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Antecedents and Consequences of FOMO in Tourism:
an Empirical Literature Review

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ABSTRACT

This research aims to systematically review the literature on the drivers and consequences of the fear of missing out (FOMO) phenomena in the tourism context. This study employed a systematic literature review following PRISMA reporting guidelines. The writers searched the online database Elsevier (Scopus) for scholarly publications published in English that can be accessed throughout the databases. This study does a systematic literature review using data from 56 articles. According to the findings, three elements of antecedents contribute to FOMO in the tourism context: electronic word of mouth, reference groups, and perceived loneliness. Then, three variables are the results of the FOMO: intention to seek information, intention to visit, and positive well-being. FOMO is a "fear of being left behind" phenomenon that occurs among online users as a result of the different activities available on social media. Tourism enterprises will likely be able to use the FOMO phenomenon as an advertising tool that will influence the emergence of motivation to visit and create new experiences for travelers. For travelers, the FOMO phenomenon is predicted to be a personal motivation, particularly in meeting the desire for self-esteem and avoiding undesirable attributes such as fear and loneliness.

Keywords: Antecedents; Consequences; FOMO; Tourism

ABSTRAK

Penelitian ini bertujuan untuk melakukan kajian literatur sistematis mengenai faktor penyebab hingga konsekuensi dari fenomena fear of missing out (FOMO) dalam konteks pariwisata. Dalam penyusunan kajian literatur ini menggunakan metode PRISMA. Penulis mencari sejumlah artikel yang bersumber dari database online Elsevier (Scopus) yang diterbitkan dalam bahasa inggris dan dapat diakses. Kajian literatur ini menggunakan data yang bersumber dari lima puluh enam artikel. Hasil temuan menunjukkan bahwa dalam konteks pariwisata terdapat tiga faktor penyebab FOMO yakni electronic word of mouth, kelompok referensi dan perceived loneliness. Kemudian terdapat tiga faktor yang menjadi konsekuensi dari fenomena FOMO yakni minat pencarian informasi, minat berkunjung serta positive well being. FOMO merupakan fenomena "rasa takut tertinggal" yang muncul dikalangan online users sebagai dampak dari beragamnya aktivitas yang dapat dilakukan di media sosial. Bagi pelaku usaha pariwisata diharapkan dapat memanfaatkan fenomena FOMO sebagai media pemasaran yang berdampak pada munculnya minat berkunjung sekaligus menciptakan pengalaman baru bagi wisatawan. Bagi wisatawan, fenomena FOMO diharapkan menjadi sebuah motivasi pribadi khususnya terkait dengan pemenuhan kebutuhan atas penghargaan diri dan sebagai upaya agar terhindar dari sifat negatif seperti rasa takut dan kesepian.

Kata Kunci: Anteseden; Konsekuensi; FOMO; Pariwisata

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1. INTRODUCTION

In recent years, fear of missing out (FOMO) has received attention from academics concerning the psychological condition of social media use among youth (Balta et al., 2020). Early research into the prevalence of FOMO discovered that nearly three-quarters of young individuals reported experiencing the phenomenon (Adams et al., 2017). According to Yin et al. (2023), most of the younger generation, from the European to the Asian continent, who have access to information through social media, have experienced feelings of FOMO, or fear of being left behind by an experience. FoMO is characterized by the need always to stay connected with what other people are doing and is described as a chronic fear that others may have pleasant experiences while one is missing (Przybylski et al., 2013). People want to stay informed and connected with other people's experiences to prevent this feeling of being "left behind," which threatens their self-concept (van der Schyff et al., 2022). FOMO is always associated with poor mental health problems among online users as a result of excessive and entire social demands (Reer et al., 2019).

A literature review on FOMO and tourism is essential because the two are linked and can impact tourist behavior and decisions (Mohanan & Shekhar, 2021). Regarding tourism, FOMO and social media are fascinating topics because Generation Y and Millennials have distinct preferences before adopting actual travel behavior (Zaman, Barnes, et al., 2022). Internet users who are active on social media go through a contemplation process by reading other people's postings on social media that represent a better experience, which causes emotions of anxiousness and the need to engage with other online users in a better way in order to duplicate tourism experiences (Zaman et al., 2022).

