



Isolation or Social Comparison: The Effect of FOMO and JOMO on Online Buying

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ABSTRACT

The rapid proliferation of digital media has altered consumer behavior, particularly among young individuals who are influenced by social dynamics present in online spaces. This research investigates the contrasting impact of Fear of Missing Out (FOMO) and Joy of Missing Out (JOMO) on online consumption of this demographic. As both concepts are related to social experiences, a moderating effect of social comparison provides a comprehensive insight into the comparison of their impacts. FOMO, characterized by anxiety over missing valued experiences and social engagement, often drives impulsive buying behaviors. In contrast, JOMO reflects a conscious decision to opt out of such experiences, promoting mindfulness in consumption choices. This study investigates these concepts by gathering data through a structured questionnaire administered to 595 university students, which was further analyzed through SEM in Smart PLS software. The study delineates the extent to which FOMO fosters impulsive buying tendencies while JOMO mitigates these inclinations through social comparison. The findings reveal empirical insights into how these competing psychological forces influence online consumption among university students, allowing marketers to understand and navigate the delicate balance between leveraging FOMO-driven urgency and fostering JOMO-induced contentment in their marketing strategies. Ultimately, this research contributes to the understanding of contemporary consumer psychology and its implications for digital marketing practices.

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1. Introduction

The era of digitalization has initiated extreme usage of social media applications and connectivity through these platforms. These platforms are not only used for connecting with friends and family but have also become an important source of marketing and sales. The tendency to buy online has increased manyfold. Digital marketers, social media marketers, and affiliate marketers are gaining momentum in selling online. However, individuals using social media excessively face certain psychological issues like fear of Missing Out or an elevated level of anxiety.

The fear of missing out on an event or experience is becoming common in today's social media world, where the level of anxiety increases by seeing others' lives online, along with the fear that they might miss an opportunity to experience something special. An unprecedented change in Joy of Mission Out has appeared from this excessive use. This concept explains the pleasure of disconnecting from the online world and enjoying the present moment. The emerging concept has gained momentum in reducing the psychological issues related to social media addiction and bringing humanity back to reality.

FOMO is defined by Przybylski et al. (2013) as “a worried feeling that you may miss exciting events that other people are going to, especially caused by things you see on social media”. Whereas JOMO is defined as “a conscious desire to disconnect from digital devices and social media, helping individuals break the cycle of compulsive online engagement and reduce problematic internet use” (Van Solt et al., 2022; Rautela & Sharma, 2022; Wardhana et al., 2023). By embracing JOMO, people experience fewer social media fatigue, which is a key driver for digital detox. The desire to disconnect, fueled by fatigue, leads to the adoption of JOMO and supports periods of digital abstinence (Rautela & Sharma, 2022; Wardhana et al., 2023). JOMO is associated with increased happiness, gratitude, and life satisfaction, making digital detox a positive and rewarding experience rather than a deprivation (Smith et al., 2023; Hidayat et al., 2024). Individuals with higher JOMO scores tend to use social media less frequently and are less likely to engage in mindless scrolling or compulsive checking (Van Solt et al., 2022; Smith et al., 2023). JOMO encourages more mindful and intentional social media use, where users set boundaries and prioritize real-life experiences over virtual ones (Van Solt et al., 2022; Hidayat et al., 2024). During forced social media outages, some people report positive feelings and relief—hallmarks of JOMO—while others feel anxious or indifferent, highlighting individual differences in adaptation to digital breaks (Gazit & Eitan, 2022; Smith et al., 2023).



