

Fear of Missing Out (FOMO) and Consumer Behaviour: What is Next? (A Bibliometric Analysis and Systematic Literature Review)

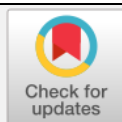
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ABSTRACT

This study aims to investigate the phenomenon of Fear of Missing Out (FOMO) about consumer behavior across three major academic fields: Business, Management, Economics, and Finance (BMEF); Social Sciences and Humanities (SSH); and Psychology and Decision Sciences (PSD). A Systematic Literature Review (SLR) was conducted using bibliographic tools such as VOS Viewer, Publish or Perish, and Mendeley to analyse 220 scientific publications indexed in the Scopus database and published by reputable sources, including Emerald, Sage, Wiley, and Elsevier. The analysis results show a significant research gap between “Fear of Missing Out” and “Consumer Behavior” in the targeted fields. The analysis identifies ten thematic clusters, each revealing the conceptual and disciplinary links between FOMO and consumer-related phenomena. This study highlights the key contributors, emerging subthemes, and influential publications that shape current understanding of FOMO across business, social sciences, and psychology. By bridging this research gap, this study underscores the importance of FOMO as a psychological construct that influences consumer engagement and purchasing behaviour in digital environments. The findings also suggest practical implications for marketers seeking to optimize digital marketing strategies by leveraging FOMO-driven triggers. Furthermore, this study provides valuable directions for future research on decision-making processes, consumer behaviour dynamics, and the psychological impact of digital technologies, while emphasizing the need for interdisciplinary approaches to deepen theoretical development and address ethical considerations in digital marketing practices.

Keywords: *Consumer Behavior; Decision-Making; Digital Marketing; Fear of Missing Out; Systematic Literature Review*

1. Introduction

The rise of digital aspects in the present age has significantly altered consumer behavior, notably through integrating digital technologies and social media. Consumers now possess swift and convenient access to information regarding products and services, enabling them to make better-educated purchasing choices. However, more importantly, social media has transformed human contact and interaction with their environment, serving as a communication tool and a platform for knowledge dissemination (Okadiani et al., 2019; Sukei & Sugiyanto, 2022).

Through the utilization of social media, companies can enhance the effectiveness of their marketing strategies, particularly in terms of increasing corporate visibility within the public sphere, strengthening customer engagement, and accelerating as well as amplifying the volume of information dissemination to a broader audience (Bernando & Ray, 2025; Mathea & Laksmidewi, 2024). Social media has become a medium for customers to share experiences and ideas, subsequently impacting preferences and purchase behavior. The prevalence and rapid dissemination of information heighten individuals' anxiety about the possibility of being outpaced by knowledge.

The Fear of Missing Out (FOMO) is a concept gaining prominence in marketing and consumer behavior research, characterized by anxiety or apprehension stemming from the realization that others may be experiencing more engaging or fulfilling activities (Hussain et al., 2023). Perceived initially as a personal psychological issue, FOMO has now permeated diverse domains including marketing, psychology, and consumer behavior.

A literature analysis on the roots of the FOMO phenomenon indicates a notable rise in scholarly interest in consumer behavior studies associated with FOMO (Alfina et al., 2023). This phenomenon significantly influences purchase patterns in consumer behavior, particularly in social media marketing with influencers (Dinh & Lee, 2021).

Researchers initially presented this notion as a pervasive worry about the perception that others may partake in enriching experiences that we do not, coupled with the compulsion to observe the activities of others to avoid feeling excluded incessantly (Przybylski et al., 2013). This notion was further elucidated in greater detail through Self-Development Theory (SDT), identifying it as a phenomenon stemming from dissatisfaction or failing to fulfill three fundamental psychological needs: competence, autonomy, and relatedness (Alfina et al., 2023).

The prevalent phenomenon of FOMO and its considerable influence have prompted researchers to investigate its correlation with consumer behavior, particularly within company management and marketing. Consumer behavior encompasses the extensive study of how individuals purchase, utilize, and dispose of things and the emotional responses, mindsets, and behaviors that emerge from these actions.

The psychological dimension of FOMO indicates that this phenomenon profoundly influences consumer behavior, as individuals motivated by the urge to remain connected and observe others' experiences exhibit consumption patterns distinct from conventional decision-making models (Elhai et al., 2020). In marketing, FOMO is a catalyst that can stimulate heightened consumer behavior, encompassing impulsive and compulsive purchasing and hedonic activities. Furthermore, FOMO enhances customer involvement on social media,

expedites purchasing decisions, optimizes sales through scarcity tactics, and fortifies consumer brand loyalty.

Consumers experiencing FOMO are more inclined to respond to time-sensitive promotions, unique discounts, and limited-edition product releases due to their apprehension of missing significant possibilities (Kang et al., 2020). This indicates that FOMO significantly influences consumer behavior in the digital age, prompting individuals to make purchases motivated by FOMO on trends or experiences deemed desirable. Consequently, the notion of FOMO is now significant in marketing, as corporations employ techniques that highlight urgency and exclusivity to exert psychological pressure on consumers to make instant purchases.

In the present day, FOMO has emerged as a pivotal component in marketing strategies within the digital landscape, enhancing direct consumer engagement through mechanisms that prompt decisions lest they forfeit unique opportunities, thereby inciting purchasing behavior that may diverge from the consumer's original intentions.

In recent years, there has been a significant increase in research on FOMO and consumer behavior, suggesting recommendations that encompass many elements, such as digital marketing, consumer psychology, and brand communication. Despite the substantial literature on this topic, rigorous organization and analysis of the gathered findings remain necessary. Consequently, a notable gap exists in the study of the influence of FOMO on many consumer behaviors and how firms or practitioners can utilize it to stimulate consumer activity. A thorough delineation of the FOMO idea is essential, emphasizing its impact on customer behavior in digital marketing and consumer psychology.

This study extends the literature to elucidate the interaction between FOMO and consumer behavior by implementing a Systematic Literature Review and bibliometric analysis. This study uses tools including Publish or Perish, VOS Viewer, and Mendeley to analyze academic publications indexed in Scopus thoroughly. This analysis will delineate research trends derived from scientific publications, identify knowledge gaps, and propose prospective future research topics to enhance the formulation of more effective marketing strategies.

This study examines the primary concepts and dimensions of the FOMO phenomenon across multiple disciplines, particularly in marketing, management, and consumer behavior. The literature review examines the definitions and aspects of FOMO as applied in these domains, incorporating diverse perspectives from scholars. We thus formulated the following research questions: How has the FOMO related to consumer behavior evolved in terms of its growth trajectory, number of publications, and various fields of knowledge distribution? Secondly, which authors and articles have the most dominant presence in the field of FOMO-related consumer behavior? Thirdly, how has the FOMO related to consumer behavior evolved? Lastly, what is the next direction in the FOMO and consumer behavior?

2. Literature Review

2.1. The Definition of FOMO

The FOMO phenomenon, which was initially studied in psychology and sociology, is now gaining more attention in management research, especially in consumer behavior. The development of the FOMO concept was initially stated as a psychological condition where a person feels anxious or afraid of being left behind in an experience or information enjoyed by others around them (Hussain et al., 2023).

2.2. Self-Determination Theory (SDT)

SDT, developed by Deci and Ryan, is the primary theoretical basis for understanding FOMO (Deci & Ryan, 2012). This phenomenon arises due to dissatisfaction or failure to meet three basic psychological needs: competence, autonomy, and connectedness or relationships (Alfina et al., 2023).