However, there has been limited empirical research on the antecedents and consequences of FOMO in association with tourism. The phenomenon of FOMO is closely related to three types of disciplines: business administration, psychology, and tourism. Only a small amount of literature focuses on the connection between FOMO and tourism-related activities or events, such as Mohanan & Shekhar's (2021) research on the link between FOMO and travel addiction, Reer et al. (2019) and Holm et al. (2017) research on the link between FOMO and psychological well-being, Kim & James (2019); Nolan (2021); Zaman et al., (2022) researches on the link between FOMO and event, and the rest of the literature focuses on the link between FOMO and mental health issues like feelings of anxiety or depression.

Understanding how feelings of FOMO can affect traveler motivation and behavior may require a review of the research on FOMO and travel. For instance, studies have shown that FOMO can influence someone to impulsively choose a vacation spot or spend money on an activity because it appears to be fascinating or is trending on social media. Based on the context described above, the researcher develops some Research Questions (RQ), including:

(RQ1): What are antecedents of FOMO?

(RQ2): What are the consequences of the FOMO?

(RQ3): How is the relationship between FOMO and Tourism context?

We further examine how tourism consumption is related to FOMO due to the presence of electronic word of mouth, reference groups, and perceptions of loneliness. Then, we also explore the role of FOMO in shaping information-seeking intentions, visiting intentions, and well-being. These findings offer new insights into the FOMO-driven marketing function of causes and consequences related to tourism consumption. In addition, this literature review can also help identify factors that trigger FOMO in tourists, such as social media content or friends posting about exciting travel experiences. It can assist the tourism industry in developing marketing strategies that are more effective and responsive to tourist needs and preferences.

2. LITERATURE REVIEW

A systematic literature review describes mapping past, present, and future science and intellectual structures by articulating research objectives and locating relevant articles to map the study area (Whittemore et al., 2014). This literature review process attempts to synthesize previous studies to create new prepositions regarding phenomena that have yet to be widely tested (Istiqaroh et al., 2022).

This systematic literature review was conducted using PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) posited by Page et al. (2021). The PRISMA method can help researchers test the confidence level in findings captured from collected literature (Huda et al., 2022). This

reporting guidelines consist of five essential steps to conduct a systematic literature review, including:

a. **Eligibility criteria**: As the first step, authors must ensure that all the literature is eligible and inclusive. The inclusion criteria (IC) are set as below:

(**IC1**): All original and peer-reviewed research is written in English and is accessible.

(**IC2**): All research aims to obtain antecedents and consequences of FOMO in Tourism.

(**IC3**): The research uses quantitative or mixed methods.

b. **Information resources,** all of the research papers, as the literature review resource, were obtained from online databases such as Elsevier, Taylor and Francis, and Sage Publications. The authors rejected the research paper if it could not match the theme. To find related findings, the authors skimmed the research abstract.

c. **Study selection:** the authors made some phases to select the articles, including:

1. Applying some keywords that relate to FOMO in terms of tourism. These keywords are "FOMO," "FOMO in Tourism," "FOMO in Marketing," and "FOMO in Social Media."

2. Authors identified the relevance of publications from inclusive criteria (IC).

3. If the publications were matched with the ICs, then the authors read the full version of the paper. Otherwise, the publications were only accepted if they matched with the ICs.

d. **Information collection process:** In order to carry out the systematic literature study on FOMO in Tourism, it was necessary to do an extraction process to gather further material about these subjects. The writers utilized many filters, including title, year, journal's name, topic, nation, abstract, keyword, research method, and research variables.

