

## Fear of Missing Out (FoMO) and Self-Control in Relation to Compulsive Buying

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### ABSTRACT

This study aims to analyze the relationship between Fear of Missing Out (FoMO) and self-control on compulsive buying via paylater services among teachers and employees of an Islamic elementary school in Surabaya. The sample consisted of 210 respondents, who were teachers and employees of an Islamic elementary school in Surabaya, aged between 20 and 40 years, residing in Surabaya, and actively using e-commerce platforms at least once a month. The data analysis technique used in this study was multiple linear regression. The results showed a significant relationship between Fear of Missing Out (FoMO) and self-control with compulsive buying via paylater services among teachers and employees of an Islamic elementary school in Surabaya ( $F = 613.145$ ;  $p < 0.05$ ), with a contribution of 85.6%. There was a positive relationship between Fear of Missing Out (FoMO) and compulsive buying via paylater services among teachers and employees of an Islamic elementary school in Surabaya ( $t = 7.789$ ;  $p < 0.05$ ), with a contribution of 49.3%. Additionally, there was a negative relationship between self-control and compulsive buying via paylater services among teachers and employees of an Islamic elementary school in Surabaya ( $t = -22.667$ ;  $p < 0.05$ ), with a contribution of 81.4%.

**Keywords:** FOMO, Self-Control, Compulsive Buying

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## INTRODUCTION

The advancement of financial technology has facilitated payment transactions through Paylater services. Consumers tend to make impulsive purchases without prior planning due to the increasing preference for convenient and straightforward online shopping (Faridathalla, 2016). Paylater enables instant purchases with deferred payments in the form of installments. However, this convenience also increases the risk of excessive consumer behavior or compulsive buying, which has become a serious issue, including within school environments. This behavior not only affects financial aspects but also the psychological well-being of the individuals involved.

Research by Alhakim et al. (2023) indicates that low financial literacy and the influence of social media contribute to compulsive buying behavior. Many individuals use Paylater to purchase non-essential items to fulfill lifestyle demands or social pressure. This phenomenon is exacerbated by Fear of Missing Out (FoMO), which refers to the anxiety of

missing out on important experiences that others are having (Patrick, 2020). FoMO drives individuals to stay connected with the latest social media trends and makes them easily tempted by exclusive promotions, thereby increasing impulsive shopping tendencies (Leong, 2018).

Generation Z, who grew up with technological conveniences, is more vulnerable to FoMO. They are often driven to make compulsive purchases under the influence of social media influencers and promotions (Limetal, 2017). Furthermore, a study by Sari (2021) reveals that compulsive buying behavior through Paylater in Indonesia is significantly high, particularly among individuals aged 17-25, who are still emotionally unstable and easily influenced. This age group includes students, college students, and young workers who are frequently targeted by online shopping platforms with attractive promotions that entice them into unplanned transactions.

In school environments, teachers and staff are not exempt from compulsive buying behavior. Interviews with 50 teachers and employees at an Islamic elementary school in Surabaya (June 28 – August 10, 2024) indicate that many frequently receive Paylater bills due to impulsive shopping. A lack of self-control and high levels of FoMO are the primary factors driving this behavior. School unit leaders even receive reports twice a week regarding teachers and staff struggling to pay their Paylater installments due to unplanned purchases. Teachers experiencing financial stress due to debt tend to face a decline in productivity, ultimately affecting the quality of teaching and the overall work environment.

Previous studies emphasize that low self-control exacerbates compulsive buying tendencies (Koç et al., 2023). Individuals with good self-control are better able to resist impulsive urges and make rational financial decisions (Achtziger et al., 2015). FoMO and self-control are interrelated in shaping excessive consumer behavior, where FoMO clouds an individual's ability to regulate their shopping desires (Aydin et al., 2019). When self-control is weak, individuals are more easily influenced by external factors such as discount promotions, social media trends, and social pressure from their surroundings.

Compulsive buying through Paylater is increasingly prevalent in the digital era and poses a challenge for school communities. Awareness of the impact of FoMO and the importance of self-control must be enhanced through more effective financial literacy programs. Schools can play an active role in educating students, teachers, and employees about the risks associated with Paylater usage and strategies for wiser financial management. With a better understanding of the psychological factors influencing financial decisions, individuals are expected to manage their expenses more wisely and prevent the negative effects of compulsive buying.

Therefore, this study aims to analyze the relationship between FoMO and self-control with compulsive buying behavior through Paylater. The findings of this research are expected to provide insights for society, particularly within educational environments, on managing finances more wisely and reducing the negative impacts of excessive consumer behavior. Additionally, this study can serve as a foundation for developing more effective financial education policies to create a financially healthier community.

## METHOD

The population in this study consists of teachers and employees of an Islamic elementary school in Surabaya, aged between 20 and 40 years old, residing in the Surabaya area, earning a monthly income of Rp 4,000,000 to Rp 6,000,000 or more, and actively using e-commerce platforms 1-2 times per month.