The surge in online shopping has transformed consumer behavior, prompting researchers to investigate the psychological factors that drive purchasing decisions in digital environments. Variables like FOMO and JOMO have gained attention for their contrasting influences on consumer engagement. FOMO describes a pervasive anxiety stemming from the belief that others might be experiencing rewarding events that one is absent from, often leading to impulsive or compulsive online buying to avoid missing out. In contrast, JOMO embodies a sense of contentment and satisfaction derived from consciously disengaging from social pressures and information overload, potentially fostering more mindful and restrained purchasing behaviours (Dolare, 2025)

Despite the growing interest in these phenomena, significant gaps remain in understanding their specific roles in online buying behavior. First, while FOMO has been extensively studied in the context of social media use and general consumer tendencies, its direct impact, in contrast to JOMO, on online purchasing decisions is insufficiently explored (Al-Aufar, 2024). Most research focuses on FOMO's role in social media engagement rather than its contrasting impact of JOMO on how they might trigger impulsive buying in e-commerce contexts (Zahroh, 2025). Similarly, JOMO's influence has been predominantly examined concerning mental well-being and information avoidance, with limited empirical evidence on how it affects consumers' online buying patterns. This lack of focused research on JOMO's moderating or mitigating effects on buying behavior constitutes a critical practical gap (Eitan & Gazit, 2024).

FOMO and JOMO are both the consequential effects of individuals comparing themselves with their social contacts, both online and offline. Social comparison is a psychological process where individuals evaluate themselves against others. It plays a crucial role in shaping consumer behavior, especially in online settings where curated social media content is prevalent (Servidio et al., 2024; Wahba et al., 2024). However, the moderating effect of social comparison between FOMO and JOMO on online buying stays under-investigated. Existing studies often treat these variables in isolation, neglecting how social comparison might intensify or weaken the influence of FOMO and JOMO on consumers' purchase intentions. This theoretical gap limits a comprehensive understanding of the complex dynamics at play in digital consumer decision-making (Eitan & Gazit, 2024b).

Studies have found a notable scarcity of integrative frameworks that simultaneously incorporate FOMO, JOMO, social comparison, and online buying behavior within a unified model (Al-Aufar, 2024). Current literature tends to analyse these constructs separately or in pairs, resulting in fragmented insights that hinder the development of holistic strategies for marketers and policymakers.



This conceptual gap restricts brand managers in predicting consumer behavior and designing marketing campaigns that address the emotional and social triggers of online buying (Pabon et al., 2025).

Addressing these gaps, the present research proposes a conceptual framework positioning FOMO and JOMO as independent variables influencing online buying behavior, with social comparison functioning as a moderator. This framework aims to elucidate how the interplay between these emotional experiences and social evaluative processes affects consumers' online purchasing decisions. By integrating these variables, the study seeks to advance theoretical understanding and provide actionable insights for managing consumer engagement in digital marketplaces, ultimately contributing to healthier and more deliberate online buying practices.

2. Literature Review

2.1 Joy of Missing Out-JOMO:

JOMO is an emerging psychological concept that contrasts with the widely studied Fear of Missing Out (FOMO). This phenomenon reflects a deliberate preference for solitude or selective engagement, promoting mental well-being by reducing exposure to overwhelming social pressures and information overload (Al-Aufar, 2024).

The literature highlights that JOMO emerges as an emotional response to protect against the negative psychological impact of excessive social media use. For instance, individuals who experience JOMO tend to feel happier and more relaxed by opting out of continuous social engagement and preventing impulsive online buying or the indiscriminate sharing of information (Eitan & Gazit, 2024b; Tan et al., 2024). This emotional state encourages users to prioritize their peace of mind rather than conforming to social expectations or trends.

A few studies demonstrate that JOMO negatively influences intentions to engage in certain problematic behaviors, such as the sharing of fake news. Individuals with higher levels of JOMO are less likely to spread misinformation because they prefer to verify information before sharing and avoid participating in viral social dynamics that might compromise their credibility or well-being (Al-Aufar, 2024). This finding suggests that JOMO not only affects personal well-being but also affects social behaviors in online environments.



Despite its growing recognition, JOMO remains underexplored in academic research, especially its broader implications on consumer behavior and digital interactions beyond fake news sharing. The current body of knowledge addresses further investigation into how JOMO interacts with other psychological factors and social processes, such as social comparison, to influence behaviors like online purchasing and digital content engagement. Understanding JOMO's role can provide valuable insights into promoting healthier digital habits and more mindful consumption patterns in the increasingly connected world.

