

The Influence of Fear-of-Missing-Out on Travel Intention: A Conceptual Framework Grounded in the Theory of Planned Behavior

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Abstract. The phenomena of fear-of-missing-out (FOMO) studies has significantly attracted researchers to explore its influences in various different industries. While previous studies on FOMO have been performed on marketing strategy, psychological and human capital issues, there is a dearth of research that linked the phenomenon to tourism industry. This study intends to linked the gap of connection of FOMO anxiety to travel intention, mediated with the perspective of Theory of Planned Behavior (TPB). By employing the the TPB framework, this research proposes the conceptual proposition on the influence of FOMO to the TPB constructs (attitude, subjective norms and perceived behavioral control) that leads to travel intention. The conceptual proposition is operated using existing studies that has been performed to analyze the relation of TPB to the travel intention. The findings of this research have managerial contribution for the industry where the suggestion is that FOMO phenomenon can be leveraged as marketing strategy to enhance travel intention. By understanding and predicting the customers' behavior associated with FOMO, tourism organization and business can strategically modified promotion and offerings to attract and engage potential tourists. This research fills the gap by exploring the connection between FOMO, TPB and travel intention. It sheds light on the potential of FOMO as a powerful tool for marketing and increasing travel intention with tourism industry. Future empirical research should be conducted to empirically validate the proposed conceptual proposition and further explore the dynamics between FOMO, TPB and travel intention.

Keywords: Fear-of-missing-out, FOMO, theory of planned behaviour, TPB, tourism, travel intention

1. Introduction

Tourists start to recognize 'hidden-gem' destinations through the exposure from visitors. Experience sharing on social media is one of the reasons why the hidden-gem destinations started to be revealed among domestic tourists. According to Tuclea (Tuclea et al., 2020) people have utilized social media as channels to get engaged in online activities such as creating and sharing information. Social media is important to be used to share messages, images and experiences (Argan et al., 2019). In tourism, tourists favored social media platforms to share information about the real image of the travel destination (Farhangi & Alipour, 2021).

Many positive or negative opinions, information and experience were shared among social media users in the form of e-WOM helps users in knowledge sharing and decision making (Nilashi et al., 2022). A good content of e-WOM will result in viral information and increasing influence on social media (Hajiheydari et al., 2020). In the tourism context, the viral destinations affected by contents on social media that encouraged domestic tourists to visit might be related to the current phenomenon of Fear-of-Missing-Out (FOMO).

Travel-based accounts, social media accounts that regularly post tourism activities and promotions, occasionally re-posting other accounts' content that shared experiences, excitement, beautiful scenery and fun activities on a travel destination. From the comments observed on each content from followers or other users, mostly showing curiosity and interest to visit the destination promoted on the content. Likely as previous researches that discuss about purchase intention influenced by e-WOM, social media contents that show travelling activities might trigger a desire for consumers to experience the same activity as posted. Also on previous studies researchers found that FOMO does increase consumption (Jacobsen, 2021), FOMO might also increase travel intention.

In general, FOMO is the anxiety triggered because missing an activity (Dykman, 2016; Good & Hyman, 2020). FOMO refers to the anxiety resulted from what the social media users felt when seeing what peers, colleagues, friends were doing, experiencing or possessing something rewarding while they are not, it is such a feeling that being left behind (Gil et al., 2015; Przybylski, Murayama, DeHaan, et al., 2013; Salem, 2015; Zhang et al., 2020). In order to not be left behind on the social media engagement, FOMO is also increasing the desire to stay informed and connected to what other people is experiencing (Przybylski, Murayama, DeHaan, et al., 2013; Zhang et al., 2020).

Although the behavior of fear of missing something out has been part of human behavior (Hodkinson, 2016), but no academic literature has released related to the term FOMO before year 2000. Press has mentioned that FOMO was created by Watson and Meyer in 1985, but no references were founded to prove (Hodkinson, 2016). FOMO may not be a new issue, but it has been a new phenomenon due to the increasing development of technology, especially on social media (Mohanan & Shekhar, 2021; Roberts & David, 2020).

In academic research, the term FOMO was initially acknowledged by Dan Herman (2000) on a research that discussing about branding (Herman, 2000; Jacobsen, 2021). On that research, Herman used the term FOMO to describe about the cause of the decreasing customer loyalty on brand crisis. Previous literatures have defined that FOMO as a form of anxiety feeling that happened from a feeling of missing something out that triggered after realizing that others are having more good time than ourselves (Jacobsen, 2021; Rees, 2017). In a simple example, when a person was not joining activities that friends or colleagues were doing, that person might will experience FOMO anxiety (Dykman, 2012; Good & Hyman, 2020).

