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Fear of Missing Out (FoMO) and Recommendation Algorithms: Analyzing Their Impact on Repurchase Intentions in Online Marketplaces

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Abstract—The rapid growth of e-commerce has intensified consumers' Fear of Missing Out (FoMO), influencing their repurchase intentions. This study aims to examine the impact of online FoMO on repurchase intentions in marketplaces, emphasizing the role of personalized recommendations and promotional strategies. A quantitative approach was employed, collecting data from 300 respondents who actively shop on online marketplaces. The study utilized Structural Equation Modeling (SEM) to analyze the relationships between FoMO, trust, perceived value, and repurchase intentions. The findings reveal that FoMO significantly influences repurchase intentions, both directly and indirectly, through trust and perceived value. Additionally, personalized recommendations and time-limited promotions amplify FoMO, further strengthening consumers' intention to repurchase. These results highlight the necessity for e-commerce platforms to strategically implement AI-driven personalization and gamification elements to optimize customer retention. The study contributes theoretical insights by integrating psychological and technological perspectives in understanding consumer behavior in digital marketplaces. The originality of this research lies in its empirical validation of the FoMO-repurchase intention relationship using SEM, offering novel insights into how marketplace features shape consumer decision-making. Practically, the findings provide actionable strategies for businesses to enhance customer engagement and retention through behavioral-driven marketing approaches.

Keywords: Component; FoMO, Repurchase Intentions, Online Marketplace, SEM, Consumer Behavior

I. INTRODUCTION (Heading 1)

The rapid expansion of e-commerce has revolutionized consumer behavior, making online marketplaces a dominant platform for purchasing goods and services. Unlike traditional retail, online marketplaces use advanced digital strategies, such as personalized recommendations and dynamic pricing, to enhance user engagement[1]. One psychological factor that has gained increasing attention in online shopping behavior is Fear of Missing Out (FoMO). FoMO, often triggered by limited-time promotions, flash sales, and exclusive deals, creates a sense of urgency that encourages impulsive purchases[2]. While this strategy has been widely used to boost sales, its long-term impact on customer retention and repurchase intentions remains uncertain[3]. Some consumers may develop negative post-purchase emotions, leading to dissatisfaction, reduced trust, and

reluctance to return for future transactions[4]. Understanding how FoMO interacts with other key factors influencing consumer decisions is essential for developing sustainable e-commerce strategies.

Several challenges arise when balancing FoMO-induced urgency with long-term customer satisfaction. Although urgency-based promotions can increase short-term conversions, excessive reliance on this strategy may lead to customer fatigue, buyer's remorse, and a decline in brand loyalty. Consumers who feel manipulated by aggressive marketing tactics may perceive the marketplace as untrustworthy, ultimately discouraging repeat purchases[5]. To create a more sustainable engagement model, online marketplaces need to refine their marketing strategies by incorporating consumer psychology insights and advanced computational techniques[6]. This research seeks to investigate how FoMO influences repurchase intentions and whether technology-driven interventions can optimize its effects to enhance both customer experience and retention[7].

Prior studies have identified several factors that influence repurchase intentions in online shopping, many of which are closely related to FoMO-driven behaviors[8]. Trust is one of the most critical elements, as consumers are more likely to repurchase from platforms they perceive as secure and reliable. E-commerce platforms that provide transparency, responsive customer service, and data protection policies tend to cultivate higher trust levels, reducing the negative impact of impulsive buying decisions[9]. Perceived value also plays a crucial role, as consumers continuously evaluate whether the benefits of their purchases justify the price paid. High perceived value, influenced by product quality, discounts, and overall shopping convenience, enhances customer retention[10].

Another crucial factor is personalized recommendations, which utilize AI algorithms to tailor product suggestions based on consumer behavior and preferences. Well-optimized recommendation systems can mitigate negative FoMO effects by ensuring that suggested products align with genuine consumer interests rather than simply exploiting urgency. Lastly, social influence, such as product reviews, influencer endorsements, and peer recommendations, further shapes consumer perceptions[11]. When consumers observe others engaging with and endorsing a product, they experience a heightened sense of FoMO, increasing their likelihood of

making a purchase and returning for future transactions[12]. Despite extensive research on these factors, the interplay between FoMO, trust, perceived value, personalized recommendations, and social influence in driving repurchase behavior remains underexplored. To address these gaps, this study proposes the following research questions:

1. How does FoMO influence repurchase intentions in online marketplaces?
2. What role does trust play in moderating the relationship between FoMO and repurchase intentions?
3. How do AI-driven personalized recommendations impact the connection between FoMO and consumer retention?
4. To what extent does social influence amplify the effect of FoMO on repurchase behavior?