JOMO represents a shift towards valuing disconnection and selective engagement as a source of joy and mental health, contrasting with the anxiety-driven behaviors linked to FOMO. Its potential to reduce negative online behaviors and enhance individual well-being makes it a critical area for further scholarly inquiry.

2.2 FOMO, JOMO, and Social Comparison:

Individuals tend to compare themselves in various aspects of their lives. This comparison has increased with the use of social media, where excessive information about others stays in the limelight. This continuous comparison leads to a psychological condition of Fear of Missing Out (FOMO). However, excessive usage has also affected some individuals in an alternative manner by disassociating them from social media and focusing on real-time relationships and buying behavior. Festinger (1954) proposed this concept as social comparison. This was further enhanced by Sharma et al., (2020), who proposed the Social Comparison Theory. The theory is defined as “an individual’s tendency to compare their abilities and status with others.”

Recent research has extensively explored the interplay between social comparison, ‘FOMO and ‘JOMO’, highlighting their significant impacts on psychological well-being and social media behavior. Studies consistently show that FOMO and social comparison are linked; individuals who suffer from a prominent level of FOMO are more inclined towards social comparison in their decision-making, especially on social networking sites. This process often leads to negative outcomes such as increased stress, anxiety, lower self-esteem, and diminished life satisfaction (Steinberger & Kim, 2023). For instance, research demonstrates that FOMO acts as a precursor to social comparison, intensifying individuals' tendencies to evaluate their lives against others, which in turn can contribute to problematic social media use and further erode self-esteem (Tan et al., 2024) Moreover, the



mediating role of social comparison in the relationship between FOMO and social media addiction has been empirically validated, with ability-based comparisons showing the strongest effects.

Conversely, JOMO has been investigated as a potential buffer against the adverse effects of FOMO and social comparison. While JOMO is less commonly reported, it correlates with greater mindfulness and life satisfaction, and lower social media use, suggesting that those who embrace JOMO may be less susceptible to the negative spiral of comparison and anxiety (Kaswa, 2025). However, research also indicates that JOMO is not universally associated with positive adjustment, as it can sometimes coexist with social anxiety or loneliness, depending on individual motives and social media habits. Collectively, these findings underscore the complex, bidirectional relationships among social comparison, FOMO, and JOMO, and their profound influence on mental health in the digital age (Barry et al., 2023)

The psychological constructs of Fear of Missing Out (FOMO) and Joy of Missing Out (JOMO) have emerged as influential predictors of consumer behavior within digital environments. Empirical research shows that FOMO not only heightens problematic internet usage but also amplifies social media fatigue and impulsive consumption, particularly among younger users and those with a strong orientation toward social comparison (Aitamurto et al., 2021; Wibowo & Safaria, 2025).

In contrast, JOMO stands for a conscious detachment from digital social stimuli, fostering contentment, autonomy, and psychological well-being (Servidio et al., 2024; Steinberger & Kim, 2023; Zavatska et al., 2024). Individuals having JOMO effects are more likely to experience gratitude and deliberate decision-making, which serve to mitigate compulsive buying tendencies and support healthier digital consumption habits (Nasr et al., 2023). Notably, JOMO is associated with higher life satisfaction and mindfulness, although it may also coexist with internalizing difficulties such as social anxiety for some individuals (Nash, 2023)

A few researchers posit that the interplay between FOMO, JOMO, and online buying behavior is mediated by emotional states such as anxiety, pride, and gratitude. FOMO-driven marketing appeals can induce pride and trigger impulsive purchases, especially among people who compare themselves at all levels of decision-making, while JOMO cultivates gratitude and intentionality, reducing the likelihood of impulsive buying (Aurel & Paramita, 2021; Pabon et al., 2025b). Crucially, the impact of both FOMO and JOMO on consumer behavior is moderated by social comparison processes. Social comparison of ability—comparing one's achievements to others—significantly amplifies the negative

effects of FOMO and diminishes the protective benefits of JOMO, thereby influencing purchase intent and susceptibility to social media-induced buying pressures (Aitamurto et al., 2021; Aurel & Paramita, 2021; Dolare, 2025; Rautela & Sharma, 2022a).