2.3. Psychological Impact of FOMO on Individuals

Mazlum and Atalay highlighted that FOMO embodies the discomfort and anxiety felt when an individual perceives they are missing a significant chance (Mazlum & Atalay, 2022). This phenomenon significantly impacts consumer behavior, serving as a potent motivator that affects purchasing habits, particularly in social media marketing (Dinh & Lee, 2021). FOMO is frequently linked to adverse self-perception and insecurity, contrasting with self-compassion (Barry & Wong, 2020). This phenomenon significantly contributes to the preservation of social self-image, as persons experiencing high levels of loneliness perceive themselves as alienated when excluded from social interactions (Zhang et al., 2020).

FOMO can enhance hedonic well-being, reflecting a need for acceptance and connection within the social milieu (Berezan et al., 2020). This phenomenon is seen as a type of internet addiction, particularly among the youth, attributed to the rising utilization of smartphones that induce anxiety in the absence of internet or social media connectivity (Tomczyk & Selmanagic-Lizde, 2018). FOMO represents a psychological phenomenon characterized by pervasive worry for the potential enjoyment of valuable experiences by others, coupled with an incessant compulsion to observe others' activities to avoid being excluded (Oberst et al., 2017). Individuals exhibit differing degrees of sensitivity to FOMO, with research indicating that the younger demographic predominantly experiences it (Przybylski et al., 2013). The findings align with the recent systematic literature review (SLR) by Alfina et al., indicating a growing academic interest in FOMO across diverse marketing contexts and consumer decision-making processes (Alfina et al., 2023). A recent study has introduced the term consumer-focused FOMO within the consumer behavior framework (Good & Hyman, 2020).

2.4. FOMO in the Context of Consumer Behavior

FOMO significantly drives impulsive purchasing, obsessive spending, and hedonistic behavior, influencing the dynamics of contemporary consumerism. FOMO pertains to a person's propensity to participate, purchase, and consume, which is shaped by social media interactions, including likes, comments, envy, or social rivalry.

Social media-based digital marketing strategies typically involve utilizing creative content, implementing viral marketing principles, strategic collaborations with prominent influencers, and strongly emphasizing visually oriented promotional techniques. This multifaceted approach enhances corporate communication's efficiency and clarity, enabling marketing messages to be disseminated more rapidly and effectively to target audiences.

Such expedited message delivery contributes to heightened consumer engagement. It can elicit a psychological response wherein consumers perceive a sense of urgency or exclusion when they do not participate in the consumption of a promoted product or service. This phenomenon, commonly called FOMO, has been identified as a significant determinant of consumer behavior and purchasing patterns. FOMO can further amplify consumer motivation to acquire trending or popular goods and services, particularly among individuals with elevated susceptibility to this sentiment, who may experience anxiety or dissatisfaction when unable to partake in emerging consumption trends.

The word FOMO in marketing is gaining prevalence due to the rising use of social media, which promotes a consumptive and hedonistic lifestyle among individuals (Alt, 2015). Moreover, FOMO is frequently employed in contemporary marketing techniques, utilizing tactics such as scarcity appeals, influencer marketing, and exclusive promotions that exploit FOMO-induced urgency to enhance consumer engagement and sales efficacy (Dinh & Lee, 2021). The application of FOMO in this instance engenders a perception of urgency and scarcity around the goods, impacting consumer purchasing choices.

2.5. SLR and Multidisciplinary Relevance of FOMO

An SLR on FOMO underscores its extensive influence on consumer behavior, particularly in the digital realm. Research indicates that FOMO can enhance customer participation on social media, expedite purchase decisions, and bolster brand loyalty via initiatives that foster a sense of exclusivity or urgency. FOMO is linked to broader psychological variables, like decision fatigue, anxiety, and self-control difficulties, which further complicate its influence on consumer behavior.

As a concept grounded in SDT, FOMO provides a robust theoretical framework for elucidating how dissatisfaction with unfulfilled psychological needs manifests in or affects consumer behavior.

In all, prior studies suggest that academic interest in examining the connection between FOMO and consumer behavior has been rising; however, none have widened the analysis of these identified connections to encompass multiple knowledge domains or examined the differences in interaction patterns between the two primary concepts across multiple fields of study. In addition to instrumental perspectives on FOMO and consumer behavior interactions, it is essential to foster a deeper understanding of the effects of these interactions on multiple fields of knowledge, in this study situated to the three domains of knowledge, which are business finance and accounting field, social science and humanities field, and psychology and decision science field. This study provides essential mapping that can serve as basic recommendations to establish a fundamental knowledge framework on the relationship between FOMO and consumer behavior in various disciplines.

3. Research Methodology

This study employs two analytical methodologies: SLR and bibliometric analysis, to answer the research questions and contribute to developing a fundamental knowledge framework on the relationship between FOMO and consumer behavior across the three main domains of knowledge. The sequential integration of these two methodologies facilitates a more comprehensive analysis of phenomena and serves as a means to synthesize recent research on a specific topic by offering pertinent secondary data and bibliographic insights (Çelik et al., 2023; Kohtamäki et al., 2022; Maseda et al., 2022). Within the scope of this study, SLR has deemed the most suitable approach for analyzing the phenomenon of FOMO concerning marketing, management, and consumer behavior, with the objective of elucidating trends, patterns, and advancements in the existing literature on FOMO. SLR contrasts with conventional literature reviews by employing a transparent and iterative scientific methodology, thus establishing an audit trail of research findings and mitigating the risk of bias (Ahmed et al., 2020). The sequential methodological framework employed in this investigation is illustrated in Figure 1.