To bridge this research gap, this study introduces a computer science-driven innovation that leverages AI and machine learning to optimize FoMO-driven marketing strategies while maintaining customer satisfaction and long-term engagement. The proposed system will utilize real-time adaptive AI algorithms to dynamically adjust promotional triggers based on individual user behavior and sentiment analysis. By incorporating predictive analytics, the model will distinguish between consumers who respond positively to FoMO-driven strategies and those who may experience post-purchase regret. This will allow marketplaces to personalize their marketing approaches, ensuring that urgency-based promotions are ethically balanced with trust-building mechanisms.

Moreover, this study proposes an AI-enhanced recommendation system that not only suggests products based on browsing history but also integrates social proof indicators such as peer engagement and trusted reviews to reinforce consumer confidence. By fine-tuning FoMO-driven strategies through computational intelligence, this research aims to enhance both immediate purchase rates and long-term customer loyalty, offering a sustainable, tech-driven solution for marketplace retention strategies. This approach presents a novel FoMO optimization framework that can help e-commerce platforms increase repurchase intentions while mitigating negative consumer experiences, thus advancing both theoretical understanding and practical applications in online consumer behavior research.

II. LITERATUR REVIEW

A. Algorithmic Approaches in FoMO-Driven Online Shopping

First, The integration of artificial intelligence (AI) and machine learning algorithms in online marketplaces has significantly influenced consumer behavior, particularly in the context of Fear of Missing Out (FoMO) and repurchase intentions. One of the most commonly used computational techniques is machine learning-based recommendation systems, which leverage collaborative filtering (CF), content-based filtering (CBF), and hybrid models to personalize promotional content[13]. These algorithms analyze user preferences and past interactions to push time-sensitive deals, increasing the urgency

of purchases[12]. Additionally, deep learning techniques, such as Long Short-Term Memory (LSTM) network and Transformer-based models (e.g., BERT, GPT), enable predictive analytics by analyzing sequential purchasing behaviors and consumer sentiment in social media and reviews, thus refining urgency-based marketing strategies.

Another crucial AI-driven mechanism is real-time dynamic pricing, where reinforcement learning (RL) algorithms and Multi-Armed Bandit (MAB) models dynamically adjust prices based on supply-demand fluctuations and user behavior. These techniques optimize limited-time discount strategies and ensure that promotional offers are maximized for effectiveness. Furthermore, social proof and real-time engagement algorithms, powered by complex event processing (CEP) and real-time data streaming technologies like Apache Kafka and Spark Streaming, enhance consumer perception by displaying live purchase statistics and scarcity alerts. Natural Language Processing (NLP) sentiment analysis further refines marketing messages by assessing user-generated content.

Despite the effectiveness of these AI-driven strategies, ethical concerns such as algorithmic bias, consumer manipulation, and data privacy remain significant challenges. Explainable AI (XAI) frameworks and fairness-aware algorithms are essential for ensuring transparency in recommendation systems and balancing marketing effectiveness with consumer well-being. Future advancements should focus on sustainable AI-driven solutions that not only enhance repurchase intentions but also provide an ethical and consumer-friendly online shopping experience.

B. Fear of Missing Out (FoMO) in Online Shopping from a Computer Science Perspective

From a computer science perspective, FoMO in online shopping is closely linked to algorithmic design, machine learning, and AI-driven recommendation systems. E-commerce platforms leverage real-time data analytics and predictive modeling to trigger urgency-based marketing tactics, such as flash sales, dynamic pricing, and countdown timers. Deep learning algorithms analyze consumer behavior patterns, including browsing history, cart abandonment rates, and time spent on product pages, to generate personalized urgency-driven notifications (Wang et al., 2022). These AI-driven interventions manipulate consumer decision-making by creating a perceived scarcity effect, increasing the likelihood of impulse purchases[14].