These findings underscore the necessity of conceptualizing social comparison as a key moderator in the relationship between FOMO, JOMO, and digital consumer behavior, and highlight the importance of interventions that promote mindful engagement and self-awareness in digital contexts (Servidio et al., 2024; Zavatska et al., 2024). The model below explains the relationships and impacts of FOMO and JOMO on Online purchase intention and the moderating effect of social comparison.

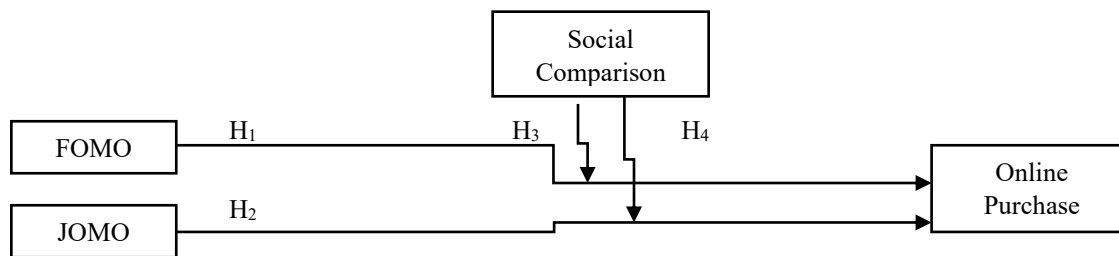


Fig.1: Model representing the proposed hypothesis

Numerous studies have established that FOMO directly predicts impulsive and compulsive buying in digital contexts. FOMO-driven appeals heighten anxiety and pride, prompting consumers, especially those with high social comparison orientation, to make impulsive purchases to avoid feeling left out or inferior (Platon, 2024). This direct relationship is reinforced by findings that FOMO triggers buying behavior to alleviate negative emotions through consumption (Fang-Chi Lu & Jayati Sinha, 2024)

A few empirical studies have shown that FOMO directly increases online buying behavior. Individuals who experience high FOMO are more likely to engage in impulsive purchases to maintain social connectivity and avoid perceived exclusion. This effect is particularly pronounced among those with high social comparison orientation, amplifying the drive to buy online (Nasr et al., 2023; Poh Ling Tan et al., 2024). The impact of FOMO on purchase intention is investigated by Mavilinda et al., (2024); Platon, (2024 and Ulucan, (2024). However, the impact on online purchase intention lacks citations. Hence, the research postulates that:

H₁: FOMO significantly affects Online buying Intention.



JOMO explains the tendency to reduce online buying tendencies. Individuals high in JOMO exhibit greater contentment, gratitude, and mindfulness, leading to more deliberate and thoughtful purchase decisions (Alfina et al., 2023; Khassanova et al., 2025). Research conducted by Rautela & Sharma, (2022) explains that JOMO cultivates psychological autonomy and well-being, mitigating the urge to buy impulsively and promoting healthier digital consumption habits. JOMO exerts a direct negative effect on compulsive online buying by fostering gratitude, contentment, and mindful decision-making. Individuals with high JOMO are less likely to succumb to impulsive purchase urges, instead engaging in more deliberate and value-driven consumption, thereby enhancing their overall psychological well-being and autonomy (Barry et al., 2023; Rautela & Sharma, 2022; Tan et.al., 2024). Therefore, this research examines that:

H₂: JOMO significantly affects Online Purchase Intention

Social comparison, particularly the comparison of ability, moderates the relationship between JOMO and consumer behavior. High social comparison orientation can lessen the protective effects of JOMO, making individuals more susceptible to external pressures and reducing the benefits of mindful detachment ((Bobby et al., 2022; Tan et al., 2024). This moderation suggests that even those inclined toward JOMO may experience increased purchase intent if they often compare themselves to others' achievements (Servidio et al., 2024; Smith, 2000; Tan et al., 2024). The positive impact of JOMO on reducing compulsive buying is moderated by social comparison of ability. Individuals with high social comparison orientation may experience diminished benefits from JOMO, as ongoing comparisons with others' achievements can undermine contentment and autonomy, thereby increasing susceptibility to social media-induced purchase pressures (Tan et al., 2024; Ranjbar et al., 2025).

H₃: Social Comparison Significantly Moderates the Impact of JOMO on Online Purchase Intention

Similarly, social comparison of ability amplifies the negative effects of FOMO on buying behavior. Those with a strong tendency to compare themselves to others are more likely to experience intensified FOMO, leading to higher purchase intent and compulsive buying (Przybylski et al., 2013; Servidio et al., 2024). This dynamic underscore the necessity of conceptualizing social comparison as a critical moderator in digital consumer contexts (Saritepeci & Kurnaz, 2024; Zahroh, 2025). Social comparison of ability significantly moderates the relationship between FOMO and online buying, intensifying the adverse effects of FOMO. Individuals with high social comparison orientation are



more vulnerable to FOMO-induced purchase pressures, resulting in greater impulsivity and compulsive consumption in digital environments, as validated by recent empirical research (Wahba et al., 2024; Zavatska et al., 2024).

H₄: Social Comparison Significantly Moderates the impact of FOMO on Online Purchase Intention

3. Research Methodology

A rigorous research design ensures a robust examination of the psychological drivers of digital consumption among Pakistani youth, while addressing both contextual and ethical considerations relevant to high-impact empirical research. This study has adopted a quantitative, cross-sectional research design to investigate the relationships among Fear of Missing Out (FOMO), Joy of Missing Out (JOMO), social comparison, and online buying behavior in the context of university students in Karachi, Pakistan. Sedgwick, (2014) suggested that cross-sectional designs are well-suited for capturing predictive associations between psychological constructs and behavioral outcomes within specific populations.

The target population consists of active social media users. Hence, purposive sampling was employed to filter the respondents and focus on social media users through questions like “*Average time you use social media in a day*” and “*No. of apps you are subscribed to*”. These two items helped in screening and confirming eligibility prior to survey participation. Etikan et al., (2016) focused on the respondents aged 18–34 years, with the “daily social media use of at least two hours”, and “engagement in online shopping within the past month”. Recruitment of respondents was conducted through digital channels.

The final sample size was determined using G*Power analysis ($\alpha = 0.05$, power = 0.95, medium effect size), targeting a minimum of 595 respondents, thereby exceeding the recommended threshold for structural equation modeling (Krejcie & Morgan, 1970).

Data were collected through a self-administered online questionnaire including two sections: demographic information, and Likert -based measurement scale response.

3.1 Demographic Profile of the Respondents:



An online survey form was distributed through mail and social media platforms to university students in Karachi. Out of 650 forms distributed, 595 responses were considered appropriate for analysis. the demographic profile of respondents shows that most of the respondents are female between the ages of 18 to 34 years. Most of the respondents are graduates. The social media habits of the respondents show that they usually subscribe to 4 applications, and their average use time in a day is mostly more than 3 hours.