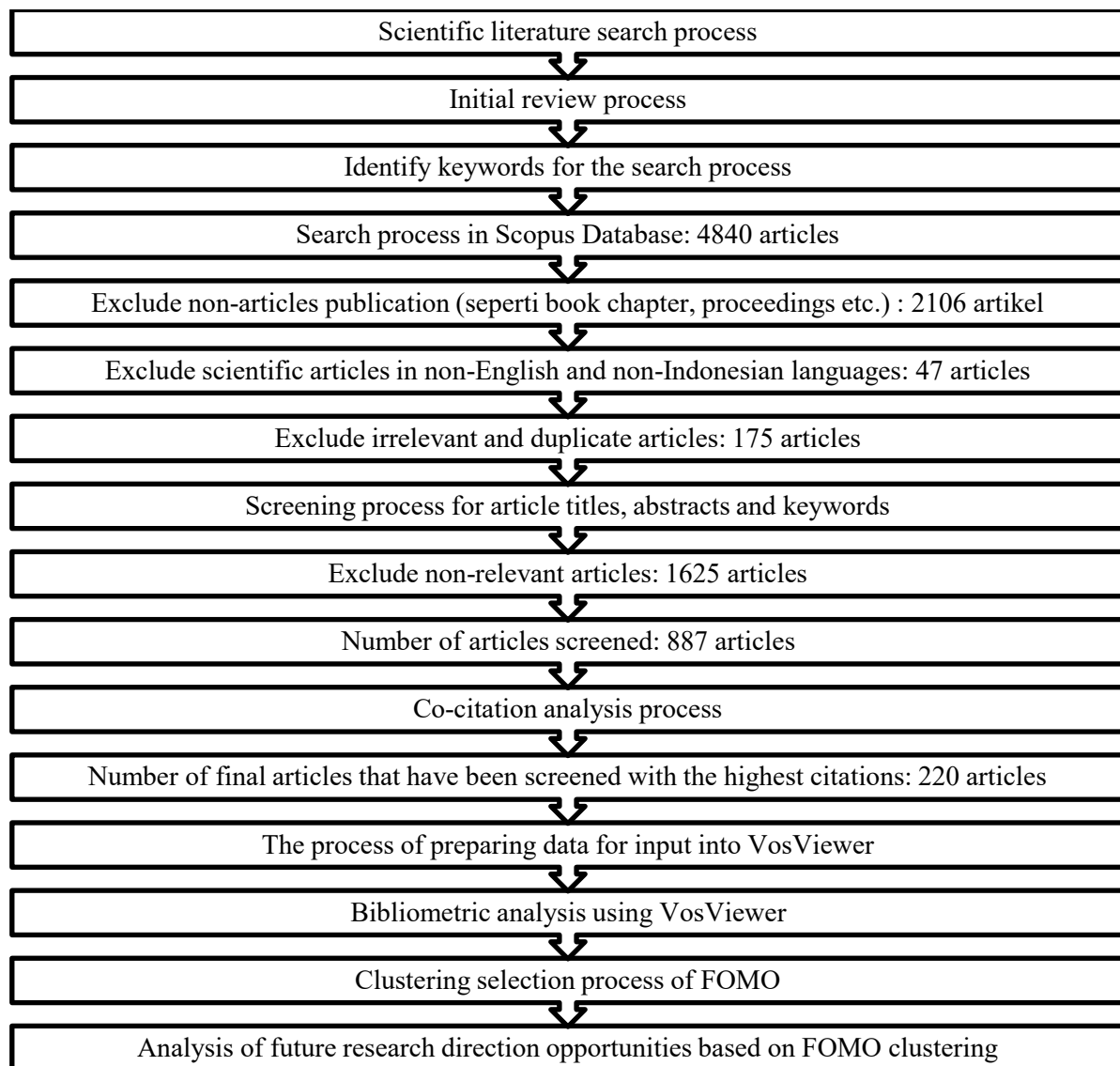


Figure 1. Reviewed Process Method

Source: (Çelik et al., 2023)

The preliminary phase of this research involved executing a scientific literature search across prominent journal publishers, including Wiley, Emerald, Elsevier, Sage, and Springer, all indexed in the Scopus database, which comprises a vast and rapidly expanding array of esteemed international scientific journals (Bretas & Alon, 2021; Redine et al., 2023; Tandon et al., 2021). The search was conducted on November 17, 2024, using a comprehensive examination of the Scopus esteemed international scientific journal database. The identification of keywords for scientific journals relevant to this study uses a combination of terms: ("Fear of Missing Out" OR "FOMO") AND ("marketing" OR "management" OR "Consumer Behavior"). The selection of these terms is tailored to the study's primary aim: to investigate the correlation between FOMO and many scientific domains, including marketing, management, and consumer behavior, to ascertain the trajectory and influence on future research.

To attain the specified objectives and address the many inquiries, a systematic review of the scientific literature was conducted following the Preferred Reporting Items for Systematic Reviews (PRISMA) criteria (Page et al., 2021).

By applying the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method, the quality and relevance of the data can be aligned with the overall research framework, thereby minimizing the risk of bias throughout the research process. This method is particularly advantageous because it facilitates the systematic screening of relevant literature. Moreover, PRISMA follows a structured and transparent procedure, enabling replication by various stakeholders and allowing for its application across diverse fields of study (Umaruddin et al., 2025).

The literature review process based on the PRISMA methodology consists of four main stages. First, the research problem is conceptualized to ensure specificity and clarity. Second, inclusion and exclusion criteria are established to guide literature selection. The third stage involves systematically searching for relevant studies from reputable sources. Fourth, data is extracted, manually or automatically, and then analyzed. The process concludes with synthesizing the findings to produce valid insights that address the research objectives (Ali et al., 2024).

This study thoroughly analyzes the literature concerning the relationship between "FOMO" and "Consumer Behavior," particularly within social sciences and humanities domains. The search query employs the keywords: "ALL (fear AND of AND missing AND out OR FOMO AND consumer AND behavior) AND (LIMIT-TO (DOCTYPE, 'ar')) AND (LIMIT-TO (LANGUAGE, 'English')) AND (LIMIT-TO (SUBJAREA, 'SOCI') OR LIMIT-TO (SUBJAREA, 'BUSI') OR LIMIT-TO (SUBJAREA, 'PSYC') OR LIMIT-TO (SUBJAREA, 'ARTS') OR LIMIT-TO (SUBJAREA, 'ECON') OR LIMIT-TO (SUBJAREA, 'DECI'))".

The Scopus database underwent examination using the specified keywords, producing notable findings. Scopus is a significant global database due to its comprehensive compilation of essential research articles. A systematic review was performed in which publications from the database were assessed according to their adherence to inclusion and exclusion criteria, study quality and relevance, and other pertinent attributes. Only publications that satisfied these criteria, specifically 220 articles from 4,840 identified in the original reference search, were included in the subsequent data analysis conducted with Vos Viewer.

The selection process for the 220 articles was conducted through citation analysis, identifying those with the highest citation counts (Çelik et al., 2023), which also demonstrated the most significant influence on the domain of FOMO and consumer behavior research (Zupic & Čater, 2015). Data analysis with VOS Viewer involves several essential processes. A mapping tool is required, which can be obtained from the open-source software VOS Viewer. VOS Viewer is a software application designed for constructing and displaying bibliometric networks, including citations, bibliographic coupling, co-citation, and co-occurrence of significant phrases. VOS Viewer provides an array of visualization choices, including density maps, label views, and cluster density views, which are advantageous for analyzing and comprehending bibliometric networks. This study employs VOS Viewer to visualize the examined data for enhanced clarity in explanation.

The last phase involves preparing the second application, a reference management tool, such as Publish or Perish and Mendeley. Publish or Perish is a software application developed to extract and evaluate academic citations. This application employs multiple data sources, such as Google Scholar and Scopus, to gather citation data pertinent to particular scholars or publications. This software computes diverse citation metrics, including h-index, g-index, and more performance indicators, which are vital in assessing the impact and influence of researchers or publications. The subsequent tool employed is Mendeley, a reference management application designed to facilitate the compilation, sharing, and collaboration of

research resources among scholars. Users can establish and oversee a personal reference library of articles, books, and other research materials. Mendeley additionally offers functionalities for annotating and highlighting documents and facilitates cooperation with fellow researchers via groups or shared libraries. Both reference management applications efficiently gather research data intended for bibliometric analysis with VOS Viewer.

In bibliometric analysis, the combined utilization of VOS Viewer, Publish or Perish, and Mendeley aids researchers in collecting and managing pertinent research data within the subject under examination. Publish or Perish facilitates the acquisition of citation data from several sources, which can be exported and imported into VOS Viewer software for display and analysis. Mendeley is utilized to organize research articles for examination with VOS Viewer. Integrating these three instruments enables researchers to gather, systematize, and evaluate bibliometric data effectively. This aids in comprehending research trends, collaborative dynamics, and the influence of publications or researchers within a specific domain.

