain the difference in compulsive buying. The study advances knowledge on psychological factors influencing consumer behavior in the digital world, particularly regarding the fear of missing out as a vulnerability that needs to be managed by businesses.

Key Words: Fear of Missing Out, Obsessive–Compulsive Buying, Harmonious Brand Passion, Green Consumer Values

Introduction

In the modern world, where customers are becoming increasingly unpredictable and businesses are rapidly developing new products and services, this factor, FoMO (Fear of Missing Out), seems to have become very influential among consumers (Bläse et al., 2024). As people become more connected to the digital world and social media, awareness of trends, opportunities, and experiences rises (Dinh & Lee, 2022); in turn, FoMO continues to propel individuals to engage in binge purchases seemingly without the thinking ability to distinguish the need or usefulness for the item (Przybylski et al., 2013).

As social media has proliferated, retailers' advertising methods have evolved to align with 21st–century customer behavior (Chaparro–Peláez et al., 2022). Fashion stores have transitioned to the digital realm, with influencers and social media marketing shaping the perspectives of younger generations (Dinh & Lee, 2022). Notwithstanding the prevalent awareness of the fashion industry's unsustainable methods, the consumption of fast fashion persists in escalating, driven by contemporary consumer behavior of the 21st century (Yuan et al., 2019). Marketing scholars elucidate that individual purchase decision–making in

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fashion arises from the interplay of objective factors, such as price and quality, alongside personal hedonistic motivations and accessibility, as well as subjective elements, including attitudes, social norms, and aesthetic preferences (Yuan et al., 2019). Environmentally knowledgeable consumers are presumed to be more inclined to acquire products designated as eco-friendly (Mainieri et al., 1997) compared to those with lesser environmental awareness (Rejikumar, 2016). Despite the growing accessibility of sustainable fashion alternatives, the environmental repercussions of the fashion business continue to be severe, and customers' perceptions of sustainability frequently do not convert into sustainable buying practices (Bläse et al., 2024). This article explores the correlation between FoMO and Compulsive buying behavior with a focus on Consumers' Green Values as a moderator in this relationship. Enduring this analysis, we focus on the positive affective experience, which can be divided into two forms: harmonious passion and obsessive passion; according to Vallerand et al. (2003), given the increasingly conscious approach to environmental issues, such values may shift how FoMO manifests as purchasing behaviors in consumers motivated by environmentally friendly concerns (Haws et al., 2014). Knowledge of this moderating impact offers a fresh insight into the relationship between ethical consumption and impulsive purchasing behavior, an idea that has emerged recently in debates on sustainable consumption (White et al., 2019). This paper advances a psychological-behavioral-environmental integrated approach to consumer research that may help marketers and policy-makers to better navigate FoMO-related consumption patterns to stimulate responsible consumption (Deliana et al., 2024). It is, therefore, imperative to reveal the underlying role of the two passion subtypes, namely harmonious and obsessive brand passion, in understanding how FoMO is related to compulsive buying (Hegner et al., 2024). Positive brand passion in the form of integration wherein the consumers consciously relate well with the brand can lead to positive FoMO, where consumers engage with the brand based on a purposeful decision-making process (Vallerand et al., 2003).

On the same note, obsessive brand passion, characterized by the desire to stay connected with the brand beyond reasonable measures, may cause imbalanced consumer behaviors (Dini Azizi et al., 2024). By analyzing these mediators, the study acknowledges how brand passion offers two ways by which FoMO may either be positively or negatively influenced in consumer decisions. Specifically, the moderating role of green consumer values adds another level of depth to this relationship (Mainieri et al., 1997). With purchasing decisions increasingly driven by sustainability, consumers who emphasize green values may react differently to FoMO (Mainieri et al., 1997). Such consumers may not necessarily lose flexibility due to ethics, and thus, the pressure to engage in a trend or to buy may be reduced to a meaningful amount, thus altering compulsive buying to sustainable and willing buying patterns (Gleim et al., 2013). On the other hand, green values are opposed to compulsive urges, which again would probably add depth to the FoMO-compulsive buying relationship (Japutra et al., 2025). Collectively, these aspects shed light on some of the essential routes that shape consumer behavior, enabling brands to craft an approach that encourages ethical interaction and is consistent with emerging consumer ideals. It is crucial to analyze these effects to create a better balance in the current market, specifically for the benefit of the consumers and the environment.

Literature Review

Fear of missing out (FoMO) significantly impacts Obsessive Compulsive Buying.