People were likely to monitor and compare others' social life then evaluate it in accordance to each own ideal valuation (Good & Hyman, 2020; Tversky & Kahneman, 1973). Since pandemic hit, the monitoring and comparing activities were now mediated by social media that provide connection access via tools such as friends, following and subscriber. The social media accounts that being followed or subscribed usually social stars among family or friends or peers (Good & Hyman, 2020). Social

media also provide the access to follow and connected to famous people like celebrities and experts. Since anyone can monitor others' social life, people can easily be informed what the others were doing, and this open access of information triggered the occurrence of FOMO anxiety.

The activity of monitoring and comparing others' life on social media creates envious feeling and motivates an anxiety to act the same as performed by others as seen on social media, including motivating purchase (Good & Hyman, 2020; Hyman et al., 2002; van de Ven et al., 2011). The FOMO anxiety will create an emotional reaction that will lead to influence purchasing behavior (Good & Hyman, 2020; Zeelenberg & Pieters, 2006).

In tourism, these emotional impulse of purchasing behavior can be translated as the desire to purchase or having a similar tourism service or visiting a certain destination as experienced by others as shown on social media. Seeing friends' trip could started the occurrence of FOMO anxiety (Hodkinson, 2016). The concept of FOMO on tourism were related to the emotional anxiety of travelers missing the opportunity to go traveling or vacation (Abel & Buff, 2016; Hodkinson, 2016; Przybylski, Murayama, Dehaan, et al., 2013; Walas et al., 2022). This fact can transmit travel intention among social media users. Usually, people with less live satisfaction condition will indicates higher FOMO anxiety (Abel & Buff, 2016; Walas et al., 2022).

Currently, as technology in communication evolving, customers' behavior is also evolving, changes are unavoidable (Helmy Mohamad et al., 2022). According to Rust (2020) there are three forces of trends that changed marketing: (1) technological, (2) socioeconomic and (3) geopolitical (Rust, 2020). Social media communication is part of the technological trends among worldwide consumers. People are communicating via internet, mobile devices and applications, also social media (Grewal et al., 2020). These changes must be understood and acknowledge by marketers, therefor companies must increase the capability to communicate with customers (Rust & Huang, 2014), including understanding the behaviors, to revolutionizes the marketing strategy (Grewal et al., 2020).

Previous studies on FOMO usually performed on marketing strategy, psychological and human capital issues, only limited study has been conducted to link the phenomenon to tourism. This fact leads to the research question of this study, is there any connection between FOMO anxiety to travel intention? In order to perform construct analysis on this study, researcher applying the Theory of Planned Behavior (TPB) from Icek Ajzen as the mediating framework, since many studies were using the theory for behavioral tourism research. The research questions (RQs) based on the construct of TPB are:

RQ1: Does FOMO influence attitude of the traveler?

RQ2: Does FOMO influence subjective norms of the traveler?

RQ3: Does FOMO influence the perceived behavioral control changes of the traveler?

RQ4: Does FOMO have direct influences on increasing the travel intention of the traveler?

This study analyzed possibilities of changes in attitude, subjective norms and perceived behavioral control from FOMO anxiety that might influencing travel intention. Limitation was applied to the conceptual proposition on the influence of FOMO to the TPB (attitude, subjective norms and perceived behavioral control) and travel intention, because many other empirical studies has been conducted to seek the relation of TPB to the travel intention. As shared by Appel et al. (2020) that social media provided channel for customers and marketers to engaged communication freely (Appel et al., 2020), the managerial contribution implied by this study is tourism industry can use this FOMO phenomenon as marketing strategy to increase travel intention by understanding and predicting the potential tourists' behavior.

Zaman et al., 2022). This study is intended to extract the definitions of FOMO in the tourism industry. By combining the keyword search on Scopus.com with “Travel” or “Tourism”, the results only showed 18 journals. After carefully examined each journal, the actual research that related to tourism industry were only 10 journals.