4. Results and Discussion

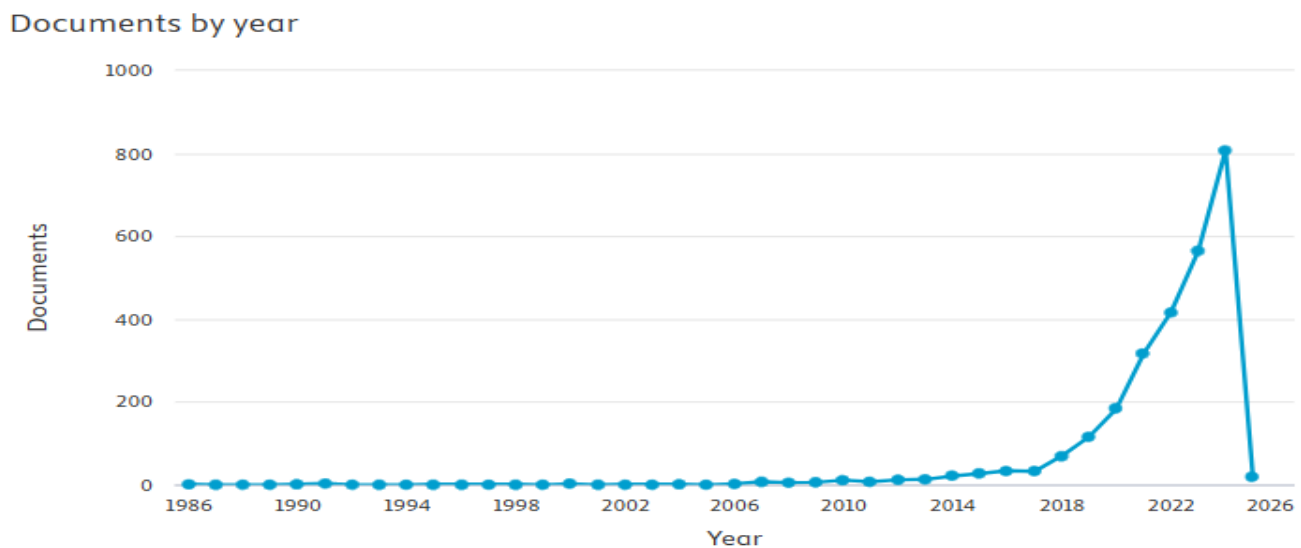


Figure 2. Number of Publications related to FOMO and Consumer Behavior (annual)

Figure 2 illustrates the progression of research concerning FOMO and consumer behavior, as indicated by the annual publication count from 1986 to the present. The research exhibited a period of stagnation before it commenced a significant increase in 2015. This is mainly attributable to the proliferation of digitization across numerous societal sectors, particularly the significant rise in social media usage. The quantity of research is seeing exponential growth, as integrating digital elements into all facets of human existence accelerates the transmission of information.

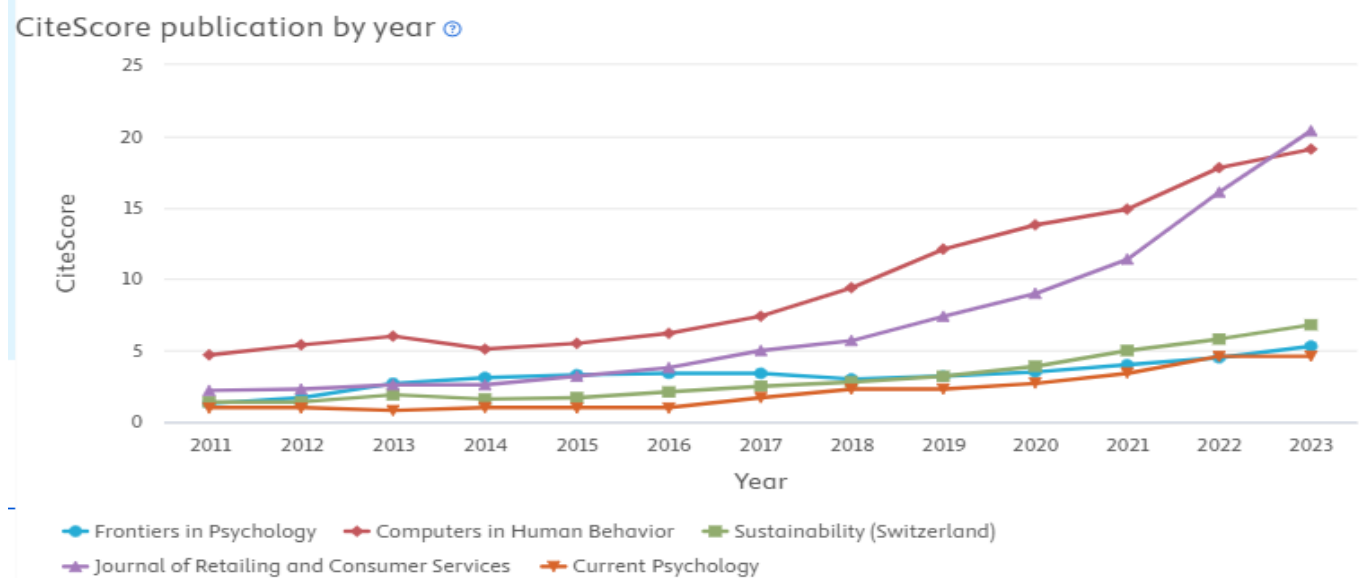


Figure 3. Number of Publications related to FOMO and Consumer Behavior indexed by Cite Score

Figure 3 illustrates a graph depicting the annual count of publications concerning FOMO and consumer behavior, indexed by Cite Score, from 2011 to the present. The predominant publication venues that have grown significantly from 2015 to the present are *Computers in Human Behavior* and *Journal of Retailing and Consumer Services*. The *Computers in Human Behavior* Journal, a Scopus-indexed publication (Q1, H-index 251) under Elsevier Ltd., researches the psychological dimensions of computer and digital interactions, exploring the interplay between human behavior and technological elements. The *Journal of Retailing Consumer Services*, a Scopus-indexed journal (Q1, H-index 143) published by Elsevier Ltd., examines diverse research on consumer behavior within retail studies and other emerging related disciplines.

Documents by subject area

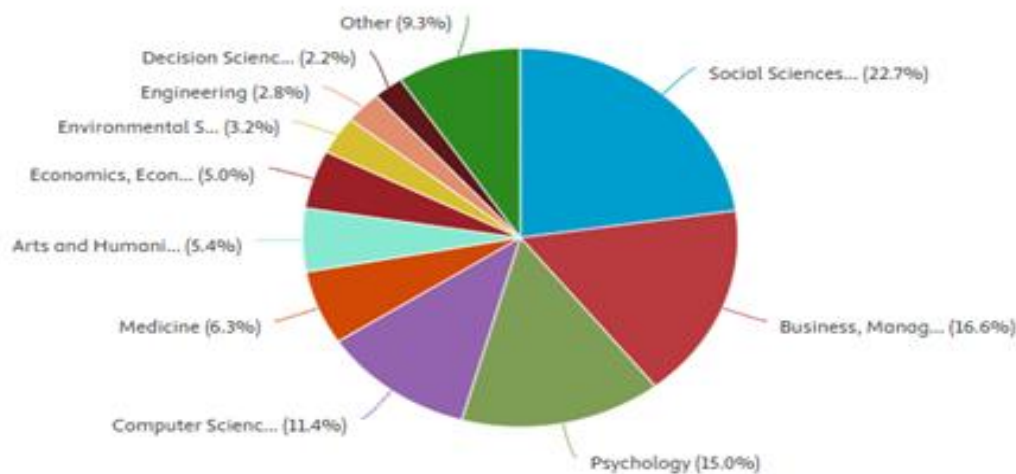


Figure 4. Number of Publications Related to FOMO and Consumer Behavior Associated with Various Fields of Science

Figure 4 illustrates a graph depicting the number of publications concerning FOMO and consumer behavior across multiple fields. The picture illustrates that research on these two subjects predominantly originates from the Social Sciences (22.7%), followed by Business Management (16.6%), Psychology (15%), and Computer Science (11.4%). This is undoubtedly influenced by the evolution of digital elements in human existence, which affect the velocity of information transmission, interpersonal interactions, and individual and societal behavior.