Table 1: Demographic Profile of Respondents

S. No.	Variable	Category	Frequency	Percentage	Cumulative Frequency	Mean
1	Gender	Male	289	48.5	48.5	
		Female	306	51.5	100	
2	Age	18-24	239	40.1	40.1	
		25-34	274	46	86.1	
		35-44	50	8.4	94.6	
		45-54	15	2.6	97.2	
		55 and above	17	2.8	100	
3	Education	Undergraduate	176	29.5	29.5	
		Graduate	364	61.1	90.6	
		Masters	47	7.9	98.5	
		PhD	9	1.5	100	
4	Average time you use social media in a day	Less than 1 hour	47	7.9	7.9	
		1-3 hours	264	44.4	52.4	
		3-5 hours	127	21.4	73.8	
		More than 5 hours	156	26.2	100	
5	No. of apps you are subscribed to	1-2 apps	202	34	34	
		3-4 apps	248	41.6	75.6	
		5-6 apps	136	22.9	98.5	
		more than 6 apps	9	1.5	100	



All items were comprised of a 5-point Likert scale where 1 represented “not at all true of me” and 5 represented “extremely true of me”. The 5-item FOMO measurement scale was earlier designed by Przybylski et al., (2013), and was used by researchers later in their studies (Carlo Miguel C. Saavedra & Reynaldo A. Bautista, 2020; Poh Ling Tan et al., 2024; Seung-hun Lee, 2023; Vedant Puri, 2024). All studies used the FOMO scale to investigate the psychological effects of social media use and its impact on consumer purchase intention. A 5-item JOMO scale was adopted from Barry et al. (2023), who constructed the scale to measure the joy of disconnection from the social contagions and reduction in social anxiety. The same was used by (Tan et al., 2024) while comparing the impact of FOMO and JOMO on Purchase Intention and the consequential effects of Gender and Age.

The social comparison orientation was measured with the Iowa-Netherlands Comparison Orientation Measure, focusing on ability comparison (Gibbons & Buunk, 1999). Although many studies focused on FOMO and purchase Intention, however, a comprehensive study on both JOMO and FOMO and social comparison was considered while adopting the measurement scale of this research (Bläse et al., 2024; Eitan & Gazit, 2024b; Good & Hyman, 2021). Ethical consent from the respondents was taken before asking them to fill the questionnaire. The respondents were informed about the nature of questions related to their stress levels. They were further ensured that their personal information will not be disclosed in this research. Data analysis was conducted by developing a structural equation model in Smart- PLS version 4.

Variables	Adopted from
FOMO	(Fang-Chi Lu & Jayati Sinha, 2024; Przybylski et al., 2013)
JOMO	5-point Likert scale ranging from "Not at all true of me" to "Extremely true of me." (Barry et al., 2023)
Social Comparison	(Gibbons & Buunk, 1999)
Online Purchase Intention	(Bläse et al., 2023; Good & Hyman, 2021)



4 Data Analysis

As the research tries to investigate the impact of different variables, a Partial Least Squares method was preferred. Reliability and validity of the data were first checked. Once confirmed, the data was further analysed for structural equation modelling on Smart PLS version 4.

The following table explains that all items meet the criteria of reliability and validity. The loadings are above 0.700 along with Cronbach's alpha and composite reliability. The data further proves its validity, as all variables have AVE more than 0.50.

Variable	Items	Factor Loading	Cronbach's alpha	Composite reliability	AVE	R-square
JOMO			0.729	0.714	0.564	
	J1	0.910				
	J2	0.858				
	J3	0.701				
	J4	0.705				
	J5	0.803				
	J6	0.845				
	J7	0.704				
	J8	0.817				
FOMO			0.857	0.887	0.596	
	F1	0.851				
	F2	0.860				
	F3	0.788				
	F4	0.910				
	F5	0.802				
	F6	0.756				
	F7	0.901		0		
	F8	0.841				
Social Comparison			0.807	0.845	0.509	
	S1	0.957				
	S2	0.826				
	S3	0.798				
	S4	0.854				
	S5	0.950				

S6	0.726				
S7	0.735				
S8	0.814				
Online Purchase Intention		0.858	0.862	0.701	0.495
P1	0.934				
P2	0.732				
P3	0.949				
P4	0.752				
P5	0.819				
P6	0.915				
P7	0.918				
P8	0.885				

Table 2: Discriminant reliability and validity

The tests of HTMT and Fornell Larcker further justify the reliability and validity of the data. Correlation Metrix proves that there was no multicollinearity in the results.