Table 1: FOMO Researches

Source	Number of journals
Based on keyword “Fear of Missing Out” or “Fear-of-missing-out” or “FOMO” or “FoMO” on Scopus	675
With keyword “Travel” or “Tourism” on Scopus	18
Related to Travel FOMO	10

Table 2: Existing researches that relates FOMO to tourism

No	Research Title	Author	Journal	Year	Topic	Theory Applied
1	Food Waste of Chinese Cruise Passengers	Li N., Wang J.	Journal of Sustainable Tourism	2020	Food waste on Chinese tourists	Collectivistic Culture, Social Identity Theory
2	Connected at Sea: The influence of the Internet and Online Communication on the Well-being and Life Satisfaction of Cruise Ship Employees	Radic A., Ariza-Montes A., Hernández-Perlines F., Giorgi G.	International Journal of Environmental Research and Public Health	2020	Life satisfaction of cruise ship employees	Theory of Belongingness, Self Determination Theory, Uses and Gratification Theory, Conservation of Resources Theory, The Paradigm of Positive Psychology
3	The Influence of Image of 10 New prioritized destinations on FOMO among tourism students	Patria T.A., Khrisnamurti, Rahtomo W.	2020 International Conference on Information Management and Technology (ICIMTech)	2020	Destination Image	Self Determination Theory
4	Perceived Strain Due to COVID-19-Related Restrictions Mediates the Effect of Social Needs and Fear of Missing Out on the Risk of a Problematic Use of Social Networks	Wegmann E., Brandtner A., Brand M.	Frontiers in Psychology	2021	Mental Health	The Interaction of Person- Affect- Cognition- Execution (I-PACE) Model
5	A Study on the Mediating Effect of FoMO on Social Media (Instagram) Induced Travel Addiction and Risk Taking Travel	Mohanan M., Shekhar S.K.	Journal of Content, Community & Communication	2021	Social media	Social Media (Instagram) induced Travel Addiction (SMTA), FOMO, Risk-Taking Travel Behavioural

	Behavioral Intention in Youth					Intention (RTTBI)
6	Does face consciousness affect tourist behaviour at festival events? A Korean perspective	Lee K.-Y., Park S.-H.	Sustainability (Switzerland)	2021	Korean Culture effect on tourism	Face Consciousness, Playfulness, Tourist Behaviour, Sociopsychological Phenomenon
7	Tourists' work-related smartphone use at the tourist destination: making an otherwise impossible trip possible	Tan W.-K., Chen Y.-C.	Current Issues in Tourism	2021	Smartphones relation to work while travel	The Leisure Constraint Concept, Negotiation-efficacy, Tourism Motivational Studies
8	Meet Your Digital Twin in Space? Profiling International Expat's Readiness for Metaverse Space Travel, Tech-Savviness, COVID-19 Travel Anxiety, and Travel Fear of Missing Out	Zaman U., Koo I., Abbasi S., Raza S.H., Qureshi M.G.	Sustainability	2022	Metaverse Space Travel	Cognitive Theory, Technology Enabled Service (TES), Technology Acceptance Model (TAM), Technology Readiness Index (TRI), Self Determination Theory (SDT)
9	The Bridge at the End of the World: Linking Expat's Pandemic Fatigue, Travel FOMO, Destination Crisis Marketing, and Vaxication for "Greatest of All Trips"	Zaman U., Barnes S.J., Abbasi S., Anjam M., Aktan M., Khwaja M.G.	Sustainability	2022	Vaccination effect on tourism	TPB, Cognitive Load Theory, Protection Motivation Theory, Pandemic Fatigue
10	Follow, follow, follow: Analysing the motivations for attending small-scale events abroad	Bason, T	Journal of Sport & Tourism	2022	Sport Tourism	Sport Tourism, Sport Fan Motivation Scale (SFMS)

Table 2 is showing existing studies that has been conducted to associates FOMO to tourism industry from Scopus.com. From the list of researches above, there were only 2 (two) researches that using TPB as mediating framework on the studies: Meet Your Digital Twin in Space? Profiling International Expat's Readiness for Metaverse Space Travel, Tech-Savviness, COVID-19 Travel Anxiety, and Travel Fear of Missing Out (Zaman et al., 2022) and The Bridge at the End of the World: Linking Expat's Pandemic Fatigue, Travel FOMO, Destination Crisis Marketing, and Vaxication for "Greatest of All Trips" (Walas et al., 2022).

