

# THE IMPACT OF FEAR OF MISSING OUT ON OBSESSIVE-COMPULSIVE BUYING BEHAVIOR: EXPLORING THE ROLE OF BRAND PASSION (AMONG GENERATION Z IN PEKANBARU CITY)

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## ABSTRACT

*This study examines the influence of Fear of Missing Out (FoMO) on obsessive-compulsive buying behavior among Generation Z in Pekanbaru City. It also analyzes the mediating roles of harmonious brand passion and obsessive brand passion in this relationship. Using a quantitative approach with 200 participants, the findings reveal that FoMO and obsessive brand passion directly affect obsessive-compulsive buying. Additionally, FoMO directly influences both harmonious and obsessive brand passion. However, harmonious brand passion does not have a direct effect on obsessive-compulsive buying and does not mediate the relationship between FoMO and obsessive-compulsive buying. In contrast, obsessive brand passion serves as a mediator in the relationship between FoMO and obsessive-compulsive buying. These findings highlight the critical role of psychological factors and brand passion in shaping consumer behavior, providing valuable insights for marketers and policymakers to mitigate excessive consumption among younger generations.*

**Keywords:** *Fear of Missing Out (FoMO), Harmonious Brand Passion, Obsessive Brand Passion, Obsessive-Compulsive Buying*

## INTRODUCTION

The phenomenon of Fear of Missing Out (FoMO) is highly evident in the consumerism habits of Generation Z. Social media platforms, particularly Instagram and TikTok, have become primary channels for seeking information, entertainment, and inspiration. Fear of Missing Out (FoMO) has evolved into an integral component of modern marketing strategies, especially in the digital era. In Indonesia, this phenomenon is increasingly prominent among Generation Z, particularly in major cities such as Pekanbaru, where social media serves as a primary tool for expressing social identity and fostering connections with others. Generation Z, born and raised in the digital age, exhibits a deep attachment to technology, rendering them more susceptible to the social influences portrayed on platforms like Instagram and TikTok. (Japutra et al., 2025). These platforms often showcase idealized lifestyles, exclusive experiences, and time-limited promotions, creating pressure to "keep up" and avoid feeling left behind by others. (Brailovskaia et al., 2023; Rozgonjuk et al., 2020).

In Pekanbaru, this pattern is particularly evident during specific moments, such as new product launches, massive e-commerce discounts, or popular concert events. For instance, when a major concert featuring national or international artists is announced, social media posts from friends or influencers showcasing their purchased tickets often trigger anxiety among those who have yet to secure theirs. (Roberts & David, 2020). It is

not uncommon for Generation Z to sacrifice budget allocations for other necessities to ensure they do not feel "left behind" by their peers. (Ward, 2015). This situation is further reinforced by marketing campaigns leveraging time-limited discounts or exclusive access, which often exert psychological pressure to act immediately. (Ueda et al., 2021). The youth of Pekanbaru are also heavily influenced by the lifestyles portrayed by social media influencers, who showcase luxury and highly desirable ways of living, such as traveling abroad, dining at upscale restaurants, or owning branded goods. This often triggers feelings of dissatisfaction with their current possessions, subsequently driving the urge to purchase items or partake in experiences showcased on social media to attain satisfaction and gain social recognition.

FoMO not only influences consumption patterns but is also closely linked to brand passion or emotional attachment to specific brands. Among Generation Z in Pekanbaru, brands perceived as "trendy" or "relevant" to their social identity often receive heightened attention. (Swimberghe et al., 2014) For example, clothing brands, gadgets, or food items that go viral on social media often become the center of attention for them. (Harrison-Walker & Mead, 2024). This loyalty sometimes leads to impulsive buying behavior or even compulsive buying, where individuals feel the need to continuously own or consume products from the brand without considering their financial situation. (Japutra & Song, 2020; Kyrios et al., 2020). However, behind the allure of brand

passion, there is a darker side that is often overlooked. Dependency on a brand to build social identity can lead to significant emotional pressure. (Japutra et al., 2022). FoMO, which serves as the initial trigger for brand passion, often leads individuals to constantly compare themselves to others on social media. (Festinger, 1954). This not only creates a sense of insecurity but also drives unhealthy consumer behavior. (Elhai et al., 2018). In Pekanbaru, this phenomenon is further reinforced by the competitive nature of the social environment among Generation Z, where status is often measured by the ability to keep up with the latest trends. (Gilal et al., 2023).

This study aims to further explore how FoMO influences brand passion among Generation Z in Pekanbaru and how these two factors contribute to compulsive buying behavior. Using social comparison theory, this research seeks to understand how social pressure from the surrounding environment, both real and mediated through social media, can moderate the relationship between FoMO and brand passion. (Hussain et al., 2023) This study will also consider how age variations within Generation Z, such as differences between high school students and university students, may affect the intensity of this relationship. (Japutra et al., 2022).

Furthermore, this research holds practical relevance by providing insights into how ethical marketing can help mitigate the negative impact of FoMO, particularly in preventing excessive consumer behavior. (Honora et al., 2024). In the context of Pekanbaru, where social culture and community connections are strong, this approach could also contribute to efforts to enhance financial literacy among Generation Z. By understanding how FoMO and brand passion interact, it is hoped that more balanced strategies can be identified to help Generation Z navigate social pressures without sacrificing their mental health and financial stability. (Mageau et al., 2011; Vallerand et al., 2003).