The sample selection was conducted using a specific technique to ensure that the results represent the entire intended population. The use of a sample allows researchers to select a small group of individuals from a larger population to study its characteristics through an analysis of the smaller group (Fraenkel & Wallen, 2009). The sampling technique used in this study is purposive sampling. Since the total population in this study is known, the researcher used Krejcie's Table with a 95% confidence level to determine the required sample size. With a total population (N) of 460 (N = 460), the appropriate sample size (S) is 210 teachers and employees.

The research sample has the following characteristics:

**Table Age Distribution of Research Sample**

Age Range	Number	Percentage
20 – 30 years	95	45.2%
31 – 40 years	115	54.8%
<b>Total Respondents</b>	<b>210</b>	<b>100%</b>

**Table Distribution by Gender**

Gender	Number	Percentage
Male	85	40.5%
Female	125	59.5%

**Table Distribution by Monthly Income**

Monthly Income	Number	Percentage
Rp 4,000,000 - Rp 5,000,000	80	28.1%
Rp 5,000,000 - Rp 6,000,000	75	35.7%
Above Rp 6,000,000	55	26.2%
<b>Total Respondents</b>	<b>210</b>	<b>100%</b>

**Table Distribution by E-Commerce Usage Frequency Per Month**

E-Commerce Usage	Number	Percentage
1-2 times	120	57.1%
More than 2 times	90	42.9%
<b>Total Respondents</b>	<b>210</b>	<b>100%</b>

This study uses the FoMO scale, Self-Control scale, and Compulsive Buying scale, which are constructed using the Likert scale method. The Likert scale is used to measure

individuals' or groups' attitudes, opinions, and perceptions related to an ongoing phenomenon, with five response options: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). Each scale includes favorable and unfavorable statements (Sugiyono, 2008). Favorable statements are those that support the indicators of the measured variable. Unfavorable statements are considered negative and do not support the indicators of the studied variable.

## RESEARCH RESULT

The simultaneous regression analysis was conducted to test the first research hypothesis: "FoMO and Self-Control as predictors of compulsive buying through Paylater among teachers and employees of one Islamic elementary school in Surabaya." The results of the simultaneous regression analysis show an F coefficient of 613.145 with  $p = 0.000$  ( $p < 0.05$ ), indicating significance. This result illustrates that there is a significant multiple correlation between FoMO and Self-Control with compulsive buying through Paylater. Based on these findings, the third research hypothesis, which states "There is a relationship between Fear of Missing Out (FoMO) and Self-Control with compulsive buying through Paylater among teachers and employees of one Islamic elementary school in Surabaya," is accepted.

**Table Results of Simultaneous Regression Analysis**

<b>F</b>	<b>p</b>	<b>Description</b>
<b>613.145</b>	<b>0.000</b>	Significant ( $p < 0.05$ )

The partial regression analysis was conducted to test the second and third research hypotheses:

- "FoMO as a predictor of compulsive buying through Paylater among teachers and employees of one Islamic elementary school in Surabaya."
- "Self-Control as a predictor of compulsive buying through Paylater among teachers and employees of one Islamic elementary school in Surabaya."

The results of the partial regression analysis show a t coefficient of 7.789 with  $p = 0.000$  ( $p < 0.05$ ) for the correlation between Compulsive Buying through Paylater and FoMO. This result indicates that there is a significant correlation between Compulsive Buying through Paylater and FoMO. Based on this result, the second research hypothesis, which states "There is a positive relationship between Fear of Missing Out (FoMO) and compulsive buying through Paylater among teachers and employees of one Islamic elementary school in Surabaya," is accepted.

The results of the partial regression analysis also show a t coefficient of -22.667 with  $p = 0.000$  ( $p < 0.05$ ) for the correlation between Compulsive Buying through Paylater and Self-Control. This result indicates a significant correlation between Compulsive Buying through Paylater and Self-Control. Based on this result, the third research hypothesis, which states "There is a negative relationship between Self-Control and compulsive buying through Paylater among teachers and employees of one Islamic elementary school in Surabaya," is accepted.

**Table Results of Partial Regression Analysis**

Variable	t	p	Description
<b>Compulsive Buying Paylater – FoMO</b>	7.789	0.000	Significant (p < 0.05)
<b>Compulsive Buying Paylater – Self-Control</b>	-22.667	0.000	Significant (p < 0.05)

The regression equation derived from this study is  $Y = \beta_0X_0 + \beta_1X_1 + \beta_2X_2$ , with the coefficients  $\beta_0 = 4.606$ ,  $\beta_1 = 0.270$ , and  $\beta_2 = -0.818$ . Therefore, the complete regression equation is as follows:  $Y = 4.606 + 0.270X_1 - 0.818X_2$

This equation implies:

- Without the influence of FoMO and Self-Control, compulsive buying through Paylater has a base score of 4.606.
- An increase of 1 unit in FoMO will increase the score of Compulsive Buying through Paylater by 0.270.
- An increase of 1 unit in Self-Control will decrease the score of Compulsive Buying through Paylater by -0.818.