Table 3: Gaps on existing researches that associated FOMO, tourism and TPB frameworks

No	Research Title	Method	Theory used	Instruments	Research Questions
1	Meet Your Digital Twin in Space? Profiling International Expat's Readiness for Metaverse Space Travel, Tech-Savviness, COVID-19 Travel Anxiety, and Travel Fear of Missing Out (Zaman et al., 2022)	Quantitative	Cognitive Theory, Technology Enabled Service (TES), Technology Acceptance Model (TAM), Technology Readiness Index (TRI), Self Determination Theory (SDT)	Covid19 Travel Anxiety; Travel FOMO; Tech-Savviness; Readiness for Metaverse Space Travel	<ul style="list-style-type: none"> - COVID-19 travel anxiety has a significant positive effect on readiness for metaverse space travel? - Travel FOMO positively moderates the relationship between COVID-19 travel anxiety and readiness for metaverse space travel? - Tech savviness positively moderates the relationship between COVID-19 travel anxiety and readiness for metaverse space travel?
2	The Bridge at the End of the World: Linking Expat's Pandemic Fatigue, Travel FOMO, Destination Crisis Marketing, and Vaxication for "Greatest of All Trips" (Walas et al., 2022)	Quantitative	TPB, Cognitive Load Theory, Protection Motivation Theory, Pandemic Fatigue	Expat's Pandemic Fatigue; Travel FOMO; Vaxication Intention for Greatest Trip of All Time (GOAT); Destination Crisis Marketing (DCM)	<ul style="list-style-type: none"> - International expats' pandemic fatigue has a significant positive effect on the vaxication intention for GOAT? - Destination crisis marketing significantly and positively moderates the effect of international expats' pandemic fatigue on the vaxication intention for GOAT?

The gaps on existing researches showed on Table 3, where actually the research of Meet Your Digital Twin in Space? Profiling International Expat's Readiness for Metaverse Space Travel, Tech-Savviness, COVID-19 Travel Anxiety, and Travel Fear of Missing Out (Zaman et al., 2022) was applying Technology Acceptance Model (TAM) which are the extended theory of TPB that correlates behavioral studies in technology appliance. The research was focusing on the tourist anxiety and readiness on accepting metaverse space travel during the Covid-19 pandemic. The instruments constructed are Covid19 Travel Anxiety, Travel FOMO, Tech-Savviness and Readiness for Metaverse Space Travel. The results were showing that the pandemic situation has positively influence the readiness for metaverse travel.

While on The Bridge at the End of the World: Linking Expat's Pandemic Fatigue, Travel FOMO, Destination Crisis Marketing, and Vaxication for "Greatest of All Trips" (Walas et al., 2022) was focusing on the impact of Covid-19 mandatory vaccines fatigue on travelling during pandemic time. The study was applying TPB as basic theory but did not actually applying TPB framework for its hypothesis. The instruments constructed are Expat's Pandemic Fatigue, Travel FOMO, Vaxication Intention for Greatest Trip of All Time (GOAT) and Destination Crisis Marketing (DCM) And the results of the research were showing that FOMO was positively increase tourist fatigue and increase the intention to get vaccines to have a great vacation.

Even though both researches have shown positive influence of FOMO to travel intention, but none of the researches has applied the TPB constructs on the research model. This research proposes the conceptual proposition on the influence of FOMO to the TPB constructs (attitude, subjective norms and perceived behavioral control) to investigate and observe travelers' behavior to travel intentions.

3. Research Methodology

3.1. Data Collection

This study is focusing on two areas. First is to acknowledge the influence of FOMO phenomenon in tourism industry. As seen on Table 1 and Table 2, limited prior studies has been conducted in the same area has shown the significance of this study. Second, this study is conducted using conceptual research by analyzing based on prior researches and theories, compiled with similar literatures that applying similar framework and topics, then examine the information, theories and facts to tourism perspective. This study identifies relevant information needed for tourism business organizations to employ the phenomenon to marketing strategies, in order to elevate the travel intention. Although conducted in conceptual research, the analysis bridged the gaps of opportunity and strategy that can be employed by tourism business organizations.