### **Theoretical background**

#### **Social comparison theory**

Social comparison theory explains that the motivation behind compulsive buying behavior is often influenced by an individual's tendency to compare themselves to others. According to this theory, individuals are driven by the desire to evaluate their own worth in relation to others, which can lead to feelings of inadequacy or the need to conform to societal standards. This comparison often triggers the urge to acquire material possessions or engage in behaviors that align with the perceived success or status of others, contributing to impulsive or compulsive

purchasing patterns. (Festinger, 1954) Individuals evaluate themselves by measuring their possessions and purchases against those of others. By acquiring a desired new item, they can experience a sense of personal achievement and increased self-esteem, especially when they feel superior to their peers. This desire to outshine others can drive compulsive buying behavior, as the individual seeks external validation through material possessions to enhance their perceived social standing.

When objective or non-social criteria for self-evaluation are difficult to find, individuals rely on social comparison to assess their perspectives and abilities. This process, involving self-reflection and comparative thinking, plays a key role in the development of self-knowledge. By comparing themselves to others, individuals gain a sense of where they stand in relation to their social environment, which can influence their self-perception, motivations, and behaviors, including their purchasing decisions. (Csikszentmihalyi & Figurski, 1982; Mussweiler & Rüter, 2003). Naturally, individuals are more likely to compare themselves to others who share similar values and viewpoints, such as their peers. This comparative process is often influenced by social proximity, as people tend to seek validation or gauge their own standing in relation to those within their immediate social circles, further impacting their behaviors, including consumption patterns. (Lee & Watkins, 2016). However, they may also engage in upward social comparison with role models, such as politicians, actors, and singers, or downward social comparison with those perceived as less fortunate or less successful. Upward comparisons can fuel aspirations or feelings of inadequacy, while downward comparisons may provide a temporary sense of superiority or contentment, influencing behaviors and self-esteem in different ways. (Schiffman L. G. Kanuk L. L. & Wisenblit J., 2007)

The impact of this is that such comparisons often drive compulsive buying behavior, such as purchasing certain brands, to enhance social status, feel closer to idolized figures, or even to feel superior to individuals perceived as lower in economic or social standing. These behaviors are fueled by the desire for validation, recognition, or a sense of accomplishment, as individuals attempt to align themselves with a specific image or social group they admire or wish to be associated with.

#### **Fear of missing out**

This comparison-driven behavior can lead to compulsive buying, where individuals acquire certain brands or products as a means of elevating their social status, connecting with admired

figures, or asserting superiority over those perceived as economically or socially inferior. The underlying motivation is often a deep desire for validation, recognition, or a sense of achievement, as individuals seek to conform to an image or group that they aspire to be a part of. This cycle of comparison and consumption can reinforce feelings of inadequacy and a perpetual need for external validation, leading to unhealthy consumer habits.

According (Przybylski et al., 2013) FOMO is defined as a deep-seated fear that others might be experiencing valuable opportunities or events while one feels left behind. This fear is rooted in psychological anxiety that arises when individuals perceive themselves as disconnected from or excluded by their social group. In an effort to alleviate this anxiety, consumers are often driven to mimic the behaviors of others to maintain their social connections (Elhai et al., 2016)

The drive to remain relevant within a group or community is often influenced by two psychological factors. First, the desire for belonging, motivated by interpersonal needs, enables individuals to feel accepted and recognized as part of the group. Second, the anxiety of isolation, characterized by the fear of being left behind or losing relevance in social trends, further reinforces this behavior (Przybylski et al., 2013).

In practice, marketers leverage the FOMO phenomenon through scarcity- and exclusivity-based marketing strategies. Tactics such as "limited-time discounts," "low stock alerts," or "once-in-a-lifetime opportunities" are specifically designed to create a sense of urgency. Consumers exposed to such messages often feel compelled to make impulsive purchases, with minimal deliberation, to avoid the sense of missing out. (Hodkinson, 2019).

Brands that understand these dynamics often incorporate FOMO as a core element of their marketing strategies, utilizing tactics such as flash sales, time-limited promotions, or limited-edition product launches. These strategies have proven effective in creating a sense of urgency, compelling consumers to act quickly to avoid the feeling of missing out, while simultaneously driving significant sales growth.

Based on the literature review on social comparison theory, fear of missing out (FOMO), and brand passion, it can be concluded that consumers with harmonious brand passion tend to focus on the positive aspects of others' lives and possessions that align with their personal values and perspectives (Curran et al., 2015). Harmonious passion arises from intrinsically enjoyable activities that are consistent with an individual's