	F	J	S	P
F				
J	0.667			
S	0.700	0.558		
P	0.375	0.414	0.758	

Table 3: HTMT Table

	F	J	S	P
F	0.704			
J	0.590	0.627		
S	0.562	0.491	0.639	
P	0.331	0.317	0.707	0.708

Table 4: Fornell and Larcker Table

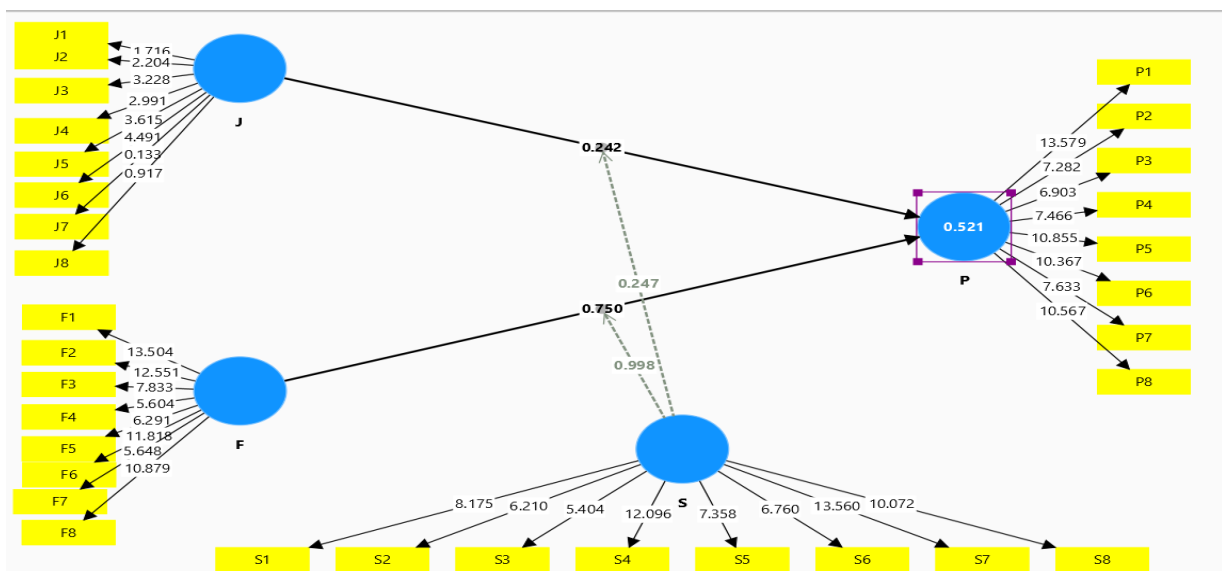
The Hypothesis tests results are given below which proves that all hypotheses are accepted.

Following table represents the hypothesis results.

Hypothesis	Original Sample	St Dev	t-value	p-value	Decision
JOMO-> Intention	-2.160	1.092	31.504	0.000	Accepted
FOMO -> Intention	1.251	0.095	12.551	0.000	Accepted
JOMO* S. Comparison -> Intention	-1.426	0.947	19.632	0.000	Accepted
FOMO * S. Comparison -> Intention	0.151	0.130	01.159	0.000	Accepted

Table 5: Hypothesis Results

The hypothesis results above clearly show that Fear of Missing out has a positive impact on online purchase Intention as proved in previous findings as well (Kim et al., 2024; Platon, 2024; Servidio et al., 2024). It further accelerates the intention to buy when moderated by social comparison (Berkout & Flynn, 2024; Wang et al., 2023). However, JOMO has a different impact; the Joy of Missing out negatively affects the Online purchase intention and focuses more on physical buying (Al-Aufar, 2024). The negative significant impact of moderation further explains that people with JOMO do not compare themselves with others, and the social comparison does not increase or decrease their intention to buy online (Tan et al., 2024). This can be seen in the given model as well.