3.2. Research Framework

The research framework for the research is identifying the relation of FOMO to tourists' travel intention mediated the TPB by Icek Ajzen. As explained before, the TPB is often used for tourism research because the theory helps to explain travelers' intention (Hsu & Huang, 2010; Huang S.A. & Hsu C.H.C., 2009; Sparks, 2007), on this research the theory applied in accordance to FOMO phenomenon and travel intention. This conceptual study limited the area to the influences of FOMO to the changes in behavioral based on each construct of TPB, which are attitude, subjective norms and perceived behavioral control, in the perspective of tourism and the direct effect of FOMO to travel intention. Meanwhile for the influence of changes in attitude, subjective norms and perceived behavioral control to travel intention are not proposed because many other studies have been conducted and proving the significant effects. This research was conducted in qualitative method, using secondary based on literature and conceptual observation.

The conceptual framework constructed as adopted from prior studies related to intention and FOMO:

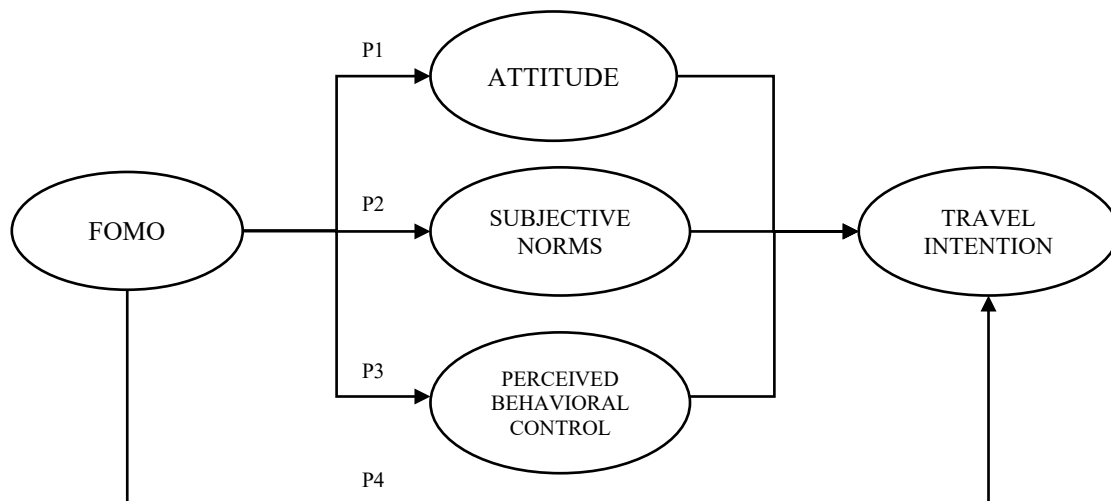


Fig 2: Research Conceptual Framework adopted from previous studies (Hagger et al., 2001; Saavedra & Bautista, 2020)

Since the previous researches that had associated FOMO, travel intention and TPB (Table 3) none were applying TPB constructs, this research is adapting to the framework from the researches of Antecedents of Children's Physical Activity Intentions and Behaviour: Predictive Validity and

Longitudinal Effects (Hagger et al., 2001) and Are you “in” or are you “out”?- Impact of FoMO (Fear of Missing Out) on Generation Z’s Masstigebrand Apparel Consumption (Saavedra & Bautista, 2020) that applied the TPB constructs on the research to support this conceptual research. Although both researches were not conducted in tourism context, but the concept supported the behavioral intention study on this research. Similar to both, this research is analyzing changes on each construct of TPB to FOMO phenomenon and its influence to travel intention. All propositions will be analyzed by employing literatures from previous studies that are related to the topics and associated the results to the tourism point of view.

3.3. Research Propositions

All literature and conceptual exposure discussed previously has summarized propositions (P1-4) as given below:

P1: FOMO is influencing tourists’ attitude that can lead to the increasing of travel intention

A study conducted by Bright and Logan (2018) has shown that FOMO was significantly related to attitude regarding social media (Bright & Logan, 2018). Especially when customers need to seek for information, positive attitude to social media will be practiced. Changes in the attitude of the customer will be happen based on customers beliefs and values that led to emotions or perceptions (Kang et al., 2019). People obtain information via communication or interaction with other people, or seek for information directly by observing the social connection (Kang et al., 2019). The social connection exploit every changes that happened and that will stimulate changes to others (Ranaweera & Jayawardhena, 2014).