In consumer contexts, FoMO is seen as compulsive buying behavior because people will go out shopping to avoid the stress and dissatisfaction that comes with being left out (Maharani et al., 2024). However, the digital age has taken this phenomenon even a notch higher (Zhu et al., 2023), especially through the use of social media; people are constantly being taken through selected lifestyles, new product releases, and limited-time offers (Blackwell et al., 2017). Mert and Tengilimoğlu (2023) found out that people suffering from FoMO are more likely to indulge in OCB as they keep on impulse buying a product even when they do not need it, and this leads to unpleasant feelings and poor expenditures. For instance, Zhu et al. (2023) showed that the use of social media increases FoMO, which increases compulsive purchasing behaviors. Social media platforms engage in spectacular scarcity strategies like the idea of selling, which creates FoMO-induced fear (Wu et al., 2023) and compels users to purchase the same products continuously (Blackwell et al., 2017). Moreover, negative emotions occur when individuals with FoMO relating to compulsive buying experience money expended on purchases that are not fulfilling or useful (Dinh & Lee,



2022). Harahap et al. (2023) discussed how the availability of “pay later” options alongside the feeling of FoMO increases impulse purchasing, which later results in debt and consumers’ regret. These compulsive tendencies are complemented by the need to fill observed status dissimilarities and fit into socially recommended discourses promoting social media platforms (Tandon et al., 2021). As discussed earlier, the FoMO is generally linked with many other psychological barriers, especially with youth clientele, and it extends to obsessive purchasing (Ardyan & Sanapang, 2023). Other current investigations also show that there are external variables that mediate the impact of FoMO on OCB, including digital addiction (Zhu et al., 2023) and hedonic motivations. For instance, Wu et al. (2023) discussed the impact of digital hoarding compelled by FoMO, leading to compulsive buying among users of social media. Their research implies that FoMO not only causes anxiety but also leads to addictive consumption behaviors to escape the fear of being left out from trends or events. Hence, it can be hypothesized that.

H1: *Fear of Missing out significantly impact Obsessive Compulsive Buying*

Fear of Missing Out Significantly Impacts Harmonious Brand Passion

The literature focusing on the interaction between FoMO and HBP offers a comprehensive understanding of the multifaceted emotional and cognitive aspects of the consumer decision process. Theoretical and empirical works in the last decade stress that FoMO, which rises from social comparison and via technology interconnectivity (Dini Azizi et al., 2024), plays a pivotal role in shaping brand affective responses and brand commitments (Japutra et al., 2022). To elaborate on the proposed research model, Mao (2024) chooses gaming events, noticing that identity centrality and harmonious passion, which is impacted by FoMO, define event attendance. This is illustrated by the application of HBP within the context of event marketing. On the same note, Çelik and Şirin (2023) further discuss how passion triggers the FoMO state and how ethical branding can be used to enhance positive passion for event marketing while controlling for the adverse effects of FoMO. Furthermore, Japutra et al. (2022) investigated brand attachment and showed that although FoMO led to impulse buying, it is a crucial determinant for harmonious passion with the appropriate branding strategies, specifically ethical and trust-focused branding. Furthermore, Junaid et al. (2022) explain how FoMO fosters emotional attachment as it relates to brand love and customer allegiance. They propose that FoMO-anxiety can be redirected towards harmonious passion when brands properly communicate with consumers. So, the following hypothesis can be proposed.

H2: *Fear of Missing out significantly impacts Harmonious Brand Passion*

Fear of missing out significantly impacts Obsessive Brand Passion.

According to Blackwell et al. (2017), Fear of Missing Out (FoMO) and Obsessive Brand Passion (OBP) highlight consumer apprehension and passion for brands. FoMO, which involves worry about missing out on something (Zhu et al., 2023), tends to fuel obsessive behaviors about brands (Ardyan & Sanapang, 2023). Extensive research has been conducted on the association of FoMO in different settings to understand its influence on poor attachment to brands. In a recent study, Tandon et al. (2021) explore FoMO in the digital context and conclude that it can be a significant mediator for the compulsive use of technology and obsessive engagement with brands. They focus on the psychological pressure that FoMO exerts on the consumer and associate this with mental health disorders. Further, Joshi and Yadav (2020) extend the analysis of brand passion to reflect the behavioral consequences of FoMO, which are identified as impulse buying and compulsive buying. Consumers' research on brand loyalty sheds light on the potentiality of brand loyalty, making a shift towards dependence when consumers are compelled to uphold their social standing through the use of brands (Rodrigues et al., 2024). Chen et al. (2022) examined online brand experiences, sensory, affective, intellectual, and behavioral brand experiences, and explored brand passion: harmonious and obsessive passion. It was discovered that sensory and affective responses have a positive impact on both types of brand passion, while intellectual and behavioral responses have an impact on only harmonious passion. Hegner et al. (2024) examined psychological ownership as the mediator between online experiences and harmonious brand passion and the moderating role of gender of the subjects on these determinants, where women responded with more significant results than men. Hence, it can be hypothesized that