e. **Synthesized Information:** In this section, the authors summarize the antecedents and consequences of FOMO in Tourism and the risk of bias among studies contributing to each synthesis. The summary should focus only on answering the research question in the introduction section.
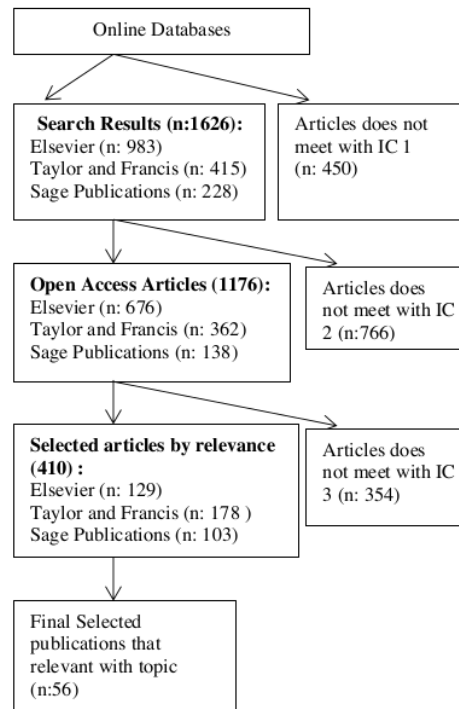
PRISMA Guidelines

Figure 1. Flow chart of Systematic Literature Review Guidelines

Table 1 displays the findings of the literature review from online databases:

Table 1
Articles Recapitulation

Name of Journal	Number of Articles
Sustainability	3
Computers in Human Behavior	3
Plos One	2
Psychological Reports	2
Journal of Marketing Theory and Practices	2
New Media and Society	2
Journal of Technology in Behavioral Sciences	2
Technological Forecasting & Social Change	2
International Journal of Environmental Research and Public Health	2
Cogent Psychology	2
Tourism Management	2

Name of Journal	Number of Articles
Journal of Cross-Cultural Psychology	1
North American Journal of Psychology	1
Journal of Marketing Communications	1
International Journal Mental Health Addiction	1
Journal of Social and Personal Relationships	1
Biological Rhythm Research	1
International Journal of Marketing Studies	1
Journal of Family Issues	1
Journal of Sport Management	1
Human Behavior and Emerging Technologies	1
Journal of Behavioral Addictions	1
Journal of Business & Economics Research	1
International Journal of Adolescents and Youth	1
Psicologia: Reflexao e Critica	1
Psychiatry Research	1
Journal of Research on Technology in Education	1
Frontiers in Psychology	1
Brazilian Journal Psychiatry	1
Journal of Business Research	1
Journal of Content, Community, and Communication	1
Motivation and Emotion	1
Journal of Sport Management	1
Journal of International Consumer Marketing	1
International Journal of Human-Computer Interaction	1
Behavior & Information Technology	1
Journal of Adolescence	1
International Journal of Performance Arts and Digital Media	1
The International Encyclopedia of Media Psychology	1
Personality and Individual Differences	1
Psychology Research and Behavior Management	1

Name of Journal	Number of Articles
Teaching of Psychology	1
Social Media + Society	1
Total Number of Articles	**56**

Source: Authors, 2023

Antecedents of FOMO
a. Electronic Word of Mouth (e-WoM)

Electronic word of mouth is the process of transmitting information from one person to another via media linked to the internet (Tandon et al., 2022). The information transmitted can influence each other through posts, comments, or recommendations (Świątek et al., 2021). Multiple studies have discovered a notable correlation between electronic word-of-mouth (EWOM) and the fear of missing out (FOMO) phenomenon. It is comprehensible, considering that nearly everyone uses social media to remain informed about their social surroundings (Oberst et al., 2017). FOMO, or the fear of missing out, can arise among online users when they become aware that when searching for information on social media, they may temporarily miss out on the opportunity to utilize a desired product or service (Neumann, 2020).