The multiple regression analysis resulted in two types of effective contributions: The combined contribution of the two independent variables (FoMO and Self-Control) to the dependent variable (Compulsive Buying through Paylater) and the individual contribution of each independent variable to the dependent variable. The combined effective contribution of FoMO and Self-Control to Compulsive Buying through Paylater is  $R^2 = 0.856$  or 85.6%, indicating a high effect.

The effective contribution of each independent variable to the dependent variable is summarized in the table below:

Table Effective Contribution of Each Independent Variable to the Dependent Variable

Model	Zero-Order (r)	Partial	Part
<b>FoMO (X1)</b>	0.705 (49.7%)	0.476	0.206
<b>Self-Control (X2)</b>	-0.902 (81.4%)	-0.844	-0.599

Based on the squared r (zero-order) values, the effective contribution of FoMO to Compulsive Buying through Paylater is 49.7%, while the effective contribution of Self-Control to Compulsive Buying through Paylater is 81.4%.

## DISCUSSION

The results of the multiple linear regression analysis indicate that the first hypothesis is accepted, confirming the existence of a relationship between Fear of Missing Out (FoMO) and self-control with compulsive buying through Paylater (CBP) among teachers and employees of one Islamic elementary school in Surabaya. FoMO contributes 49.7% to CBP, while self-control contributes 81.4%, with a total combined contribution of 85.6%. These findings align with previous research, which demonstrates that FoMO and

self-control have a significant influence on compulsive buying behavior (Ardiansyah & Budiani, 2021; Meier & Gray, 2014).

FoMO increases social and emotional pressure, driving individuals to make purchases to avoid the feeling of being left behind. Social media plays a dominant role in reinforcing this effect, contributing up to 60% to consumer behavior (Harahap et al., 2023). Individuals with low self-control are more vulnerable to using Paylater services as an instant solution to satisfy temporary consumer needs. Low financial literacy further increases the risk of CBP (Susanti et al., 2023).

In the environment of one Islamic elementary school in Surabaya, social pressure to keep up with trends and maintain self-image strengthens the relationship between FoMO and CBP. The productive age group of 31-40 years (54.8%), which is socially and professionally active, has a greater tendency to use Paylater services, influenced by high exposure to social media and digital technology. The majority of respondents are female (59.5%), consistent with findings that women are more vulnerable to CBP than men (Dittmar, 2022).

From an economic perspective, respondents with an income of Rp 4,000,000 - Rp 6,000,000 (73.8%) have sufficient purchasing power to access Paylater services but face challenges in financial management, increasing the risk of excessive consumption due to social pressure and digital promotions. The frequency of online shopping also plays a role in increasing CBP. 57.1% of respondents shop 1-2 times per month, while 42.9% shop more than twice per month, indicating that the more frequently individuals use e-commerce, the more likely they are to be influenced by FoMO and make impulsive purchases. The study by Ardiansyah & Budiani (2021) confirms that FoMO strengthens compulsive buying tendencies through a tendency to spend and compulsion to spend.

The partial regression analysis results show that FoMO has a significant effect on CBP ( $t = 7.789$ ,  $p = 0.000$ ), meaning that the higher the level of FoMO, the greater the tendency for compulsive buying through Paylater. FoMO influences consumer behavior by up to 60% through social media and financial technology (Harahap et al., 2023). Paylater services create an illusion of financial ease, increasing the tendency to shop without careful consideration. Conversely, self-control has a significant negative relationship with CBP ( $t = -22.667$ ,  $p = 0.000$ ), indicating that individuals with high self-control are better able to resist impulsive shopping urges. Low self-control is often caused by dependence on social validation, such as the number of "likes" or comments on social media (Meier & Gray, 2014), further exacerbating the risk of excessive consumption.

## **CONCLUSION**

The findings of this study indicate a significant relationship between Fear of Missing Out (FoMO) and self-control with compulsive buying through Paylater (CBP) among teachers and employees of one Islamic elementary school in Surabaya. The multiple linear regression analysis reveals that these two variables contribute 85.6% to CBP, with FoMO having a positive influence of 49.7% and self-control exerting a negative influence of 81.4%. FoMO increases social and emotional pressure, driving individuals to make purchases to

avoid the feeling of being left behind, especially through social media, which contributes up to 60% to consumer behavior. Conversely, self-control acts as a mitigating factor, helping individuals resist impulsive urges and make wiser financial decisions. Demographic factors also influence CBP, where the 31-40 age group (54.8%), which is socially and professionally active, is more vulnerable. Women (59.5%) tend to be more affected than men, while respondents with an income of Rp 4,000,000 - Rp 6,000,000 (73.8%) are more susceptible to social pressure and digital promotions. Additionally, 42.9% of respondents shop more than twice a month, demonstrating the link between e-commerce usage frequency and CBP. This study confirms that FoMO and self-control are key predictors of CBP. Interventions aimed at reducing FoMO through financial education and enhancing self-control can help mitigate excessive consumer behavior. Financial literacy and awareness of social media influence are essential steps in preventing the negative impact of CBP on individuals and the educational community.

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