H3: *Fear of missing out significantly impacts Obsessive Brand Passion*

Harmonious Brand Passion Impacts Obsessive-Compulsive Buying

Le et al. (2023) examined Vietnamese consumer brand attachment to two types of passions: harmonious and obsessive. Brand addiction is followed by loyal behavior, even after a brand scandal has occurred. The findings underscore the value of building effective social bonds with consumers for building brand loyalty. Wang and Yang (2008) analyzed the effect of personality characteristics, harmonized passion, obsessive passion, and compulsive buying on the tendency toward dependency on online purchasing. A self-report questionnaire survey of 403 university students in Taiwan reveals that both types of passion contribute to dependency on shopping and compulsive buying. Hence, it can be hypothesized that

H4: *Harmonious brand passion impacts obsessive-compulsive buying*

Obsessive Brand Passion Impacts Obsessive-Compulsive Buying

OBP fosters a state of emotional overinvestment in a brand, making individuals more prone to OCB (Le et al., 2023). Ardyan and Sanapang (2023) suggest that compulsive buying acts as a form of escapism, providing temporary relief from negative emotions. Dini Azizi et al. (2024) identified OBP as a precursor to compulsive buying, highlighting that emotional attachment exacerbates impulsive decision-making and reliance on retail therapy. Nasirabadi et al. (2024) established that OBP deepens brand dependency through heightened brand identification. This over-identification leads to compulsive behaviors as individuals attempt to maintain their brand-driven identity by purchasing excessive quantities of branded goods (Wang & Yang, 2008). OBP often coexists with heightened anxiety about brand reputation and social perception (Okazaki et al., 2021). Individuals engage in OCB as a mechanism to alleviate this anxiety, reinforcing a cycle of dependency (Junaid et al., 2022). Hence, it can be hypothesized that

H5: *Obsessive brand passion significantly impacts obsessive-compulsive buying*

Harmonious Brand Passion and Obsessive Brand Passion as mediators

Wang and Tsai (2017) studied consumer passion types in online food group buying (OFGB) via a Facebook group. It found that harmonious passion enhances long-term enjoyment and short-term positive feelings but does not affect impulse buying. Conversely, obsessive passion stimulates impulse and compulsive buying and boosts short-term positive feelings (Chen et al., 2022). The study highlights that excessive buying does not improve consumers' mental status, challenging the notion that more purchases lead to better feelings. Research by Ardyan and Sanapang (2023) explored how the interplay of social media interactivity and FoMO fosters compulsive buying, emphasizing its role in promoting brand addiction (Junaid et al., 2022). They found that higher levels of FoMO correlate with obsessive purchasing tendencies (Good & Hyman, 2020), driven by the fear of missing out on products or experiences that are deemed socially desirable (Barakat, 2019). Additionally, cultural and individual differences shape the intensity of FoMO's impact on compulsive buying (Fridchay & Reizer, 2022).

Mert and Tengilimoğlu (2023) conducted cross-cultural studies to examine how FoMO mediates the relationship between social exclusion and compulsive buying, revealing that individuals with higher levels of narcissism and emotional insecurity are more susceptible to its effects. OBP, characterized by an uncontrollable need for brand engagement, is directly linked to compulsive buying (Le et al., 2023). Okazaki et al. (2021) demonstrated that OBP acts as a critical mediator between FoMO and compulsive buying behaviors, exacerbating unhealthy spending habits. Research by Okazaki et al. (2021) confirmed that harmonious and obsessive passions operate through distinct psychological mechanisms. Harmonious passion promotes self-regulation, whereas obsessive passion results in compulsive tendencies when influenced by external triggers like FoMO (Le et al., 2023). Hence, the following hypothesis can be hypothesized

H6: *Harmonious Brand Passion mediates the relationship between fear of missing out and obsessive-compulsive buying*

H7: *Obsessive Brand Passion mediates the relationship between fear of missing out and obsessive-compulsive buying*



Green Consumer Values moderate the relationship between Fear of Missing out and Obsessive Compulsive Buying.