EWOM is crucial to address in the context of marketing because of its ability to affect online users' choices through an abundance of information, which affects the development of anxious feelings (Mannion & Nolan, 2020). When online users with weak self-control read EWOM, it can induce significant internal conflict between self-limitations and the need to meet social demands for specific experiences (Tandon et al., 2021). Even worse, EWOM can cause a person to disregard their surroundings and concentrate on their smartphones to minimize social anxiety, a behavior known as phubbing (van der Schyff et al., 2022). While an online user feels socially bored, FOMO can also be seen as an interest in new things that pique their curiosity (Al-Saggaf, 2021). From the perspective of social comparison theory, EWOM and FOMO are related because people are information-seeking individuals who constantly seek out the most significant possibilities for each stage of life through direct references or information found online and through social media (Reer et al., 2019). A person will experience overthinking and self-anxiety when comparing the knowledge they have gathered with reality and find a discrepancy, leading them to want to make the situation more universally

applicable or FOMO (Sette et al., 2020). Researchers advanced the first preposition based on this many reasoning as follows:

P1: Electronic Word of Mouth (e-WoM) could influence FOMO

b. Reference Group

FOMO in the life of online users is very closely related to reference groups (Asada & Ko, 2018). Various indications suggest that reference groups are antecedents that can influence the emergence of FOMO. Firstly, humans tend to unite based on a shared vision and intense emotional attachment. Consequently, reference groups have a habit of carrying out an activity together as well as persuading someone who is left behind to be able to do the same (Dogan, 2019). Second, reference groups can also act as the primary determining basis for forming experiences because it is known that in the context of positivism, a person will undergo a generally accepted behavior (Li et al., 2022). When a reference group has a single goal in determining behavior, it will automatically cause FOMO for those who are in that environment and have not yet decided on a behavior (Alabri, 2022). It is critical to discuss reference groups and FOMO regarding social media (Deniz, 2021). Social media can provide various open and accessible information, which can create a kind of addiction for youth so that they are not left behind with various kinds of information (Li et al., 2022). Social media also allows for gathering various internet users in a social group who share similar interests in cyberspace (Rozgonjuk et al., 2021). Reference groups can also arise due to excessive social media use, resulting in age and interest differences among online users (Alt & Boniel-Nissim, 2018). Each age group will have a different reference group. FOMO will manifest as an amplified sensation of not fulfilling the conditions of belonging to a preference group as a perceived centrality (Alabri, 2022). Researchers advanced the second preposition based on this many reasoning as follows:

P2: Reference Group could influence FOMO.

c. Perceived Loneliness

According to several studies, fear of missing out (FoMO) is related to loneliness (Fumagalli et al., 2021; O'Brien et al., 2022; Yin et al., 2023). Loneliness activates two opposing motives: social re-connection and self-preservation, which causes lonely individuals to be hypervigilant about social threats, which may lead to worry about and even misinterpretation of social interactions (Jabeen et al., 2023). Individuals who experience FoMO may feel distressed when they see others having rewarding experiences they are absent from, prompting them to share content actively with their network. If they do not respond, they may feel even worse, such as loneliness (Milyavskaya et al., 2018).

In the context of a reference group, the existence of a shared social identity can encourage consumers to have the same attitude toward a product, so when there are differences in attitudes toward the product, there is the potential for horizontal conflict to arise. As a result, social influence can affect consumer perceptions (Octalina et al., 2023). Research suggests that there is a positive correlation between social network usage and loneliness and that fear of missing out (FOMO) may be a factor that contributes to loneliness (Fumagalli et al., 2021). It is critical to discuss the FOMO phenomenon concerning feelings of loneliness. On the one hand, a person can reduce the level of FOMO by imitating the experiences of the subject being seen to create a sense of satisfaction. However, on the other hand, when a person experiences FOMO and is unable to provide control over anxiety and social group acceptance, that person is very likely to experience loneliness (Hayran et al., 2020). Individuals who are lonely due to their failure to overcome FOMO have poor subjective well-being while also requiring high psychological need fulfillment (Kim & James, 2019). It will be different when someone can create meaningful connections through social media, which influences the development of social bonds while raising self-acceptance and lowering feelings of loneliness (Hetz et al., 2015). Due to the development of social media, human behavior has also changed. For example, when someone has something to be proud of, they tend to show it off, and when they have nothing to be proud of, they may withdraw from the social group (Scott et al., 2018). Researchers advanced the third preposition based on this many reasoning as follows:

P3: Perceived Loneliness could influence FOMO.