5 Conclusion and Recommendations

This study provides robust empirical evidence on the differential impacts of Fear of Missing Out (FOMO) and Joy of Missing Out (JOMO) on online purchase intention among university students in Karachi, Pakistan, with social comparison acting as a critical moderator. The findings of this study reveal that FOMO significantly affects online purchase intention ($\beta=1.251$, $t=12.551$, $p<0.05$), aligning with prior research demonstrating FOMO's role in driving impulsive consumption through anxiety and social connectivity motives (Platon, 2024). Conversely, JOMO exerts a substantial negative effect on online purchase intention ($\beta=-2.160$, $t=31.504$, $p<0.05$), supporting its conceptualization as a variable that explains deliberate decision-making and fulfillment with offline experiences of the consumers.

The moderating effect of social comparison reveals that it significantly intensifies JOMO's negative impact on purchase intention ($\beta = -1.426$, $t = 19.632$, $p<0.05$), and positively moderates FOMO's influence ($\beta = 0.151$, $t=1.159$, $p<0.05$). These results suggest that individuals high in JOMO remain indifferent to comparative social pressures, prioritizing intrinsic satisfaction over external validation. In comparison, social comparison increases the impact of FOMO on Purchase Intention. These results prove that FOMO and JOMO have both cognitive and emotional impact on consumption by gratifying the social identity needs through FOMO (Mavilinda et al., 2024) and through pride and autonomy, and focusing on self, through JOMO (Saavedra & Bautista, 2020). The hypothesis results validate the concepts.

5.1 Theoretical Implications

A new concept of JOMO is identified and investigated with social comparison and its comparative effect with FOMO. The excessive use of social media has resulted in resisting the urge and a few people has now started to stay away from online activities and influences. This further extends that lack of online activities has reduced the comparisons as well. This research presents a new concept to be further studied on different contexts, especially fashion industry and revival of physical shopping.



5.2 Implications in Society of Pakistan

This study represents the collectivist approach of Pakistan's society. Individuals in this society believe in strong social bonds, where individuals focus on comparing themselves with everyone around them. Extensive social media use has accelerated this behavior. This study proves that the psychological effect of FOMO exemplified by social comparison, proves the consequential buying behavior (Gu et al., 2019; Munawar et al., 2021).

As JOMO focuses on self and physical buying, the findings of this research prove that individuals in Pakistan focus more on social comparison and not individual isolated decisions. Hence, this proves that the buying and consumption behavior of youth in Pakistan is highly focused on social influences.

Women in this society are also influenced by societal pressure. Social comparison does not stop within the boundaries of a country but still extends globally due to strong social media influences (Steinberger & Kim, 2023).

This study has pointed out a new phenomenon emerging from social media addiction, which is JOMO. Where FOMO is highly influenced by social comparison, JOMO focuses on exclusivity and pride in oneself (Rautela & Sharma, 2022).

5.3 Implications in developing Marketing Strategies

Based on these findings, marketers can develop influential strategies by focusing on FOMO-driven appeals. Especially, fashion industry products and garments can create effective marketing campaigns. The appeal of looking best and ahead of everyone around you is the most effective appeal endorsed by this research.

The use of influences can also enhance comparative appeals. Co-created advertisements and social community can also develop a strong relationship with the brand.

Brands can also achieve success by educating individuals to focus on self-development and self-esteem and develop psychological maturity through self-pride. This appeal can be used by luxurious brands for their success.



5.4 Limitations and Future Recommendations

This study focuses on university students. This study can be applied to established professionals and businesspeople and mature individuals, who are less influenced by social pressures in their decision-making. These individuals can give a better response to JOMO.

The proposed framework can be further studied on the differences of Gender, as females in Pakistan are mostly family-influenced.

A qualitative study on observation or a case study can be conducted on JOMO, as it is a new phenomenon for Pakistani Buyers.

In essence, marketers and researchers can reduce the negative psychological effects of excessive social media use and can encourage JOMO in society.



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