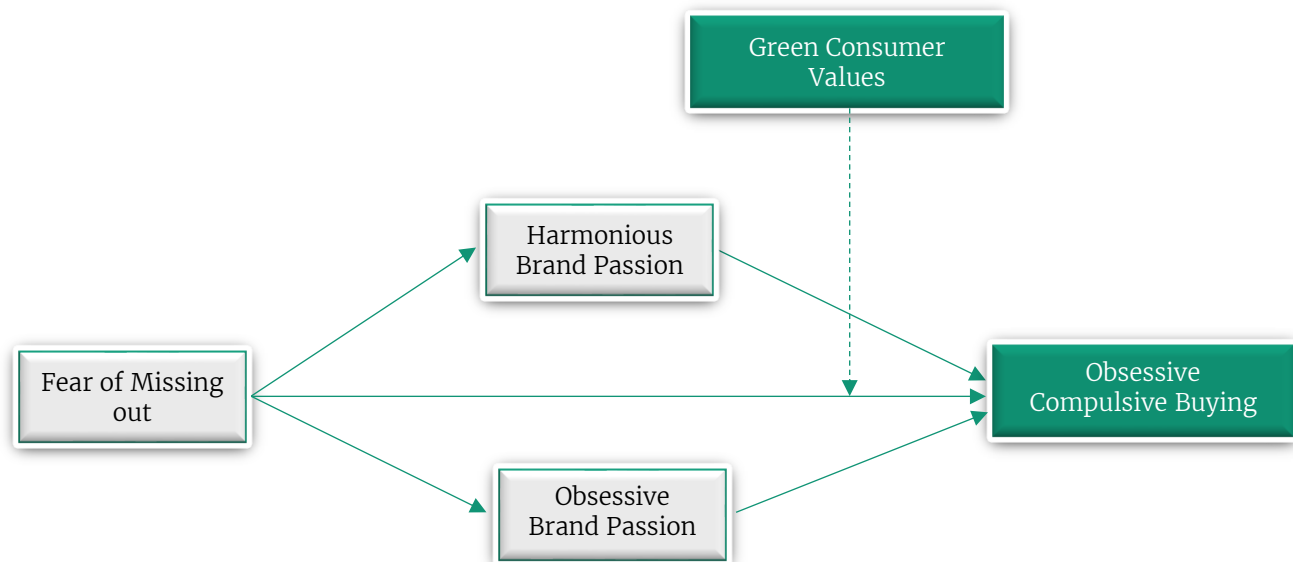
Bhutto et al. (2019) also identified that people with high environmental concerns avoid impulse and compulsive purchasing stimuli, including exposure to FoMO's aggressive marketing messages. Another systematic review by Kang and Ma (2020) mapped out a framework on how FoMO generated from bandwagon behaviors could be incongruent with green consumerism values. Their study focused on tendencies whereby green values mitigate compulsive buying as they enhance ecological responsibility among purchasers. Fridchay and Reizer (2022) argued about the positive impact of FoMO among eco-conscious customers and the negative among materialistic customers. Compulsive buying was lower among the more environmentally conscious consumers due to their green values and ethical considerations (Haws et al., 2014). Gupta and Mukherjee (2022) studied the shifts in consumers' behavior patterns after the COVID-19 pandemic, which pointed to the emergence of green consumer values. In the environmentally conscious group, FoMO-related cues were a poor predictor of compulsive buying compared to the control group. The findings also showed that green consumer values critically mediate the relationship between FoMO and OCB, primarily through boosting self-control and encouraging sustainable consumer actions. Hence, it can be hypothesized that

H8: Green Consumer Values moderate the relationship between Fear of Missing out and Obsessive Compulsive Buying.

Research Framework

Figure 1

Research Framework



Methodology

As highlighted by Saunders and Lewis (2019), the researcher must provide ample descriptions of the research design together with the research approach used. This study used a quantitative research method because the data was gathered from individuals using structured questionnaires, which resulted in numerical responses (Payne & Wansink, 2011). A survey research strategy was used to understand the collected data, which was obtained from a sample of the total population, as suggested by Saunders and Lewis (2019). To ensure valid and easily comparable results for the determined factors, Cross-sectional Survey Research was used with the aid of a structured questionnaire with a 5-point Likert Scale to elicit the opinions of the participants.

Population and Sample

The relevant population of focus for this study includes anyone who is a customer of clothing, accessories, or footwear. Since it is difficult to identify the exact number of such people in a target population, the guidelines provided by (Hair et al., 2019) were used where he has recommended that at least 100 to 200

participants are enough for the SEM analysis. Thus, based on the questionnaire, 440 participants were included in the study to create a more reliable database and expand the range of the results obtained.

Sampling Technique

The study chose participants for the research based on the purposive sampling procedure to align the participants with the research goals (Guarte & Barrios, 2006). In this study, purposive sampling is done as recommended by Campbell et al. (2020). The authors only targeted consumers who are regular consumers of fashion products on the market. The participants were recruited from Facebook and fashion groups to ensure that they were of the right age for the study.

Measurement Instrument

The research instrument used for this study comprised already established and validated scales in prior research on similar topics. One item from the Green Consumer Values scale was removed before bootstrapping analysis on account of insufficient factor loading after conducting reliability analysis for measurement scales (Hajjar, 2018). The details are given in the table below.