Consequences of FOMO
a. Intention of Information Seeking

FOMO and social media have much to do with people always looking for the best life

options (Elhai et al., 2021). Social media provides various information, whether about a product, a service, or a service in general, that gives internet consumers a sense of security while allowing them to conduct relevant and consistent comparisons (Beyens et al., 2016). FOMO can induce a person to reconstruct their preferences in order to seek out numerous possibilities that can adapt from internet users for their benefit as well as to pursue conformity with the reference group to which they belong (Dogan, 2019).

Most academics classify social media as problematic internet use because the media can break self-principles while also affecting online users' perspectives by instilling fear and worry about being left behind by the phenomena of product or service consumption (Good & Hyman, 2020). FOMO can motivate people to decrease their anxiety by searching for information on products and services or comparing activities that can deliver a better experience than previously observed subjects on social media, which is easier and faster (Gugushvili et al., 2022). The fear of missing out on advances drives the individual's ongoing desire to stay informed about what others are doing now and then (Deniz, 2021). This condition will drive that individual to wonder how much of his own decision is "the best choice," and it will also cause that person to become anxious by thinking about potential activities or locations other than what they are in (Kang et al., 2019). Researchers advanced the fourth preposition based on this many reasoning as follows:

P4: FOMO could influence the Intention of Information Seeking.

b. Intention to visit

According to many studies on FOMO, the majority of the younger generation as research respondents experience feelings of anxiety and inadequacy (Abel et al., 2016). Many young people are bored with their daily routines. When they express dissatisfaction by searching for information on social media, posts of someone with a more pleasant travel experience appear. They compete to realize their interest in visiting a place to get the same experience but in a better way (Browne et al., 2018). Youth are generally thought to be strongly influenced by their peers and risk-takers (Satriawan et al., 2022). The rise of FOMO is linked to young overuse of social media on experiences, events, or activities

(Mohanan & Shekhar, 2021). People with FOMO in their surroundings will prefer to decrease their logic and try to reduce their FOMO levels by visiting areas that pique their interes (Good & Hyman, 2020).

FOMO frequently affects online users who lack self-principle resistance, making them easily influenced by other tourist experiences that are left behind, characterized by feelings of regret, fear of being left behind with other reference groups, and loneliness because they have uninteresting life options (Fumagalli et al., 2021). People who suffer from FOMO prefer to minimize their feelings by controlling their fear and reducing their anxiety while attempting to get out of the house by engaging in activities that will please them (Alutaybi et al., 2020). Individuals who have FOMO about other people's experiences are more likely to "break the rules" or break out of monotonous old habits by traveling to a place that reflects self-identity, which brings life happiness while also removing anxiety about community opinion (Scheinfeld & Voorhees, 2022). Researchers advanced the fifth proposition based on this many reasoning as follows:

P5: FOMO could influence Intent to visit.

c. Subjective Well-Being

The relationship between FOMO and social media is not always unfavorable; there are also good links, such as the construction of subjective well-being as a result of social contact on social media (Akbari et al., 2021). Subjective well-being is a broad phrase that encompasses physical, mental, and social health and wellness. It is frequently defined as a subjective belief or experience of contentment with life or certain life domains (Barry & Wong, 2020). It is conceivable for someone to feel it necessary to adopt a trend in the context of FOMO, including the usage of goods and services that are trending on social media (Deniz, 2021). Subjective well-being may be defined as when online users choose to turn their interest into real action (a purchasing choice) and achieve the same happiness as the experience they view (Chen et al., 2021). Online users who experience FOMO may be prompted to take chances in contrast to their overwhelming anxiety and loneliness (Holm et al., 2017). The linked narcissistic factor in FOMO might cause someone to obsess over having the same experiences as other people so that they naturally acquire a sense of satisfaction when they are capable of expressing those