identity and values. When fear of missing out (FOMO) occurs, it often acts as a positive motivator or gentle reminder for consumers with harmonious passion, encouraging them to stay connected to their favored brands and their supporting communities. Additionally, it enables them to seek self-development opportunities without compromising life balance and comfort. In this context, FOMO serves as a mechanism to fulfill personal needs while maintaining harmony in life (Miao & Mattila, 2013). Conversely, consumers with obsessive brand passion tend to be driven by an uncontrollable urge to engage in certain activities to validate their self-esteem or social status. When fear of missing out (FOMO) affects individuals with obsessive passion, it can exacerbate feelings of anxiety, dissatisfaction, and even lead to compulsive behavior. This intense need to stay aligned with trends or possess specific items often results in impulsive purchases and a constant drive to keep up with perceived social expectations (Elhai et al., 2016). In this situation, they are more likely to engage in upward social comparison, striving to meet the standards set by others, even if those standards do not align with their own values or preferences. The urge to follow others' consumption patterns often becomes a way to boost self-esteem and alleviate internal, external, or social pressures. This desire for validation can lead to behaviors driven by the need to conform, rather than authentic personal preferences, which further fuels compulsive buying tendencies (Schellenberg et al., 2016; Swimberghe et al., 2014). Although it can lead to unhealthy consequences such as impulsive buying and excessive consumption (Deci & Ryan, 1987), Although it can lead to unhealthy consequences such as impulsive buying and excessive consumption.

In this context, harmonious brand passion is more likely to result in positive outcomes, motivating consumers to act in line with their personal values and principles. On the other hand, obsessive passion often leads to destructive behavior patterns. Thus, it can be concluded that the dynamics between brand passion and fear of missing out play a significant role in shaping consumer behavior, both positively and negatively. Therefore, we hypothesis:

Hypothesis 1: Fear of Missing Out (FOMO) has a positive effect on harmonious brand passion.

Hypothesis 2: Fear of Missing Out (FOMO) has a positive effect on obsessive brand passion.

Hypothesis 5: Fear of Missing Out (FOMO) has a positive effect on obsessive compulsive buying, mediated by harmonious brand passion.

Hypothesis 6: Fear of Missing Out (FOMO) has a positive effect on obsessive compulsive buying, mediated by obsessive brand passion.

### **Brand passion**

Brand passion refers to the deep emotional attachment between a consumer and a brand. It goes beyond simple preference for a product or service; brand passion involves intense feelings of love, loyalty, and enthusiasm for the brand. Consumers who possess brand passion not only purchase products or services from the brand, but also feel proud and inspired to support, and even promote, the brand to others. This emotional connection can create a sense of community and belonging, as consumers align their values and identity with the brand, often leading to repeat purchases and strong advocacy. Brand passion can be a powerful driver for customer loyalty, brand advocacy, and long-term consumer engagement.

(Vallerand et al., 2003) Passion is defined as "a strong tendency toward an activity that is liked, considered important, and in which one regularly invests time and energy." According to the dualistic model of passion, there are two types of passion: harmonious passion and obsessive passion (Mageau et al., 2009). Harmonious passion is well integrated into a person's identity, creating a sense of balanced engagement and supporting self-compassion. On the other hand, obsessive passion often leads to unhealthy dependence, with critical responses toward oneself when there are obstacles in achieving goals related to the brand (Mageau et al., 2011; Schellenberg et al., 2016).

The importance of brand passion lies in its ability to build a strong emotional connection between consumers and a brand, creating loyalty that is difficult to replace. Emotionally engaged consumers are more likely to actively support the brand, whether through repeat purchases or by recommending it to others. In the context of marketing, brand passion not only enhances customer loyalty but also strengthens the brand image in the eyes of the public. Consumers with brand passion often become brand ambassadors voluntarily, sharing their positive experiences on social media and within communities, thereby creating powerful organic marketing (Batra et al., 2012).

Brands that successfully cultivate brand passion not only increase customer lifetime value but also solidify their position in the market. Strategies such as creating personalized customer experiences, building brand communities, and conveying relevant emotional values help brands establish deep connections with consumers, making them an integral part of the consumers' identity.

Based on social comparison theory, compulsive buyers often believe that owning certain items can enhance their social acceptance and visibility within their social environment. This belief drives individuals to make purchases as an effort to gain greater social validation (Dittmar, 2005; Dittmar et al., 1995; Festinger, 1954). In the context of brand passion, harmonious passion encourages consumers to voluntarily and freely engage in activities that provide intrinsic pleasure, without external pressure. These activities are generally relevant to an individual's interests and skills that have developed consistently, such as playing a musical instrument or engaging in sports, and are in harmony with other aspects of their life (Vallerand, 2008; Vallerand et al., 2003).

Harmonious brand passion also allows consumers to make quick and spontaneous purchasing decisions to satisfy their personal desires (Miao & Mattila, 2013). Therefore, harmonious brand passion tends to contribute to more positive impulsive buying behavior, as these actions are driven by intrinsic motivation and alignment with the individual's identity.

On the other hand, consumers with obsessive brand passion are more likely to be influenced by social comparisons with the possessions or purchases of others. These external triggers are strong and often beyond their control (McElroy et al., 1994; Ridgway et al., 2008). This pressure can drive consumers to engage in impulsive buying behavior driven by compulsive needs, rather than intrinsic pleasure. Additionally, impulsive purchases often serve as a mechanism to alleviate negative emotions associated with obsessive passion. However, this effect is temporary and lasts only during the shopping activity, creating a cycle of compulsive behavior to repeatedly cope with these negative emotions (Dittmar, 2005; Dittmar et al., 1995; Festinger, 1954).

Thus, it can be concluded that harmonious brand passion tends to result in more positive and healthy impulsive buying behavior, while obsessive brand passion is more likely to trigger destructive impulsive behavior due to external pressures and negative emotional cycles. Therefore, we hypothesize:

Hypothesis 3: Harmonious brand passion has a positive influence on obsessive compulsive buying.