Table 1

Research Instrument

Sr#	Variable	No of Items	Adapted from
1	Fear of Missing out	8	Good and Hyman (2020)
2	Obsessive Compulsive Buying	3	Ridgway et al. (2008)
3	Harmonious Brand Passion	8	Vallerand et al. (2003)
4	Obsessive Brand Passion	4	Vallerand et al. (2003)
5	Green Consumer Value	5	Haws et al. (2014)

Statistical Analyses

The presented hypotheses were measured using structural equation modeling with partial least squares (SEM-PLS) because of their effectiveness in analyzing higher-order constructs that are typical of social sciences. SEM-PLS is most applicable when the theoretical models involve Antecedent Variables that capture abstract constructs such as attitudes, perceptions, or behavior (Hair et al., 2011). Due to the ability of the software to handle minor data, the ability to anticipate the connection, and the capability to assess measurement models, the software is widely used to analyze relations between latent variables (Hair et al., 2018). It allows the handling of multicollinearity and small samples, thus providing sound and usable results in the analysis of composite social phenomena (Cheung et al., 2024).

Response Rate

The survey questions allow participants to express their opinions. Consequently, individuals may articulate their experiences while completing the survey. This technique enables us to get accurate and reliable data for our research, hence substantiating the study's fundamental hypothesis. Out of the 600 questionnaires issued to participants, 510 (85%) were returned, and following screening, the final sample was 440 (73%).

Table 2

Response Rate

Description	Circulated	%
Total Disseminated Questionnaires	600	100%
Received Questionnaires	510	85%
Finalized Sample	440	73%

Demographic Analysis of the Respondents

The investigation found that out of 395 completed replies, 33 percent were male, and 70 percent were female. The majority, 56 percent, belongs to the age group 26-35. Twenty-two percent belonged to the income category 75000 and above. The details are presented below in Table 2.



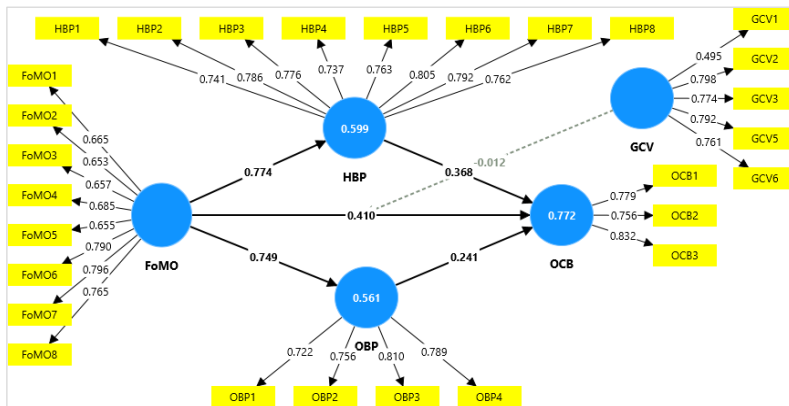
Table 3
Demographic Profile

Characteristics	Percentage
Gender	
Male	33%
Female	67%
Age Group	
18-25 years	22%
26-35 years	43%
36-45 years	18%
46 years and above	17%
Monthly Income	
45000-55000	21%
56000-65000	43%
66000-75000	26%
75000 and above	10%

SEM-PLS Models

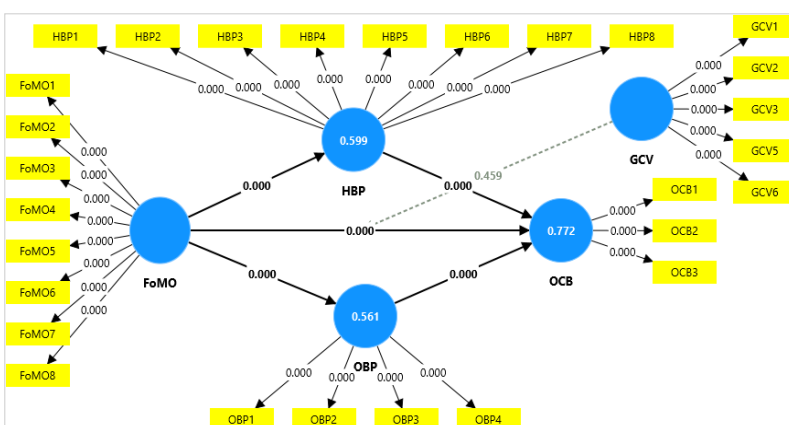
Acronyms: FoMO: Fear of Missing Out, OCB: Obsessive Compulsive Buying, HBP: Harmonious Brand Passion, OBP: Obsessive Brand Passion, GCV: Green Consumer Values

Figure 2
Structural Model



Acronyms: FoMO: Fear of Missing Out, OCB: Obsessive Compulsive Buying, HBP: Harmonious Brand Passion, OBP: Obsessive Brand Passion, GCV: Green Consumer Values