experiences in a better way (Błachnio & Przepiórka, 2018). Even though most experts believe FOMO is synonymous with negative mental health issues, FOMO can have implications for the formation of subjective well-being through social engagement with other people in order to create new positive experiences as a form of resistance to fear and loneliness (Brown & Kuss, 2020). Researchers advanced the sixth proposition based on this many reasoning as follows

P6: FOMO could influence Subjective Well-Being

Conceptual Framework

Researchers then create a conceptual framework that can explain the linkages between the antecedents of FOMO creation and the effects of FOMO formation in the tourism setting, mainly as follows:
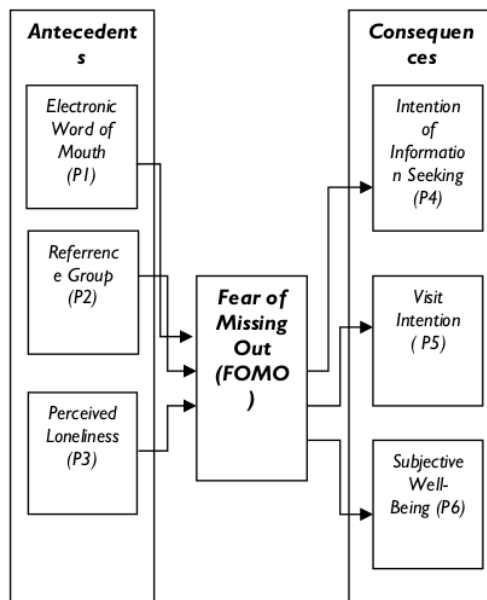
Figure 1. Conceptual Framework
Source: Author, 2023

3. DISCUSSION

Based on these findings, discussing the FOMO phenomenon in the tourism context is very interesting. The preferences of the generation who are familiar with social media regarding tourist visits emphasize the novelty of the place along with the added value of the tourist experience, then the credibility of the information conveyed by influencers, as well as the motivation to have a memorable tourist

experience and be published on social media as a form of life achievement (Sucisanjiwani & Yudhistira, 2023). The tourism industry is a sector that competes fiercely in facing business competition, mainly related to competence in building experience and the ability of business entities to attract consumers to visit tourist attractions by utilizing creative processes that intersect with visitors' emotional feelings (Taufik & Prabowo, 2020). FOMO, whether viewed from a psychological or business perspective, has various unique features that can lead to the formation of a new consumerist proposition.

Regarding the first proposition, seeing how FOMO can develop due to electronic word-of-mouth is fascinating. A literature review can illustrate how all content posted on social media, such as posts, short tales, and online opinion reviews, can arouse the curiosity of online users and allow them to generate experiences that resemble those of other online users. Electronic word of mouth refers to information that can help customers decide about consuming items or services by reducing their perceptions of risk. Conversely, electronic word of mouth can generate significant anxiety when others have already used the product, leading to a strong desire to purchase it to experience the same level of satisfaction (Anggraini & Sobari, 2023). In the context of tourism, particularly for tourism business managers, the existence of the FOMO phenomenon among millennials can be used to increase traffic for information about tourist destinations circulating on social media by posting news or short stories that are invitations to explore tourism potential as well as enjoy the novelty of the experience that tourists will obtain (Akbari et al., 2021). Internet users view electronic word of mouth as a supplementary source of information in the travel industry, helping to reduce the adverse effects of FOMO (Egger et al., 2020). Tourist activities are essential human needs that serve as a kind of self-appreciation (Shavanddasht & Allan, 2019). Suppose tourism demands are based on fear of being left behind by other people's experiences. In that case, this may become a new generalized habit in which someone travels because online users want to follow other people's experiences. Self-principles are significant for online users in determining their tourism needs (Hayran et al., 2020).