Hypothesis 4: Obsessive brand passion has a positive influence on obsessive compulsive buying.

### **Compulsive buying**

Obsessive Buying and Compulsive Buying are two forms of excessive shopping behavior that reflect the potential for psychological disorders or certain dependencies, although they have

fundamental differences in motivation and their impact on individuals.

Compulsive buying is defined as a repetitive and uncontrollable buying behavior (Christenson et al., 1994; Ridgway et al., 2008). This behavior often leads to stress and other negative consequences (Kyrios et al., 2018; McElroy et al., 1994; A. Müller et al., 2019). The drive for arousal and goal-oriented behavior are the main drivers of compulsive buying (Roberts & Pirog, 2004). Although these purchases may provide temporary relief from negative emotions, those feelings tend to resurface once the transaction is complete. (Darrat et al., 2016; Miltenberger et al., 2003). Individuals with compulsive buying tendencies often exhibit a strong emotional attachment to material possessions, where purchasing is seen as a means of seeking a sense of security. (Carol Ann Frost et al., 2006; Kyrios et al., 2020) They tend to buy items that are not actually needed and have a habit of returning products more frequently (Horváth & Ad, 2024; A. Müller et al., 2019) Feelings of anxiety, guilt, and sadness often serve as the main triggers for this behavior, which manifests in two forms: impulsive buying and obsessive-compulsive buying (Japutra et al., 2019; Maccarrone-Eaglen & Schofield, 2017; Ridgway et al., 2008).

Impulsive buying occurs spontaneously and is triggered by impulses that are difficult to resist (McElroy et al., 1994; Ridgway et al., 2008). In contrast, obsessive-compulsive buying involves obsessive thoughts that drive repetitive buying behavior to alleviate anxiety (J. Müller et al., 2015; Ridgway et al., 2008). Both types of buying are positively correlated with components of brand attachment, such as passion, prominence, and anxiety (Japutra et al., 2022). In the context of the macroeconomy, this phenomenon has implications for economic growth through its influence on increasing the circulation of money in society. As explained by (Almuttaqin & Nur, 2023), high

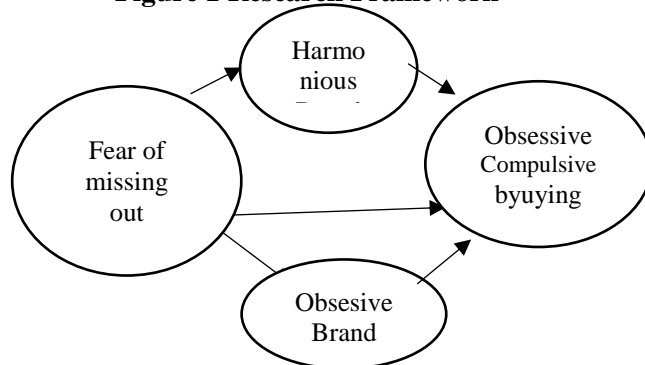
public interest and purchasing power can enhance the circulation of money within the national economy. Psychological factors such as fear of missing out (FOMO) also play a role in driving excessive spending behavior, which can ultimately affect economic dynamics.

Passion is closely related to compulsive buying behavior (Wang & Yang, 2008). Specifically, harmonious brand passion has the potential to have a positive impact on obsessive-compulsive buying behavior. This is due to individuals' tendency to selectively focus on the positive aspects of life and the possessions of others, which then motivates them to make repeated, conscious, and purposeful purchases. This activity can help restore harmony in their lives, often regarded as a pleasurable and satisfying experience (Vallerand et al., 2010). Furthermore, this behavior remains balanced with other aspects of their lives, creating overall harmony (Vallerand, 2008).

On the other hand, for individuals with obsessive brand passion, obsessive-compulsive buying behavior is more often driven by uncontrollable motivations, such as obsessive passion and fear of missing out (FOMO). These motivations are rooted in the desire to meet the standards set by others, with a primary focus on social acceptance (Swimberghe et al., 2014). Individuals with obsessive passion often have obsessive thoughts related to the need for acceptance, making it difficult for them to control excessive shopping impulses due to a lack of autonomy in their consumption behavior (Dittmar, 2005; Dittmar et al., 1995; Festinger, 1954).

In this situation, obsessive-compulsive buying serves as a means to enhance their self-image (Kasser, 2016), improve self-esteem, and express their personal identity (Japutra & Song, 2020). However, because these impulses are uncontrollable, such behavior often becomes unhealthy and difficult to stop, creating a cycle of repeated consumption.

**Figure 1 Research Framework**



## Methodology

This study is a quantitative research using the Partial Least Squares (PLS) approach with the

assistance of SEM-PLS. The sample size determination in this study was conducted using the G\*Power software to ensure the adequacy of

the sample to support the validity of the research results. The approach used is the F test with the linear multiple regression method: fixed model,  $R^2$  deviation from zero. The calculation parameters include an effect size ( $f^2$ ) of 0.15 (medium category), an alpha level ( $\alpha$ ) of 0.05, a power ( $1-\beta$ ) of 0.95, and the number of predictors being 2. Based on this calculation, the minimum required sample size is 107 respondents. However, to increase the reliability of the results and account for potential non-response rates or invalid data, this study involved 200 respondents. This number greatly exceeds the minimum sample size recommended by G Power, providing greater statistical power and allowing for more accurate generalization of the research results.