Figure 3
Measurement Model



Construct Reliability & Validity

Table 3 shows that factor reliability and validity tests include the use of Factor loading, Cronbach's Alpha, rho_a, rho_c, AVE, and VIF, as recommended by Cheung et al. (2024). Cronbach's Alpha of more than 0.7 provided good internal consistency for all items within each of the constructs, while the Composite reliability levels are also greater than 0.7, which indicates a good dependability of the constructed (Bujang et al., 2018). Most Factor Loadings are greater than 0.7, meaning individual items significantly measure their associated constructs, though occasional low loading (GCV1=0.5) suggests enhancement of specific indicators might be required (Ahmad et al., 2016). The AVE values are generally above 0.5, reflecting the convergent validity, interpreting that the constructs properly capture much of the variance in their respective indicators (Hair et al., 2019). Further, VIF values, all of which are less than 3, have indicated that there is no issue with multicollinearity between the items. This preliminary reliability and validity analysis suggests that the constructs have reasonable reliability and validity coefficients, providing a sound foundation for further testing of the structural model using structural equation modeling (Ringle et al., 2023).

Table 4

Construct Reliability & Validity

Constructs	Items	Factor Loadings	VIF	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
FoMO	FoMO1	0.7	1.6	0.86	0.87	0.89	0.51
	FoMO2	0.7	1.5				
	FoMO3	0.7	1.5				
	FoMO4	0.7	1.5				
	FoMO5	0.7	1.5				
	FoMO6	0.8	2.0				
	FoMO7	0.8	2.1				
	FoMO8	0.8	2.0				
HBP	HBP1	0.7	2.0	0.90	0.90	0.92	0.59
	HBP2	0.8	2.3				
	HBP3	0.8	2.1				
	HBP4	0.7	2.0				
	HBP5	0.8	2.2				
	HBP6	0.8	2.4				
	HBP7	0.8	2.2				
	HBP8	0.8	2.0				
OBP	OBP1	0.7	1.3	0.77	0.77	0.85	0.59
	OBP2	0.8	1.5				
	OBP3	0.8	1.7				
	OBP4	0.8	1.7				
OCB	OCB1	0.8	1.4	0.78	0.80	0.85	0.54
	OCB2	0.8	1.3				
	OCB3	0.8	1.4				
GCV	GCV1	0.5	1.1	0.78	0.80	0.85	0.54
	GCV2	0.8	1.7				
	GCV3	0.8	1.6				
	GCV5	0.8	1.6				
	GCV6	0.8	1.5				

Acronyms: FoMO: Fear of Missing Out, OCB: Obsessive Compulsive Buying, HBP: Harmonious Brand Passion, OBP: Obsessive Brand Passion, GCV: Green Consumer Values

Discriminant Validity

The Fornell–Larcker criterion checks discriminant validity by computing the ratio of the sum of AVE, diagonal elements, to total correlation, off-diagonal elements (Fornell & Larcker, 1981). The numbers along the diagonal represent the square root of AVE for constructs such as FoMO (0.711), GCV (0.733), HBP (0.771), OBP (0.770), and OCB (0.790). Discriminant validity is assumed if these diagonal values are greater than the cross-variable correlations in their respective rows and columns. For example, the square root (AVE) for FoMO x 0.711 is more than its correlation coefficients with the other variables, 0.838 with GCV, 0.774 with HBP, 0.749 with OBP, and 0.823 with OCB. In the same way, all the other constructs ensure consistency with this pattern, and their square root of AVE is higher than inter-construct correlation, which shows discriminant validity (Henseler et al., 2015). This implies that each of these constructs is unique and accounts for more variance in its indicators than in those of other constructs, hence increasing the reliability and validity of the measurement model (Dirgiatmo, 2023).

Table 5

Fornell–Larcker criterion

	FoMO	GCV	HBP	OBP	OCB
FoMO	0.711				
GCV	0.838	0.733			
HBP	0.774	0.876	0.771		
OBP	0.749	0.794	0.736	0.770	
OCB	0.823	0.795	0.808	0.770	0.790

Acronyms: **FoMO:** Fear of Missing Out, **OCB:** Obsessive Compulsive Buying, **HBP:** Harmonious Brand Passion, **OBP:** Obsessive Brand Passion, **GCV:** Green Consumer Values

Hypothesis Testing

After conducting a thorough reliability and validity analysis, a bootstrapping analysis was conducted using SEM-PLS to determine the significance of the proposed hypotheses (Hair et al., 2019). The results are given in the table below.