For the second proposition, it will be fascinating to see if the reference group can

generate FOMO (Barry & Wong, 2020). Tourism actors are required to embrace possibilities because many tourists anticipate destinations to be able to handle large groups of tourists for specific activities such as family gatherings. When one reference group offers tourist information to another, it might produce sentiments of being left behind, which can influence tourists' actual conduct to have the same experience (Teng & Tsai, 2020).

Furthermore, for the third preposition, it is exciting to know that a sense of loneliness (perceived loneliness) can be an antecedent that can create FOMO conditions among online users (Fumagalli et al., 2021). Higher perceived degrees of loneliness make individuals more vulnerable to FOMO because they may feel more pressure to engage in social activities or events to feel connected to others (Yin et al., 2023). Loneliness and FOMO can both be relevant concepts in the context of tourism. On the one hand, tourism can be a way for individuals to combat feelings of loneliness by connecting with others and experiencing new things. On the other hand, tourism can also contribute to FOMO, as individuals may feel pressure to visit specific destinations or participate in certain activities to feel like they are getting the most out of their travel experience (O'Brien et al., 2022).

FOMO can be a significant factor in an individual's intention to seek tourism information as a fourth proposition. FOMO can create a sense of urgency or anxiety about not missing out on a potentially exciting or unique travel experience, motivating individuals to seek out information about destinations, activities, and events to make informed travel decisions (Browne et al., 2018). Additionally, FOMO can motivate individuals to seek recommendations and reviews from others, as they may feel that the opinions of others are essential in ensuring that they take advantage of a desirable travel experience.

FOMO can create a sense of urgency and motivation to participate in unique or exciting experiences, which can drive individuals to visit destinations that are perceived desirable as a fifth preposition. FOMO can drive individuals to prioritize specific destinations or activities over others, as they may feel that missing out on a specific experience could diminish the overall quality of their travel experience (Mohanan & Shekhar, 2021). However, it is essential to note that the influence of FOMO on the intention to visit a destination can vary based on individual factors such as age, personality, and travel experience (Zaman, Barnes, et al., 2022). Additionally, individuals need to balance the influence of FOMO with their personal preferences and priorities to make informed and satisfying travel decisions.

The sixth proposition states that the FOMO phenomenon can promote subjective well-being (Chen et al., 2021). Of course, in the case of tourism, this relationship is legitimate since FOMO can motivate someone to move from a state of anxiety and fear due to social pressure to try utilizing a product or service and even attempt new experiences by visiting tourist locations. Even in other research references, it recognize that anxiety induced by life's pressures must be addressed by forming social attachments with persons or reference groups who share similar interests so that the possibility for subjective well-being is great (O'Brien et al., 2022).

4. CONCLUSION AND RECOMMENDATION
Conclusions

It is known from the synthesis of fifty-six publications from major international journals that three antecedents generate FOMO in the tourism setting, namely electronic word of mouth, reference groups, and perceived loneliness. The presence of FOMO among internet users in the tourism context could, therefore, result in three types of consequences: an increased interest in finding tourist information, an increased intention to visit a destination, and feelings of positive well-being. Tourism enterprises will likely be able to use the FOMO phenomenon as an advertising tool that will influence the emergence of motivation to visit and create new experiences for travelers. For travelers, the FOMO phenomenon is predicted to be a personal motivation, particularly in meeting the desire for self-esteem and avoiding undesirable attributes such as fear and loneliness.

Recommendations

There are several limitations to compiling this systematic literature review, including the need for more literature on the relationship between FOMO and tourism because most of the antecedents of actual tourism behavior are based on the process of giving self-rewards rather than fear of being left behind. As the first research

that empirically reveals the antecedents and consequences of causing FOMO, this literature review seeks to combine three types of fields of study, including business administration, psychology, and tourism. It is hoped that in the future, survey-based research will be conducted to test the conceptual model suggested in this literature review.

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