FOMO relates significantly to the attitude and buying behavior of consumers (Good & Hyman, 2020). As previous studies claimed that FOMO affecting product purchasing behavior, it is possible affecting the attitude in tourism too. As people shared happy feeling during vacation on social media, this will stimulate ideas and attitude to other people around the social connection circle. A research focusing on apparels consumption supported that FOMO did effecting the attitude of Generation Z consumers (Saavedra & Bautista, 2020). Generation Z always use social circle in forming opinion and feeling, and empirically proven FOMO did effecting their attitude. Generation Z are teenager groups in today’s age that were born between the year 1991-2002 (Euromonitor, 2011; Saavedra & Bautista, 2020). However, the communication channels on social circle nowadays have transmitted to the social media that cause interaction system speed up to real time. The information provided on social media can easily influenced people to start emotional responds. This might initiate the FOMO on purchasing behavior attitude that led by social connection. The social networks can deliver positive opportunities in promoting business, increasing brand awareness and bring business success (Radavičiūtė & Meidutė-Kavaliauskienė, 2023)

It is possible that FOMO also influencing the attitude in tourism context. Because when member of social circle shared travel experience and shared happy feeling, other people who seen the posting will be stimulated to experience the same as posted by the social circle member. It could be the attitude to seek information regarding the travel destinations, purchasing similar travel service or stay on the same hotel as others on the social circle has experienced. FOMO can be used to initiate demand for tourism business-related owners, like travel agents, hotels or restaurants (Hodkinson, 2016). Travel agents often use behavior traits as fear of missing out as strategy even though it is not literally called as FOMO (Hodkinson, 2016). The conclusion for this proposition is FOMO has influences in changing attitude of the traveler that can lead to the increasing of travel intention.

P2: FOMO is influencing subjective norms that can lead to the increasing of travel intention

What has conformed with the society is complied with the norms, which will be influence and

changing the society behaviour (Cheung & Prendergast, 2006; Kang et al., 2019). People will consider a certain product is good by observing others behavior regarding the product. Reviews, comments and testimonials shared on social media has simplified the observation period and helps the decision making process. To be similar as others is the key word on the changes of purchasing behavior. Other studies related to purchasing behaviour, such as Applying the Theory of Planned Behavior (TPB) in halal food purchasing (Shah Alam & Mohamed Sayuti, 2011) and the theory of planned behavior and intention of purchase sport team licensed merchandise (Kim & James, 2016), supporting the statement. Customers have desire to be similar to other people on the social group (Kang et al., 2019) and this is a symptom of FOMO. Therefore, FOMO has influence in changing the subjective norms.

But contrast with the study of Are you “in” or are you “out”? Impact of FoMO (Fear of Missing Out) on Generation Z’s Masstigebrand Apparel Consumption (Saavedra & Bautista, 2020), that claimed FOMO did not influenced subjective norms on Generation Z. Because Generation Z are more concerned about creating personal identity instead of what the society is concerning as social norms (Saavedra & Bautista, 2020; Samodra & Mariani, 2013). Generation Z has experienced high individualistic and self-absorbed nature (Euromonitor, 2011; Saavedra & Bautista, 2020).

In relation with tourism, similar with attitude, FOMO may influence the subjective norms behavior in tourism. Because basically, people have desires to be similar as others in the social groups. Missed to participate in a certain of social events, especially when it it attended by closest circles of an individual, not only the feeling of missing out was felt by the individual, but also creating competitiveness among members of the circle (Hodkinson, 2016). If one shared way of doing vacation and it is acceptable by the social group, member of the social group will desire the same. Different results might be experienced on the age range of Generation Z, where social group acceptance did not effecting any decision (Saavedra & Bautista, 2020). Member of generation Z did not considerate norms as important roles in any intention.

P3: FOMO is influencing perceived of behavioral control that can lead to the increasing of travel intention

Perceived behavioral control consist of beliefs that a person results of behavior basically under that individual’s control (Ajzen, 1985; Saavedra & Bautista, 2020). FOMO were not only about fulfilling human need, but also related anxiety that reflected in people’s behavior (Lai et al., 2016). An empirical study by Stead and Bibby (2017) shown that fear-of-missing-out has negative correlation to emotional stability and conscientiousness (Stead & Bibby, 2017). It can be explained that people with low conscientiousness and emotion stability tend to have high fear-of-missing-out level (Lampe et al., 2007; Stead & Bibby, 2017). Researches shown that individuals with less live satisfaction condition will signals higher FOMO anxiety (Abel & Buff, 2016; Walas et al., 2022).