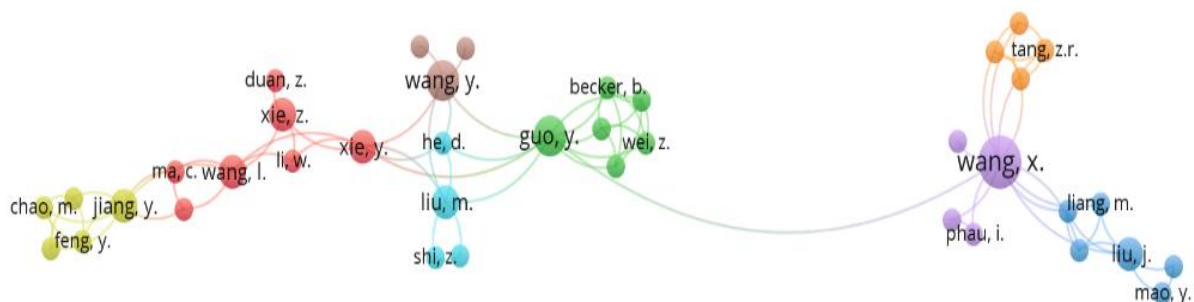


Figure 5. Co-Authorship Analysis with Vos Viewer

Source: VOSviewer

Figure 5 illustrates the outcomes of the co-authorship analysis conducted using Vos Viewer software. This study includes three research publications from 2020, 2022, and 2024, titled "Fear of Missing Out and Problematic Social Media Use as Mediators Between Emotional Support from Social Media and Phubbing Behavior," "Examining the Influences of Perceived Exclusivity and Perceived Rarity on Consumers' Perception of Luxury," and "How Do Social and Para-social Relationships on TikTok Impact the Well-Being of University Students?" The functions of algorithm awareness and compulsive usage.

The three studies share a common focus on the influence of digitalization, particularly social media, on psychological factors, including emotional components, which subsequently affect consumer behavior.

This study presents three distinct aspects of data analysis utilizing VOS viewer: co-authorship, co-occurrence, and citations. This section delineates the analysis's findings. The co-authorship analysis results illustrate the network linkages among researchers, as depicted in **Figure 6** below.

Numerous interconnected authors remain, and future researchers are expected to collaborate to yield more comprehensive findings regarding FOMO and consumer behavior. They ultimately aim to produce studies that offer significant theoretical and practical contributions.

This study uses a co-occurrence analysis to examine better the results derived from earlier meta-analyses. The virtual visualization generated at this step elucidates the interconnections among diverse research findings on FOMO and consumer behavior across multiple domains.

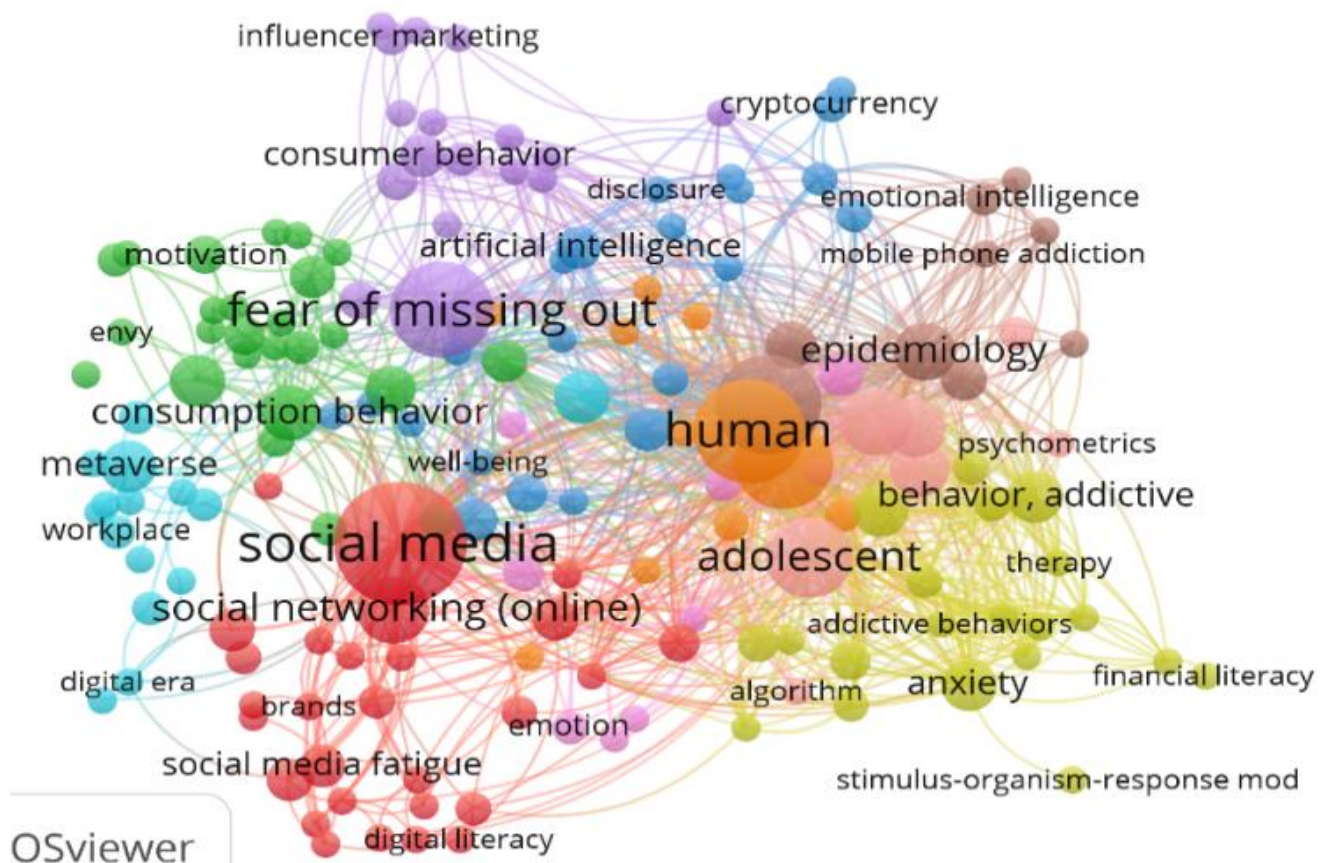
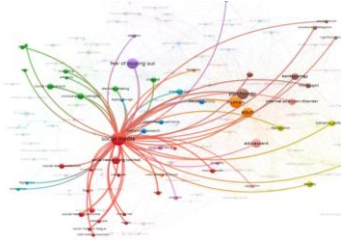
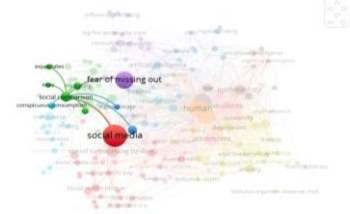
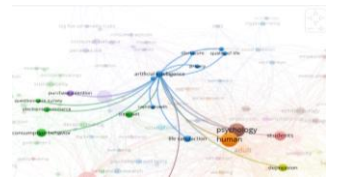
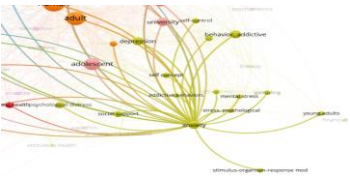
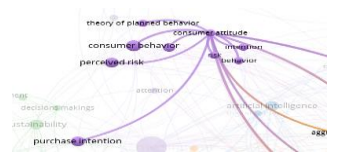

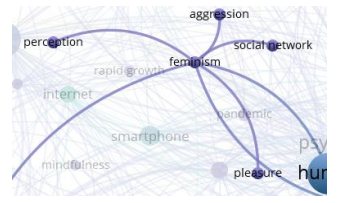

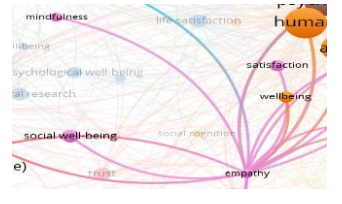
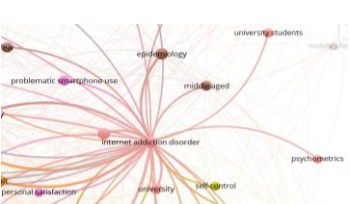


Figure 6. Co-Occurrence Analysis with Vos Viewer

Source: VOSviewer

This network analysis identifies core clusters of diverse keywords derived from the scientific articles examined in this study. It utilizes cartographic methods to elucidate the dynamics, interconnections, and interactions among the knowledge components and the configuration of each keyword, as illustrated in **Figure 6**.