Table 6

Hypothesis Results

Relationships	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	β	Result
FoMO → OCB	0.410	0.410	0.047	8.694	0.000	0.410	Accepted
FoMO → HBP	0.774	0.775	0.025	30.479	0.000	0.774	Accepted
FoMO → OBP	0.749	0.750	0.026	28.914	0.000	0.749	Accepted
HBP → OCB	0.368	0.365	0.058	6.342	0.000	0.368	Accepted
OBP → OCB	0.241	0.241	0.056	4.274	0.000	0.241	Accepted
FoMO → HBP → OCB	0.285	0.283	0.046	6.162	0.000	0.285	Accepted
FoMO → OBP → OCB	0.180	0.181	0.044	4.140	0.000	0.180	Accepted
GCV x FoMO → OCB	-0.012	-0.013	0.017	0.741	0.459	-0.012	Rejected

Acronyms: **FoMO:** Fear of Missing Out, **OCB:** Obsessive Compulsive Buying, **HBP:** Harmonious Brand Passion, **OBP:** Obsessive Brand Passion, **GCV:** Green Consumer Values

The hypotheses were evaluated using T-statistics, P-values, and beta coefficients (β). The hypothesis FoMO → OCB, which determined the relationship between FoMO and OCB, was validated, as the T-statistic (8.694) surpassed the critical value of 1.96, the P-value (0.000) fell below 0.05, and $\beta = 0.410$ demonstrated a significant positive correlation, indicating that fear of missing out profoundly affects obsessive-compulsive buying behavior, validating the existing research by Harahap et al. (2023). The second hypothesis, FoMO → HBP, was validated due to a high T-statistic (30.479), low P-value (0.000), and a

strong positive $\beta = 0.774$, signifying a substantial relationship wherein FoMO promotes harmonious brand attachment, also supported by Japutra et al. (2022). Likewise, the third hypothesis, FoMO \rightarrow OBP, was validated with $T = 28.914$, $P = 0.000$, and $\beta = 0.749$, indicating a robust positive correlation, emphasizing that FoMO induces excessive brand passion, confirming similar results as Tandon et al. (2021). The fourth hypothesis assessed the relationship between harmonious brand passion (HBP) to obsessive-compulsive purchasing (OCB), which was affirmed ($T = 6.342$, $P = 0.000$, $\beta = 0.368$), indicating that harmonious brand passion exerts a favorable effect on compulsive buying behavior, also indicated by Wang and Yang (2008). The transition from OBP to OCB was corroborated by the fifth hypothesis ($T = 4.274$, $P = 0.000$, $\beta = 0.241$), indicating that obsessive brand love has a moderate influence on purchasing behavior, also suggested by Nasirabadi (2024). The mediated hypotheses, hypothesis 6, FoMO \rightarrow HBP \rightarrow OCB ($T = 6.162$, $P = 0.000$, $\beta = 0.285$) and hypothesis 7, FoMO \rightarrow OBP \rightarrow OCB ($T = 4.140$, $P = 0.000$, $\beta = 0.180$), were validated, indicating indirect beneficial influences of FoMO on purchasing behavior via brand passion. These findings are in line with Okazaki et al. (2021). Finally, the 8th hypothesis, GCV \times FoMO \rightarrow OCB, was dismissed ($T = 0.741$, $P = 0.459$, $\beta = -0.012$) due to its insignificance and negative correlation, indicating the absence of a moderating influence of generalized consumer vulnerability, opposite to the findings by Kang and Ma (2020). These findings demonstrate the critical influence of FoMO and brand passion factors on purchasing behaviors.

Conclusion & Recommendations

The study's findings emphasize the considerable influence of Fear of Missing Out (FoMO) and brand enthusiasm on Obsessive-Compulsive Buying Behavior (OCB). FoMO was discovered to greatly influence both harmonious and obsessive brand passion, which, in turn, directly and indirectly affect purchase behavior. These results stress that persons suffering from FoMO are more prone to form strong emotional links to brands, either balanced (HBP) or excessive (OBP), leading to compulsive purchase habits. The mediation effects of brand passion imply that both forms of brand relationships operate as essential channels through which FoMO promotes purchase behavior. However, the moderating influence of generalized consumer vulnerability (GCV) was shown to be minor, suggesting that other psychological characteristics may better explain the heterogeneity in compulsive purchases prompted by FoMO.

Marketers could employ FoMO strategically by providing time-limited offers, exclusive deals, or product debuts to build curiosity and drive transactions. To boost harmonious brand passion, companies may focus on developing true relationships with customers via meaningful involvement, transparency, and shared values. Conversely, care should be taken to prevent overemphasizing compulsive emotional ties that may lead to bad consumer experiences or backlash. Policymakers and mental health practitioners should work to educate consumers on the possible hazards of FoMO-driven compulsive shopping, boosting financial literacy and self-awareness to support better purchase decisions.