In relation to perceived behavioral control, it shows that people with high level of FOMO has trouble on controlling the anxiety. The level of FOMO anxiety is different between people, professional check-up might need to ensure the situation. High FOMO related to higher use of social media on daily life (Przybylski, Murayama, Dehaan, et al., 2013; Stead & Bibby, 2017). To be able to control such behavior, less time with social media were suggested (Bibby, 2008; Stead & Bibby, 2017).

By analyzing the explanation above, it can be concluded that FOMO has a very high influence the changing in perceived behavioral control. People with high level of FOMO tend to have low control of their behavior. People that having the anxiety were also stated will directly imitate or follow what other people having blindly, with no self-control (Kang et al., 2019). This behavior usually performed by fanatical or die-hard fans of celebrities, artists or even sport groups. For instance, football clubs, where the competitions were usually held in different places. The fans are willingly come to any plays that the teams are on because of FOMO on the fans (Bason, 2022). The In tourism context, tourism business can practice to use this anxiety to boost the earning. By promote the business using famous people or

celebrities or KOLs, the followers or fans will blindly imitate the stars to visit or experiencing holiday on the same travelling activities and destinations.

P4: FOMO is influencing travel intention

Since there are limited studies has been conducted to seek influences of FOMO to travel intention, this study is also observing other studies that connected FOMO to behavioral intention as comparison. The study of Saavedra and Bautista showed the connection of FOMO and purchase intention. The research shown that there was a positive influence on purchasing intention, especially on Gen Z customer, as the research was conducted to seek effects of fear-of-missing out to one specific brand (Saavedra & Bautista, 2020). Another research by Goodman and Hyman (2020) also showing that there is a strong positive relation on fear-of-missing-out and purchase possibility (Good & Hyman, 2020). Friends and family recommendation can increase level of FOMO of a person that will also increase the possibilities of having the same recommended experience. Friends' travelling experience could initiates FOMO (Hodkinson, 2016). The possibilities of influence not only occurred for product purchase intention, but also possible to influence travel intention.

Although no empirical research has been done to seek the connection, but a qualitative research by Hodkinson (2016) has revealed that travel agents usually apply FOMO to attract potential customers (Hodkinson, 2016). The research was also shared that friends' holiday experience initiates FOMO. A study by Mohanan and Shekhar (2021) was conducted to observed youth travel behavior related to risk-taking and FOMO (Mohanar & Shekhar, 2021). The study was shown that young people are very influenced by friends in the circle. Seeing friends' social media content triggers the sense of competitiveness to experiencing the same or even more. Another study by Bason (2022) that related to football club fans behavior showed that the fans are traveling to anywhere the football clubs were playing because FOMO among the fans (Bason, 2022). Besides famous people like football athletes, Influencer Marketing or influential social media users (influencers) can be employed to initiates FOMO appeals. These professionals are paid to spread words about brands and products (Luo et al., 2023) and can be employed for tourism industry too. This signifies the relation of FOMO to travel intention, that FOMO did influencing travel intention.

4. Result and Discussion

From propositions presented, it is concluded that FOMO has influences in attitude, subjective norms and perceived behavioral control, that also in the context of tourism can lead to the increasing of travel intention. But exception on the subjective norms for the age range of the Generation Z, since these young people did not consider the norms as a matter to be concerned. On attitude, FOMO influenced the purchasing behavior, as people were stimulated of having emotional respond after saw contents from the social circle on the social media. And the emotional respond might also influence travel intention if the contents were related to travel activities that intrigued the intention to having the similar activities.

On subjective norms, if the social circles have confirmed means the norms are socially accepted. The intention to be similar as the social circles were influenced by FOMO anxiety. Because when everyone else were having good vacation experiences as posted on social media, it occurring the desires to have one too. On perceived behavior control, people with high FOMO tend to have very less control on the behavior that FOMO totally influences the behavior. These people will directly have intentions to blindly follow or imitates what others were doing or having, including the travel experience.

FOMO is a phenomenon (Good & Hyman, 2020), can be utilize as marketing strategy. By understanding the causes and the effects, FOMO can boost sales and marketing of products or services in tourism industry. FOMO is an anxiety feeling that could triggered a person to copied or followed what other people's do blindly (Kang et al., 2019). FOMO starts by an emotional response that later will lead to influence purchasing behavior (Good & Hyman, 2020; Zeelenberg & Pieters, 2006).