Measurement of validity includes testing how well the developed instrument measures the research instrument. The higher the instrument's value, the better it represents the indicators of the research instrument measurement (Latan & Ghazali, 2017). To measure validity, the relationship between variables must be tested. What is measured includes Discriminant Validity

and Extracted (AVE), with the expected AVE value being  $> 0.5$  (Sarstedt et al., 2020). To measure the reliability of a construct with reflective indicators, composite reliability values are calculated. The usual requirement for assessing construct reliability is that composite reliability should be greater than 0.7 for confirmatory research, and values between 0.6 and 0.7 are still acceptable for exploratory research (Latan & Ghazali, 2017). The results in Table 2 show that the AVE values for each latent variable are  $> 0.5$ . Additionally, the Cronbach's alpha value is greater than 0.7, meaning that all variables in this study meet the reliability (Sekaran & Bougie, 2011). The Cronbach's alpha value in this study is greater than 0.8, indicating that the measurement tool in this study is good and can consistently measure the same construct, thus being considered reliable.

### Result

The quality of the measurement model is then tested using the Variance Inflation Factor (VIF). The calculation of the outer loading is provided in the following Table 2:

**Table 1: Loading Factors**

Costruct and Item	Loading Factor	VIF
<b>Fear of missing out</b>		
FM1	0,820	3,288
FM2	0,901	5,388
FM3	0,770	2,222
FM4	0,757	2,256
FM5	0,891	4,096
FM6	0,896	4,097
FM7	0,899	5,746
FM8	0,902	5,676
<b>Harmonious Brand Passion</b>		
HBP1	0,840	2,888
HBP2	0,774	2,499
HBP3	0,831	2,698
HBP4	0,837	2,782
HBP5	0,826	2,493
HBP6	0,611	1,606
HBP7	0,804	2,135
HBP8	0,710	1,774
<b>Obsesive Brand Passion</b>		
OBP1	0,877	3,728
OBP2	0,923	6,689
OBP3	0,921	6,114
OBP4	0,936	5,775
OBP5	0,888	3,837
OBP6	0,851	2,699
<b>Obsessive Compulsive byuying</b>		
OCB1	0,846	1,870

OCB2	0,904	2,452
OCB3	0,891	2,274

Source: Processed Data SEMPLS 2024

The assessment of discriminant validity is also evaluated by examining the Fornell-Larcker Criterion correlation ratio. Technically, the Fornell-Larcker Criterion approach is an estimate of the true correlation between two constructs, assuming that both are measured perfectly (i.e., if both are perfectly reliable). This true correlation is also known as the disattenuated correlation. A

disattenuated correlation between two constructs approaching 1 indicates a lack of discriminant validity (Henseler et al., 2016). Based on the data presented in the attached Table 4, the Fornell-Larcker Criterion values for each latent variable are below 1. This indicates that the variables in this study meet the criteria for discriminant validity.

**Table 2 Fornell-Larcker Criterion**

	Fear of Missing Out	Harmonious Brand Passion	Obsessive Brand Passion	Obsessive Compulsive Buying
Fear of Missing Out	0,857			
Harmonious Brand Passion	0,722	0,783		
Obsessive Brand Passion	0,841	0,731	0,900	
Obsessive Compulsive Buying	0,608	0,564	0,626	0,881

Source: Processed Data SEMPLS 2024

Based on Table 3, using the Fornell and Larcker criterion method, it can be observed that the values for each construct variable are appropriate, where the square root of the AVE for each dimension (on the diagonal axis) is greater than its correlation with other dimensions.

### Evaluation Model

#### Validity and Reliability

Measurement of validity involves testing how well an instrument developed measures the research variables. The higher the instrument's value, the better it represents the indicators of the research instrument (Latan & Ghazali, 2017). To measure validity, the relationships between variables must be tested, and the aspects measured include discriminant validity and the Average Variance Extracted (AVE), with an expected AVE

value > 0.5 (Sarstedt et al., 2020). To measure the reliability of a construct with reflective indicators, composite reliability can be calculated. The criteria typically used to assess construct reliability are that composite reliability should be greater than 0.7 for confirmatory research and a value between 0.6 and 0.7 is acceptable for exploratory research (Latan & Ghazali, 2017). The results in Table 3 show that the AVE values for each latent variable are greater than 0.5. Additionally, the Cronbach's alpha value is greater than 0.7, indicating that all variables in this study meet the reliability criteria (Sekaran & Bougie, 2011). The Cronbach's alpha value in this study exceeds 0.8, suggesting that the measurement instrument is good and consistently measures the same construct, making it reliable.