Table 1. Detailed Results from Clustering Analysis with Vos Viewer Software

Cluster	Visualization	Cluster	Visualization
1		2	
3		4	
5		6	
7		8	
9		10	

Source: VOSviewer

The co-occurrence analysis results reveal ten (10) primary clusters, as illustrated in **Table 1**. The following ten clusters comprise:

Central cluster (red) delineates the results of the most extensively examined research on the concept of FOMO and consumer behavior, which is associated with social media, online social networking, social media addiction, social media fatigue, social media platforms, trust, mental health, misinformation, social media usage, Twitter, willingness to pay, adolescents, artificial neural networks, brands, digital literacy, empowerment, information overload, Instagram,

loneliness, media consumption, online safety, policy formulation, social media engagement, and subjective well-being.

The second cluster (green) delineates the correlation between research addressing the concept of FOMO and consumer behavior, encompassing social comparison, decision-making, the internet, sustainability, motivation, electronic commerce, Generation Z, social interaction, social media utilization, decision-making, TikTok, envy, expatriates, game theory, investment, self-esteem, shopping behavior, sustainable consumption, tourist destinations, and value.

The third cluster (blue) illustrates the correlation between research linking the concept of FOMO and consumer behavior with artificial intelligence, social isolation, digital content, digital storage, digital technologies, disclosure, pandemics, privacy, quality of life, rapid growth, sense of control, technology adoption, and victimology.

The fourth cluster (yellow) illustrates the correlation between research linking the concept of FOMO and consumer behavior with anxiety behavior, addiction, depression, psychological distress, social support, gaming, prevention and control, self-concept, self-control, addictive behavior, health attitudes, financial literacy, gambling, mental stress, algorithms, risk perception, self-efficacy, the stimulus-organism-response model, stress, psychological factors, therapy, and young adults.

The fifth cluster (dark purple) illustrates the correlation between research linking the concept of FOMO and consumer behavior with perceived risk, purchase intention, attitude, influencer marketing, attention, the Big Five personality traits, consumer attitude, impulsive buying, intention, para-social relationships, risk, social comparison orientation, and the theory of planned behavior.

The sixth cluster (light blue) illustrates the correlation between research linking the concept of FOMO and consumer behavior with the notions of metaverse, smartphone, conspicuous consumption, retailing, workplace, decision-making process, digital era, digital marketing, ecotourism, knowledge-based systems, nomophobia, social identity, and user engagement.

The seventh cluster (bluish purple) illustrates the correlation between research on FOMO and consumer behavior, with concepts such as human adult self-control, wellness, aggression, feminism, individual differences, perception, pleasure, social cognition, and social networks.

The eighth cluster (lilac purple) illustrates the correlation between research linking FOMO and consumer behavior with psychology, epidemiology, fear, middle age, emotional intelligence, cognitive rumination, employment, and mobile phone addiction.

The ninth cluster (light purple) illustrates the correlation between research on FOMO and consumer behavior with the notions of problematic smartphone usage, social well-being, emotion, satisfaction, empathy, mindfulness, personal fulfilment, video recording, and YouTube.

The tenth cluster (light pink) illustrates the relationship between research on FOMO and consumer behavior, encompassing teenagers, students, internet addiction disorder, university students, algorithms, and psychometrics.

	Cluster	Business, Management, Economic, Finance Field	Social Sciences and Humanities	Psychology and Decision Sciences
	1	Social media, Social networking (online), Social media platforms, Trust, Digital literacy, Media use, Online safety, Policy making, Misinformation, Willingness to pay, Brand, social media engagement	Social engagement, Social empowerment	Social media addiction, Social media fatigue, Mental health, Artificial neural network, Information overload, loneliness, Adolescents, Subjective well-being
	2	Electronic commerce, Investment Sustainable consumption, Tourism, Value, Game theory, Shopping activity, organizational sustainability, FOMO and consumer behaviour on Generation Z, FOMO and consumer behaviour on Tik Tok	Social comparison, Social interaction, Social media usage, Advocacy, expatriates, Policy making, Society wellbeing, social sustainability	Envy, Loneliness, Decision making, Motivation, Self-esteem, Internet, Personal ability to sustain, Misinformation, Artificial neural network, Information overload, Personal well-being
	3	Artificial intelligence, Cryptocurrency, Digital contents, Digital storage, Digital technologies, Rapid growth, Technology adoption	Behavioural studies on FOMO and consumer behaviour, FOMO and consumer behaviour studies on society in developing countries, Disclosure of FOMO and how it relates to the consumer behaviour, FOMO and consumer behaviour related to Pandemic, Privacy, Quality of life, Social isolation, Victimology	Life satisfaction, Neuroticism, Psychological well-being, Sense of control
	4	financial literacy, risk perception, self-efficacy, stimulus-organism-response model	social support, attitude to health, young adults	Anxiety, addictive behaviour, depression, psychological distress, gaming disorder, prevention and control, self-control, therapy, gambling disorder, mental stress, self-concept
	5	Influencer marketing, Consumer attitude, Purchase intention, Impulsive buying	FOMO and consumer behaviour on Children, Para social relationship, Social comparison orientation	Perceived risk, Attention, Big five personality, traits, Intention, Theory of planned behaviour, personal attitude
	6	Conspicuous consumption, Retailing, Digital marketing, Ecotourism	FOMO and consumer behaviour in the metaverse, Smartphone, Social identity, Digital era, User engagement	FOMO and consumer behaviour in relation to workplace topic, Decision-making process, Knowledge-based system, Nomophobia
	7	FOMO and consumer behaviour in relation to organizational wellbeing, FOMO and consumer behaviour in relation to company wellbeing	FOMO and consumer behaviour in relation to feminism, Social Cognition, Social Network	FOMO and consumer behaviour on Adult, Self-control, psychological wellbeing, personal aggression, Individual Differences, Perception, Pleasure
	8	Employment, Mobile phone	Epidemiology of FOMO, FOMO and consumer behaviour on middle aged community	Fear, Emotional intelligence, Cognitive rumination, Mobile phone addiction
	9	Customer Satisfaction, Organizational satisfaction	Problematic smartphone use, Social well-being	Emotion, Empathy, Mindfulness
	10	Algorithm to measure FOMO and consumer behaviour relations	FOMO and consumer behaviour on Adolescent, FOMO and consumer behaviour on university Students	Internet Addiction Disorder, Psychometrics on FOMO and consumer behaviour relations

Figure 7. Keyword Details for the Three Main Fields

This research study contributes to the identification of important keywords that can be a potential research gap in the relationship between FOMO and customer behavior for three main fields: business, management, economics, and finance (BMEF), social sciences and humanities (SSH), and psychology and decision science (PDS). Details of the keyword criteria for these three main fields can be observed in **Figure 7**.