Tourism business practitioners can employ FOMO as a good marketing strategy by using famous role models, celebrities or experts to promote any tourism products and services, the fandom and followers will literally follow and imitates the travel experiences' that the role models were having. Not only famous role models, family and friends also has big influence on increasing intention. Strategies or tactics to encourage a consumer's friends and family should be applied on marketing and promotion, because it will create FOMO appeals among the circles (Good & Hyman, 2020).

To be similar as others is the key word on increasing travel intentions for potential tourists. The tourism business can employ this key word as marketing strategy to increasing the travel intention. For instance, by exploiting KOLs visit to a destination. The followers or fans were inspired to visit to the same destination or even pose on the same angle as seen on the KOL's social media. Scarcity also can be employed as a good marketing strategy to increase FOMO reaction, because FOMO were related to novelty and rarity (Hodkinson, 2016). As travel accommodation platforms such as Airbnb and VRBO provides feedback communication section that allows travelers to share experiences during the trip, including the information about unique travel experiences which became trends among tourists (Boley & Woosnam, 2021; Hodkinson, 2016; Tussyadiah & Pesonen, 2016). The platforms were also offering benefit for travelers if they share the experience to peers. Trends seem to effecting tourist intention. Tourists will maximize the vacation with well-prepared agenda and itinerary to ensure that the activities chosen is the best one possible, and share it on social media with updates, tweets and photos of the activity (Hay, 2013). The acknowledgement of having best experience from peers on social media during the trip is what stimulates the fear-of-missing-out (Hay, 2013).

The strategies that associated with FOMO will work very well if the industry targeting Generation Z as the market. Marketers tend distinct market segment between generations (Generation Y – Millennials, Generation Z – Post-millennials, etc) to sub-segment the purchasing power (Yousaf et al., 2018). Generation Z were defined as those who were born between year 1991 to 2002 (Euromonitor, 2011; Saavedra & Bautista, 2020). Because FOMO effectively effecting the purchasing behavior of Generation Z (Saavedra & Bautista, 2020). These teens very responsive to any communication related to FOMO.

The conceptual research has found that all constructs are confirmed to be significantly influencing, though previous research on different context has confirmed contrary. The difference came from different generation of population sample. Although FOMO is not a new issue, but the development of technology has enhanced its influence to consumer behavior. This confirming that technology has created different behavior. The current teen age society (Generation Z) has relied it social life on social media, including for decision making. Based on the concepts presented, FOMO anxiety in tourism context influencing attitudes and subjective norms and perceived behavior control, except for Generation Z. FOMO also proven to have significant influence to increasing travel intention from social media contents shared by friend, family, colleagues, influencers and KOL. Tourism industry can use FOMO for business strategy in marketing promotion.

This study limited the scope on conceptual framework based on literatures, future studies can be conducted by adding empirical study to the research to provide authentic respond from customers.

5. Conclusion

Today's technology has created new influence on current young generations that soon will be dominating the productive age on the global market. However, marketers need to evaluate the marketing strategies to adapting the situation. Tourism industry has struggle hard to survive during the pandemic. Technology utilization in communication during the crisis has develop the new way on delivering message and persuade the customers. FOMO that mostly triggered from social media communication might become a way to delivering message and persuade the current and future potential tourists. Tourism businesses can leverage, adapt and utilize FOMO that can be modify due to the trend that

hyped on the market. FOMO appeals to potential tourist need to be triggered by employing strategies. The ability to feel similar as famous people and scarcity are some of the approaches that can initiate FOMO anxiety. Strategies or tactics to encourage a consumer's friends and family should be applied on marketing and promotion, because it will create FOMO appeals among the circles (Good & Hyman, 2020).

By employing TPB to understand and predict consumer behavior, tourism business organizations can exploit FOMO anxiety on potential tourists to increase travel intention based on each construct. As presented on this conceptual research, it is confirmed that FOMO has influences on all of TPB constructs, which are attitudes, subjective norms and perceived behavioural control, with the exception of subjective norms on the age range of Generation Z. And for the construct of perceived behavioural control, the analysis shown that FOMO has a great influence on travel intention. Because people with high FOMO tends to have no control over the behaviour, these people will directly be imitating or following what known or shown of other people. Business strategy with FOMO approaches will perform best if tourism business organizations differentiate the target market specifically based on the results of this research. The approach is not only going to increase the travel intention but also can keep the high travel season all year long. The limitation of this study was that it was conducted in conceptual research using literature from previous studies and theories. Further empirical research can be conduct to analyse the cause and effect for the advance results.

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