**Tabel 3 Result of Construct Reliability and Validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Fear of Missing Out	0,947	0,953	0,956	0,734
Harmonious Brand Passion	0,909	0,921	0,926	0,613
Obsessive Brand Passion	0,953	0,954	0,962	0,810
Obsessive Compulsive Buying	0,855	0,859	0,912	0,775

Source: Processed results using SEMPLS 2024

#### Reliability Test

The next test is the reliability test, which is observed from the composite reliability values in Table 2. A composite reliability value greater than 0.7 indicates that the construct can explain more

than 50% of the variance of its indicators. All constructs in the estimated model meet the discriminant validity criteria. The lowest composite reliability value is shown by the Obsessive Compulsive Buying variable. Based on

Table 3, the Cronbach's alpha value for each variable is greater than 0.6, which means this study

meets the reliability criteria.

### **Evaluation of Structural Model**

**Table 4: Results of Determination Coefficient Test**

	R-square	R-square adjusted	Q <sup>2</sup> predict
Harmonious Brand Passion	0,522	0,519	0,515
Obsessive Brand Passion	0,707	0,706	0,703
Obsessive Compulsive Buying	0,428	0,420	0,360

*Source: Processed results using SEMPLS 2024*

Based on Table 4, it can be seen that this study uses three dependent variables: Harmonious Brand Passion, Obsessive Brand Passion, and Obsessive Compulsive Buying. The table shows that the adjusted R-square value for Harmonious Brand Passion is 0.519, meaning the model can explain 51.9% of the variance in Harmonious Brand Passion, which is determined by changes in the Fear of Missing Out variable as the independent variable. Next, the adjusted R-square value for the Obsessive Brand Passion variable is 0.706, indicating that 70.6% of the variation in Obsessive Brand Passion can be explained by the Fear of Missing Out variable. Meanwhile, the adjusted R-square value for Obsessive Compulsive Buying is 0.420, meaning that 42.0% of the changes in Obsessive Compulsive Buying are influenced by Obsessive Brand Passion and Harmonious Brand Passion. In the predictive validity test, the Q<sup>2</sup>

predict value for Harmonious Brand Passion is 0.515, for Obsessive Brand Passion is 0.703, and for Obsessive Compulsive Buying is 0.360. A Q<sup>2</sup> value > 0 indicates that the model has predictive relevance, meaning the model can predict the data well (Schermelleh et al., 2003).

### **Hypothesis Testing**

#### **Direct Effect**

Based on the data processing conducted to test the hypotheses, the hypothesis testing in this study was carried out using the bootstrapping procedure. This study uses a confidence level of 95%, which results in a precision level or margin of error (alpha) of 5% (0.05), with a t-table value of 1.98. If the t-value is greater than 1.98, the hypothesis is accepted. The results of the bootstrapping analysis for the direct effects are as follows:

**Table 5: Result of Hypothesis Testings direct Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Fear of Missing Out -> Harmonious Brand Passion	0,722	0,723	0,038	19,209	0,000
Fear of Missing Out -> Obsessive Brand Passion	0,841	0,841	0,026	32,495	0,000
Harmonious Brand Passion -> Obsessive Compulsive Buying	0,178	0,177	0,114	1,571	0,116
Obsessive Brand Passion -> Obsessive Compulsive Buying	0,318	0,324	0,152	2,092	0,036
Fear of Missing Out -> Obsessive Compulsive Buying	0,237	0,225	0,186	1,269	0,204

*Source: Processed results using SEMPLS 2024*

#### **Hypothesis Testing (H1):**

Table 5 presents the results of the hypothesis testing.

In this study, the results show that Fear of Missing Out (FOMO) has a positive effect on Harmonious Brand Passion, with a p-value of  $0.000 < 0.05$  and a t-value of  $19.209 > 1.984$ . The original sample value is 0.722, meaning FOMO positively influences Harmonious Brand Passion.

#### **Hypothesis Testing (H2):**

Table 5 presents the results of the hypothesis testing.

In this study, the results show that Fear of Missing Out (FOMO) has a positive effect on Harmonious Brand Passion, with a p-value of  $0.000 < 0.05$  and a t-value of  $19.209 > 1.984$ . The original sample value is 0.722, meaning FOMO positively influences Harmonious Brand Passion.

#### **Hypothesis Testing (H3):**

Table 5 presents the results of the hypothesis testing.

In this study, the results show that Harmonious Brand Passion does not have an effect on Obsessive Compulsive Buying, with a p-value of



0.116 > 0.05 and a t-value of  $1.571 < 1.984$ . The original sample value is 0.178, meaning Harmonious Brand Passion is positively correlated but does not influence Obsessive Compulsive Buying.

#### Hypothesis Testing (H4):

Table 5 presents the results of the hypothesis testing.

In this study, the results show that Obsessive Brand Passion has a positive effect on Obsessive Compulsive Buying, with a p-value of  $0.036 < 0.05$  and a t-value of  $2.092 > 1.984$ . The original sample value is 0.318, meaning Obsessive Brand

#### Indirect Effect

**Table 6: Result of Hypothesis Testings Indirect Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Fear of Missing Out -> Obsessive Brand Passion -> Obsessive Compulsive Buying	0,267	0,272	0,128	2,086	0,037
Fear of Missing Out -> Harmonious Brand Passion -> Obsessive Compulsive Buying	0,129	0,127	0,081	1,598	0,110

Source: Processed results using SEMPLS 2024

#### Hypothesis Testing (H6):

Table 6 presents the results of the hypothesis testing.