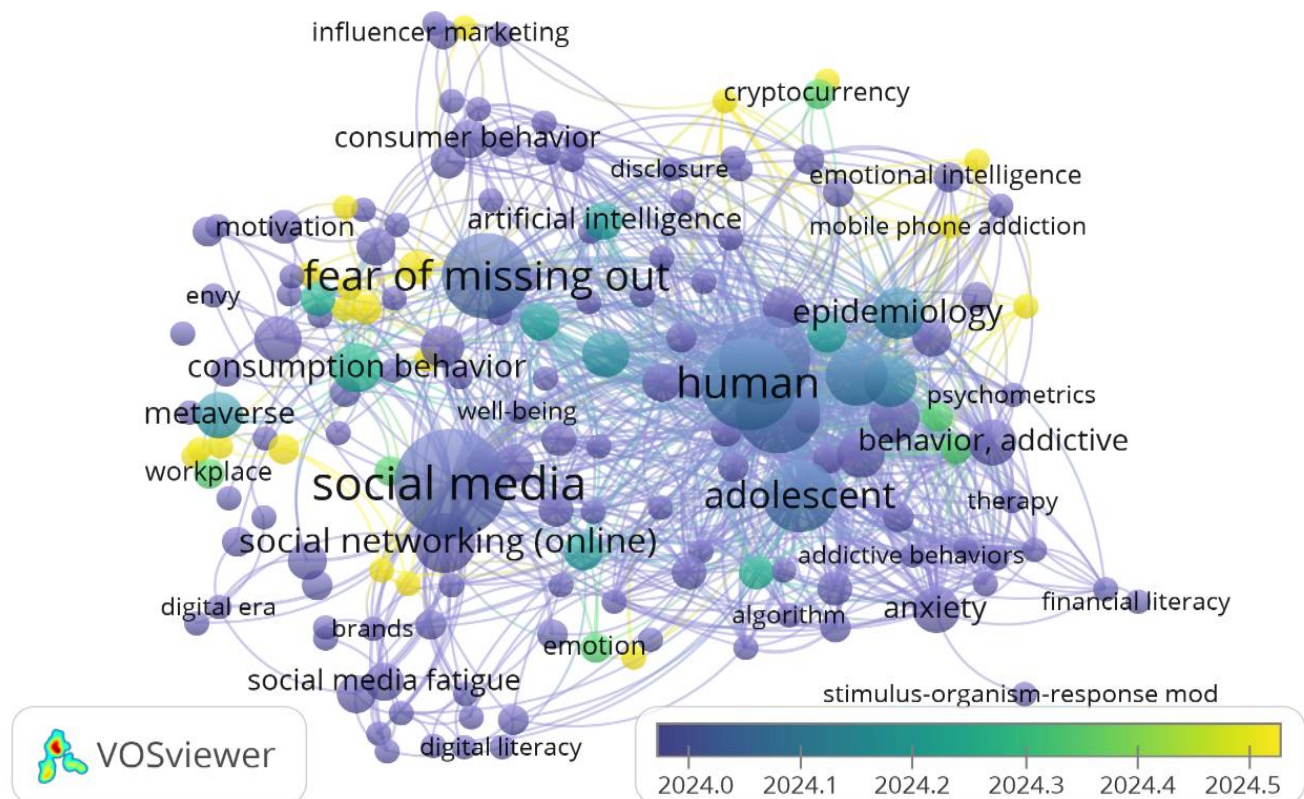


Figure 8. Overlay Visualization Results based on Vos Viewer

Source: VOSviewer

Additionally, the outcomes of the overlay analysis, which illustrates the systematic mapping of the researched patterns, are depicted in **Figure 8**. This analysis investigates prior scientific studies concerning "FOMO" and "Consumer Behavior," based on synthesizing historical data and publication years. The graphical visualization illustrates the temporal distribution of keywords, with the yellow cluster signifying a more contemporary research emphasis. **Figure 8** indicates that keywords such as "Social Media Addiction," "Decision-Making Process," "Conspicuous Consumption," "Digital Storage," "Investment," "Game Theory," "Artificial Neural Network," "Sustainability," "Digital Contents," "Feminism," "Perceived Risk," "FOMO and Consumer Behavior Patterns in Children and Middle-Aged Individuals," "Social Isolation," "Quality of Life," "Employment," "Nomophobia," "Social Identity," "Social Support," "Gambling," "Neuroticism," "Cognitive Rumination," "Self-Concept," "Social Cognition," "Social Well-Being," "Prevention and Control," "Psychological Stress," "Mental Health," "Policy Making," "Life Satisfaction," "Problematic Smartphone Use," "Information Overload," "Empathy," "Ecotourism," "Victimology," "Social Comparison Orientation," and "Self-Esteem" are contemporary research keywords that have garnered significant attention from scholars regarding the concept of FOMO and Consumer Behaviour. Darker hues, including social media networking, artificial intelligence, social media weariness, jealousy, mobile phone addiction, bitcoin, and the metaverse, have been subjects of prior research.



Figure 9. Density Visualization Results based on Vos Viewer

Source: VOSviewer

This study employs Density Visualization analysis to investigate the depth of factors related to FOMO and Consumer Behavior, as illustrated in **Figure 9**. The vivid yellow hue signifies concepts frequently linked to FOMO, including "metaverse," "workplace," "online social networking," "social media fatigue," "emotion," "willingness to pay," "misinformation," "big five personality traits," "influencer marketing," "cryptocurrency," "emotional intelligence," "epidemiology," "therapy," "addictive behavior," "anxiety," "psychological well-being," "S-O-R model," "disclosure," "health attitudes," and "financial literacy." Conversely, variables characterized by dark hues and lack of illumination convey insights into the scope of research on these subjects when linked to the ideas of FOMO and Consumer Behavior, including "Social Cognition," "Social Support," "Gambling," and "Sustainability."

Table 2. Citation Analysis Results

Title	Year	Source Title	Cited by	Author Keywords
Entrepreneurial opportunities and the entrepreneurship nexus: A re-conceptualization	2015	Journal of Business Venturing	714	External enabler; New venture idea; Nexus; Opportunity; Opportunity confidence
Is the desire for status a fundamental human motive? A review of the	2015	Psychological Bulletin	713	Desire; Motive; Rank; Respect; Status

Title	Year	Source Title	Cited by	Author Keywords
empirical literature				
Identity Construction: New Issues, New Directions	1997	Annual Review of Sociology	600	Collective identity; Identification processes; Identity construction; Social movements; Virtual identity
Online social media fatigue and psychological wellbeing, A study of compulsive use, FOMO, fatigue, anxiety, and depression	2018	International Journal of Information Management	598	Adolescents; Anxiety; Compulsive media use; Depression; Fear of missing out; Repeated cross-sectional survey; Social media fatigue
Unusual purchasing behavior during the early stages of the COVID-19 pandemic: The stimulus-organism-response approach	2020	Journal of Retailing and Consumer Services	594	COVID-19; Cyberchondria; Information overload; Panic buying; Stimulus-organism-response; Toilet paper; Unusual purchasing
FOMO, need for touch, anxiety, and depression are related to problematic smartphone use	2016	Computers in Human Behavior	580	Addictions; Information technology; Internet addiction; Mental disorders; Mobile phones; Psychopathology
How "phubbing" becomes the norm: The antecedents and consequences of snubbing via smartphone	2016	Computers in Human Behavior	483	Internet addiction; Phubbing; Smartphone addiction; Smartphones
A literature review of the economics of COVID-19	2021	Journal of Economic Surveys	436	coronavirus; COVID-19; economic impact; lockdowns; social impact