Theoretical and Managerial Implications

This research provides substantial theoretical and practical consequences, particularly in understanding the psychological determinants of consumer behavior. On the theoretical level, it contributes to the body of knowledge in consumer psychology to advance the understanding of FoMO's role in the decision-making processes. The findings fit with and augment the current body of evidence that ties FoMO with compulsive behaviors and emotional dependencies, establishing a clearer dualistic framework of brand passion: The first two are the Harmonious Brand Passion (HBP) and the Obsessive Brand Passion (OBP). This twofold perspective offers a nuanced understanding of how people have distinct psychological characteristics regarding their emotional bond with brands. Together, these dimensions create a more holistic theoretical model in the research connecting emotional vulnerabilities such as FoMO with specific outcomes like OCB. In practical terms, the findings are valuable for marketers and branding professionals. Marketers can develop niche marketing campaigns that make use of FoMO-driven techniques, including time-sensitive promotions and exclusive product availability. Moreover, HBP may stem from relationship marketing and focus on partnership rather than on developing unhealthy OBP with all the risks that it entails for businesses. These findings might help policymakers and consumer protection agencies develop interventions to ensure that individuals do not engage in compulsive buying in the first place or at least limit their episodes, such as teaching curricula on emotional spending triggers and the importance of



financial literacy. Moreover, the lack of evidence for the moderating role of Generalized Consumer Vulnerability (GCV) highlights that other moderating factors should be studied, thus providing research directions for the future. In sum, the study eradicates theoretical deficits and provides valuable information to marketing practitioners, behavioral scientists, and consumer associations.

Limitations of the Study & Future Research Directions

This research provides a rather promising understanding of the relationship between FoMO, brand love, and compulsive buying behavior, yet it has certain limitations. First, because of the cross-sectional study design, it is impossible to establish causality, and more longitudinal research is required to gain insight into how these associations evolve. Also, the investigation of some consumers' characteristics, including age where FoMO is prevalent among the youth, limits the results' applicability to broader populations and cultures. However, the study does not consider other moderating or mediating factors, which might affect FoMO and obsessive brand passion outcomes, such as emotional regulation or social support mechanisms. Future research should explore how cultural and psychological factors influence the processes of brand love and compulsive buying. Therefore, examining if and how these platforms contribute to the exacerbation or moderation of such behaviors could provide useful information to marketers and regulators. Further, the use of neuropsychological or experimental paradigms may enhance the understanding of the underlying cognitive processes that underpin such consumer behaviors. Last but not least, future research should look into other moderator variables like emotional regulation or social influence to understand the FoMO and its behavioral consequences further.

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Appendix

Annexure I:

Sr#	Description
Fear of Missing out <i>Adapted from (Good & Hyman, 2020)</i>	
FoMO1	I will feel sorry later if I do not buy any items from the fashion brand.
FoMO2	I will worry if I am missing items from the fashion brand
FoMO3	I will worry if other people are having more rewarding things than me by wearing items from the fashion brand
FoMO4	I feel concerned that other people are having fun with items from the fashion brand while I am not
FoMO5	I will feel left out of the trends if I do not have items from the fashion brand.
FoMO6	I will feel sorry that I did not experience items from the fashion brand
FoMO7	I will feel anxious about not owning items from the fashion brand
FoMO8	I will feel bothered that I missed an opportunity to wear those items from the fashion brand.
Harmonious Brand Passion <i>Adapted From (Vallerand et al., 2003)</i>	
HBP1	Fashion brand shopping allows me to have a variety of experiences.
HBP2	The new things that I discover with fashion brand shopping allow me to appreciate it even more.
HBP3	Fashion brand shopping allows me to have memorable experiences.
HBP4	Fashion brand shopping reflects the qualities I like about myself
HBP5	Fashion brand shopping is in harmony with the other activities in my life.
HBP6	Fashion brand shopping is a passion for me that I still manage to control.
HBP7	I am completely taken with fashion brand shopping
HBP8	I cannot live without fashion brand shopping.
Obsessive Brand Passion <i>Adapted From (Vallerand et al., 2003)</i>	
OBP1	The urge is so strong. I cannot stop myself from shopping for fashion brands
OBP2	I have difficulty imagining my life without fashion brand shopping
OBP3	I am emotionally dependent on fashion brand shopping
OBP4	I have a tough time controlling my need to shop fashion brands
OBP5	I have almost an obsessive feeling for fashion brand shopping.
Obsessive Compulsive Buying <i>Adapted from (Ridgway et al., 2008)</i>	
OCB1	My wardrobe has unopened shopping bags in it.
OCB2	Others might consider me a 'shopaholic'.
OCB3	Much of my life centers around buying things
Green Consumer Values <i>Adapted from (Haws et al., 2014)</i>	
GCV1	It is important to me that the products I use do not harm the environment.
GCV2	My purchase habits are affected by my concern for our environment.
GCV3	I consider the potential environmental impact of my actions when making many of my decisions.
GCV4	I am concerned about wasting the resources of our planet.
GCV5	I would describe myself as environmentally responsible.
GCV6	I am willing to be inconvenienced in order to take actions that are more environmentally friendly.