The results of the indirect effect test show that Obsessive Brand Passion plays a mediating role in the effect of Fear of Missing Out on Obsessive Compulsive Buying. This is evident from the p-value of  $0.037 < 0.05$  and a t-value of  $2.086 > 1.984$ , with an original sample value of 0.267. This means that Obsessive Brand Passion positively mediates the effect of Fear of Missing Out on Obsessive Compulsive Buying.

#### Hypothesis Testing (H7):

Table 7 presents the results of the hypothesis testing.

The results of the indirect effect test show that Harmonious Brand Passion does not play a mediating role in the effect of Fear of Missing Out on Obsessive Compulsive Buying. This is evident from the p-value of  $0.110 > 0.05$  and a t-value of  $2.086 < 1.598$ , with an original sample value of 0.129. This means that while Harmonious Brand Passion is positively correlated, it does not have an effect on the relationship between Fear of Missing Out and Obsessive Compulsive Buying.

#### Discussion:

##### **Fear of Missing Out affects Harmonious Brand Passion**

The results of this study indicate that Fear of Missing Out (FOMO) influences Harmonious Brand Passion among Generation Z in Pekanbaru. This can be explained by the fact that the majority

Passion positively influences Obsessive Compulsive Buying.

#### Hypothesis Testing (H5):

Table 5 presents the results of the hypothesis testing.

In this study, the results show that Fear of Missing Out does not have an effect on Obsessive Compulsive Buying, with a p-value of  $0.204 > 0.05$  and a t-value of  $1.269 < 1.984$ . The original sample value is 0.237, meaning Fear of Missing Out is positively correlated but does not influence Obsessive Compulsive Buying.

of respondents are young individuals, with many still students or university students, and the majority are women. Referring to the study by Putri et al., (2024), it was found that female consumers are more likely to be attracted to certain brands, which changes their purchasing behavior. The findings of this study align with research by Japutra et al., (2025), which concluded that Fear of Missing Out has a significant effect on two types of brand passion: Harmonious Brand Passion and Obsessive Brand Passion. Fear of Missing Out, driven by an individual's worry about missing valuable experiences that others enjoy, can encourage positive brand engagement in the form of Harmonious Brand Passion. In this context, Fear of Missing Out motivates consumers to build a balanced and meaningful relationship with a brand, where the involvement brings happiness without disrupting other aspects of life. However, this study also highlights that if not managed well, Fear of Missing Out can lead to the emergence of Obsessive Brand Passion, potentially resulting in excessive consumer behavior such as compulsive buying. Therefore, this research provides valuable insight into how Fear of Missing Out can drive either positive or negative brand engagement, depending on how consumers manage and respond to these feelings.

##### **Fear of Missing Out affects Obsessive Brand Passion**

The results of this study indicate that Fear of Missing Out (FoMO) influences Obsessive

Brand Passion among Generation Z in Pekanbaru. This can be explained by the demographic characteristics of the respondents, who are in the age range of 12-27 years, a group that has a high need for identity formation and social relationships. This aligns with the views of Karimkhan & Chapa, (2021), who stated that young generations have a strong need for social identity, driven by the role of social media. The findings of this study are supported by several previous studies in the context of Fear of Missing Out influencing Obsessive Brand Passion. Przybylski et al., (2013) suggests that Fear of Missing Out arises from an unmet psychological need to connect and build social identity. Individuals who frequently use social media tend to feel that they are missing out on valuable social experiences. This anxiety drives excessive involvement with certain brands that are perceived to fulfill their social needs or strengthen their identity. This can lead to Obsessive Brand Passion due to an unbalanced emotional attachment to the brand. Further, the study by Holte & Ferraro, (2020) supports this notion, indicating that Fear of Missing Out, often associated with social anxiety and social media use, can increase obsession with certain experiences or brands. Fear of Missing Out encourages young people to constantly monitor social activities and brand trends through social media, reinforcing an obsessive emotional attachment to brands that are seen as "trendy" or "must-have."

#### **Harmonious Brand Passion does not affect Obsessive Compulsive Buying**

The results of this study show that Harmonious Brand Passion does not have an effect on Obsessive Compulsive Buying among Generation Z in Pekanbaru. Harmonious Brand Passion, which reflects healthy and balanced engagement with a brand, does not contribute to compulsive buying behavior because it is not driven by emotional pressure or the need for social compensation. This is consistent with the views of Japutra et al., (2024), who found no effect of Harmonious Brand Passion on Obsessive Compulsive Buying. Further, the study explained that Obsessive Brand Passion was identified as a stronger predictor of Obsessive Compulsive Buying.

#### **Fear of Missing Out does not affect Obsessive Compulsive Buying**

The results of this study indicate that Fear of Missing Out (FOMO) does not have an effect on Obsessive Compulsive Buying among Generation Z in Pekanbaru. This can be explained by the demographics of the respondents, with the majority (57.5%) having an income below Rp 1,000,000 per

month. This financial limitation acts as a barrier to compulsive buying behavior among Generation Z in Pekanbaru. These findings align with the research conducted by Müller et al., (2019), which suggested that compulsive buying is influenced more by impulse control disorders, comorbidity with social anxiety disorders, and materialistic factors, rather than direct factors like Fear of Missing Out. The study further explained that there is no direct correlation between Fear of Missing Out and Obsessive Compulsive Buying. Instead, the relationship may be indirect, mediated by social pressures or the desire to own items associated with social status. Additionally, this study is supported by the research of Aydin et al., (2021), which explained that FOMO is not the only factor influencing compulsive buying behavior. Its effects are often mediated by factors such as impulsivity, depression, or anxiety.