Title	Year	Source Title	Cited by	Author Keywords
Metaverse marketing: How the metaverse will shape the future of consumer research and practice	2023	Psychology and Marketing	392	augmented reality; avatars; consumer behaviour; extended reality; marketing; Metaverse; second life; virtual reality; virtual world
Influence of customer engagement with company social networks on stickiness: Mediating effect of customer value creation	2017	International Journal of Information Management	378	Company social networks (CSNs); Customer engagement; Customer value creation; Stickiness; Word of mouth (WOM)
Too much Facebook? An exploratory examination of social media fatigue	2015	Computers in Human Behavior	354	Consumer psychology; Human-computer interaction; Media effects; Social media; Social media fatigue; Survey of social media usage
Why do people share fake news? Associations between the dark side of social media use and fake news sharing behavior	2019	Journal of Retailing and Consumer Services	353	Cross-sectional study; Fear of missing out (FOMO); Self-disclosure; Social comparison; Social media fatigue and trust
Out of sight is not out of mind: The impact of restricting wireless mobile device use on anxiety levels among low, moderate, and high users	2014	Computers in Human Behavior	349	Anxiety; Dependence; Mobile Phones; Smartphones; Wireless Mobile Devices

Title	Year	Source Title	Cited by	Author Keywords
Misinformation sharing and social media fatigue during COVID-19: An affordance and cognitive load perspective	2020	Technological Forecasting and Social Change	347	COVID-19; Fake news; Fatigue; Misinformation; Pandemic; Social Media
The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective	2021	Journal of Retailing and Consumer Services	338	Consumer behaviour; COVID-19 pandemic; Generational perspective; Theory of fear
Self-control and victimization: A meta-analysis	2014	Criminology	337	Meta-analysis; Self-control; Victimization
Social media? It's serious! Understanding the dark side of social media	2018	European Management Journal	327	Bullying; Dark side; Fake news; Social Media; Trolling; Unintended consequences
College students' academic motivation, media engagement, and FOMO	2015	Computers in Human Behavior	310	Academic motivation; Fear of missing out; Higher education; Self-determination theory; Social media engagement
Older adults' experiences and perceptions of digital technology: (Dis)empowerment, well-being, and inclusion	2015	Computers in Human Behavior	299	Civic participation; Digital by default; Digital divide; Older adults; Social inclusion

This study employs an analytical methodology to identify the articles with the highest citation value that significantly influence the notions of “FOMO” and “Consumer Behavior.” **Table 2** provides further information on the 20 scientific studies with the greatest citation values, frequently referenced with the subjects of “Fear of Missing Out” and “Consumer Behavior” utilized in this research study.

4.1. Theoretical Contribution

This study provides two noteworthy theoretical contributions to the field of study related to the interaction between FOMO and consumer behavior. The primary contribution of this study pointed to the development of a comprehensive understanding of the concept of FOMO and customer behavior derived from an SLR and bibliographic analysis. This study's results provide an overview of the foundational concepts and intellectual structural frameworks of FOMO and consumer behavior that may enhance comprehension of the relationship between these two important concepts. This study highlights the evolution of research articles investigating the correlation between these two ideas over the last thirty years. It summarizes the research development about the relationship between FOMO and consumer behavior. This study used co-occurrence analysis within the bibliometric analysis framework to generate essential keywords that are now prominent in scientific papers concerning FOMO and consumer behavior and to forecast the future landscape of this research domain. This study's bibliometric analysis offers an objective overview of the research landscape concerning FOMO and consumer behavior, serving as a basis for future suggestions in this area of inquiry. This study's second contribution pertains to establishing a framework of fundamental concepts that elucidate the evolution of the FOMO concept and consumer behavior across three rapidly advancing research domains: business management and economic finance, social sciences and humanities, and psychology and decision sciences. This study generates an intellectual structure map illustrating the relationship between FOMO and consumer behavior across three research domains, objectively describing this research topic's current state and future trajectory.

4.2. Practical Contribution

This study makes an important contribution to pinpointing the major concepts affecting the interaction pattern between FOMO and consumer behavior across three major fields. This study examines more than three decades of research on FOMO and consumer behavior, and the findings of this study may offer essential recommendations that can enhance understanding for the general public, academics, professionals, industry practitioners, and local governments. This study links the theoretical and practical aspects of FOMO and consumer behavior by mapping the current research landscape, identifying existing knowledge gaps, emphasizing potential future paths, and aligning the academic investigation of these two core concepts with industry needs. The aggregate outcomes of this study indicate that the relationship between FOMO and consumer behavior affects multiple domains and disseminates at a nearly equivalent pace. This study's bibliometric analysis delivers essential main concepts for examining the relationship between FOMO and consumer behavior that influence business management, finance, social science, humanities, psychology, and decision science. This mapping serves as a developmental resource for the industry to identify the correlation between FOMO and consumer behavior and the fundamental principles that can be enhanced through alignment with corporate strategy. This report offers a comprehensive review of strategic recommendations for the government regarding the mapping of FOMO and consumer behavior interaction patterns across several sectors. This research yields fundamental recommendations that significantly influence the interaction between the two research topics, serving as strategic guidance for formulating overarching policies. These policies emphasize the necessity of addressing community issues of "online safety," "social empowerment," "information overload," "social media addiction," and "social media fatigue."

This article presents strategic recommendations governments can use to identify and categorize consumer behavior patterns influenced by FOMO through an integrated approach

combining consumer behavior analysis with data-based analytics. Through empirical investigation, this study reveals how digital marketing strategies, manifested across various social media platforms, digital ecosystems, and e-commerce advertising, contribute to developing FOMO among consumers and how such strategies influence shifting trends in consumer decision-making processes.

In addition to these insights, the article emphasizes the importance of governmental engagement in evaluating the broader impact of FOMO on consumer purchasing decisions across multiple economic sectors. It acknowledges that these behavioural patterns are heterogeneous, shaped by various demographic, geographic, and socio-economic variables, thus necessitating tailored and context-specific policy interventions.

Lastly, this article recommends the applicability and flexibility of bibliometric analysis as a methodological tool for identifying critical keywords that may serve as foundational elements in formulating ethically grounded, transparent, and real-time data-driven digital marketing strategies. These strategies, in turn, are evaluated in terms of their influence on shifting consumer preferences and their potential contribution to the promotion of sustainable economic growth.

5. Conclusion

The proliferation of the FOMO notion has become pervasive, impacting all facets of human existence, underscoring the necessity of delineating the FOMO concept and its associated variables, particularly within consumer behavior. This study employs the SLR method to analyze 220 scientific articles from the Scopus database up to 2023, utilizing the primary keyword "Fear of Missing Out" within the context of "Consumer Behavior" across three principal research domains.

Numerous variables associated with FOMO remain underexplored in research, particularly the interplay between FOMO and the ten primary clusters identified in this study, which offer a comprehensive overview of intriguing avenues for future research within the three principal domains of this investigation. This study's SLR method has significant limitations, primarily due to the restricted sample size of 220 scientific articles and the investigation of the interplay between FOMO and consumer behavior across three principal research domains.

Future research should utilize a more extensive data compilation and encompass additional fields beyond the current three. It should also investigate the interplay between FOMO and consumer behavior across these diverse domains and the antecedent factors that may affect this interaction. Larger data sources can provide a more comprehensive overview in the future.

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The authors have declared no potential conflicts of interest regarding this article's research, authorship, and/or publication.

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