#### **Fear of Missing Out affects Obsessive Compulsive Buying through Obsessive Brand Passion**

The results of the study indicate that Fear of Missing Out affects Obsessive Compulsive Buying through Obsessive Brand Passion among Generation Z in Pekanbaru. This can be explained by the respondent demographics, where most have a high school education background. Fear of Missing Out becomes a strong trigger in forming Obsessive Brand Passion, especially among young women with a high school education who are more exposed to social media. The need for social recognition makes the younger age group (12–27 years) vulnerable to social pressures, strengthening the connection between Obsessive Brand Passion and compulsive buying behavior. Low income exacerbates this condition, making consumers feel that purchasing certain products is the only way to achieve social validation. This is also in line with the research conducted by Hussain et al., (2023), which states that Fear of Missing Out triggers psychological conditions and leads to Obsessive Compulsive Buying, further strengthened by Obsessive Brand Passion. Another study by Le, (2021) states that Obsessive Passion acts as a mediator between Obsessive Passion and Compulsive Buying, showing that obsessive attachment to a brand can be an important pathway in understanding how Fear of Missing Out can influence compulsive buying behavior.

#### **Fear of Missing Out does not affect Obsessive Compulsive Buying through Harmonious Brand Passion**

Fear of Missing Out does not affect Obsessive Compulsive Buying through Harmonious Brand Passion in Generation Z in Pekanbaru. This can be explained by the

demographic of respondents, where this younger age group is more susceptible to Fear of Missing Out as they are in the stage of forming their identities and social relationships. However, they are more likely to develop an obsessive attachment to brands (Obsessive Brand Passion) because harmonious attachment requires a higher level of emotional maturity. Therefore, while Fear of Missing Out drives brand engagement, this engagement tends to evolve into obsessive rather than harmonious involvement in the younger age group. This finding aligns with the research conducted by Japutra et al., (2024), which explains that Obsessive Brand Passion is a significant predictor of compulsive buying behavior. Similarly, research by Le, (2021) found that Obsessive Brand Passion serves as a significant mediator for compulsive buying behavior, while Harmonious Brand Passion does not have a direct effect.

## CONCLUSION

This study shows that Fear of Missing Out influences Harmonious Brand Passion and Obsessive Brand Passion in Generation Z in Pekanbaru, with dynamics that can be explained through respondent demographics. The majority of respondents are in the age range of 12–27 years, a group that is psychologically vulnerable to social pressure and the need to build their identities. This causes their involvement with brands to tend to evolve into Obsessive Brand Passion, which is more emotional and driven by the pressure to stay socially relevant, compared to Harmonious Brand Passion, which is more balanced and reflective. Additionally, most of the respondents are female, who generally have a higher emotional attachment to brands, thus strengthening the influence of Fear of Missing Out in shaping Obsessive Brand Passion. From an income perspective, the majority of respondents earn below Rp 1,000,000 per month, which limits their likelihood of engaging in compulsive buying behavior. This explains why Fear of Missing Out does not directly affect Obsessive Compulsive Buying behavior in this study's respondents. On the other hand, Fear of Missing Out has a significant influence on Obsessive Brand Passion, which ultimately mediates the relationship with Obsessive Compulsive Buying. Harmonious Brand Passion, while playing a role in fostering a healthy relationship with the brand, does not have a direct influence on compulsive buying behavior due to its characteristics not being driven by emotional pressure. Overall, the findings of this study reflect how Fear of Missing Out operates through the demographic dynamics of Generation Z. Youth

characteristics, the need for social validation, and financial limitations are key factors shaping their emotional pathways in brand relationships. Therefore, Obsessive Brand Passion becomes the main mediator that explains how Fear of Missing Out influences the consumptive behavior of Generation Z in Pekanbaru.

## Limitations of the Study

This study has limitations in terms of geographic scope, as it focuses only on Generation Z in Pekanbaru. This makes the findings not directly applicable to Generation Z in other regions or capital cities, which may have different social, cultural, and economic characteristics. Differences in urbanization levels and exposure to global trends may also influence consumer behavior patterns in other regions. Most respondents in this study have an income below Rp 1,000,000 per month, reflecting financial instability. This condition affects purchasing behavior, especially in the context of compulsive buying, which often requires greater financial capacity. The results of this study may not be relevant to Generation Z individuals with higher financial stability. The education level of respondents, predominantly high school graduates or students, suggests that their mindset may not be fully mature. This could affect how they engage with brands and how they respond to Fear of Missing Out and compulsive buying behavior. The findings may not accurately reflect Generation Z with higher education levels or those with professional experience. Additionally, this study uses a quantitative survey method, which is limited to collecting data based on structured responses. This approach does not explore deeper psychological motivations or social contexts that influence respondent behavior. Future research using qualitative approaches could provide deeper insights into how Fear of Missing Out, Brand Passion, and Obsessive Compulsive Buying interact within the context of Generation Z. These limitations present opportunities for further research with a broader scope, both in terms of demographics, location, and methodological approaches, to generate more representative and relevant findings.

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