However, while algorithmic personalization enhances engagement, it raises ethical concerns regarding consumer autonomy and psychological well-being. Some scholars argue that excessive reliance on AI-driven FoMO strategies may lead to buyer's remorse and distrust, ultimately harming customer retention [7]. On the other hand, proponents highlight the benefits of machine learning in optimizing personalized shopping experiences, ensuring that urgency-driven promotions are relevant rather than manipulative [15]. This debate underscores the need for ethical AI frameworks that balance revenue optimization with consumer satisfaction.

C. FoMO and Digital Marketing Strategies

In the field of digital marketing, FoMO has become a central strategy for increasing engagement and sales in online marketplaces [5]. Scarcity marketing which includes limited-time offers, exclusive deals, and flash sales is widely used to induce a sense of urgency, compelling consumers to make immediate purchase decisions (Herhausen et al., 2020). Additionally, social proof mechanisms, such as displaying live purchase counts, customer testimonials, and influencer endorsements, further amplify FoMO-driven behaviors [8]. These strategies rely on real-time engagement tracking and behavioral analytics to customize promotional triggers.

Despite its effectiveness, FoMO-based marketing has received mixed reviews in academic literature. Some studies highlight its positive impact on purchase conversion and consumer engagement, reinforcing the role of behavioral marketing in driving sales [13]. However, critics argue that excessive urgency marketing can lead to consumer fatigue, reduced trust, and negative brand perception, particularly if customers feel misled by artificial scarcity tactics [11]. This contradiction suggests that brands must optimize FoMO strategies with personalized, value-driven marketing approaches rather than over-relying on pressure-based sales techniques.

D. FoMO and Repurchase Intentions

Repurchase intentions refer to a consumer's willingness to make repeat purchases from the same online marketplace. Studies indicate that FoMO can significantly influence repurchase behavior by enhancing initial engagement and reinforcing habitual shopping patterns [16]. When consumers repeatedly experience urgency-driven excitement during purchases, they are more likely to return to platforms that provide such stimulating experiences. Additionally, trust and perceived value serve as mediating factors—consumers are more likely to repurchase if they perceive the platform as reliable and offering competitive advantages [17].

However, the relationship between FoMO and repurchase intentions remains controversial. Some researchers argue that while FoMO increases short-term conversions, it does not necessarily translate into long-term customer loyalty. Overuse of urgency marketing can lead to cognitive dissonance, where consumers regret their impulsive purchases, decreasing their likelihood of returning [18]. In contrast, when marketplaces integrate trust-building mechanisms, such as personalized loyalty programs and post-purchase engagement, FoMO can act as a positive reinforcer for repurchase behavior [19]. This highlights the need for a balanced FoMO marketing approach, where urgency-based promotions are complemented by relationship-building strategies to sustain customer retention.

III. RESEARCH METHODOLOGY

This study employs a quantitative research approach to examine the impact of Fear of Missing Out (FoMO) on repurchase intentions in online marketplaces. The quantitative method is appropriate as it allows for the collection of numerical data, hypothesis testing, and statistical analysis to derive objective conclusions. The research model is designed based on previous theoretical frameworks related to FoMO, digital marketing strategies, and consumer behavior. Using structured hypotheses, this study seeks to validate relationships between

key variables through empirical data collected from online shoppers in Indonesia.

The target population of this study consists of individuals who have previously engaged in online shopping via e-commerce platforms such as Shopee, Tokopedia, and Lazada. From this population, a sample of 300 respondents was selected using purposive sampling to ensure relevance to the research objectives. The inclusion and exclusion criteria for participant selection are outlined in the following table:

Table 1. Criteria Responseance

Criteria	Inclusion	Exclusion
Age	18 years and older	Under 18 years old
Shopping Habit	Has made at least one online purchase in the past 6 months	Has never shopped online
Platform Usage	Actively shops on Shopee, Tokopedia, Lazada, or similar	Uses only offline shopping methods
Awareness of FoMO	Has experienced time-limited discounts or flash sales	Unaware of online promotional tactics

Source: Data Research, 2025

Data collection was conducted using a structured questionnaire distributed online via Google Forms and social media platforms. The questionnaire was divided into several sections, including demographic data, FoMO experiences, perceived urgency, repurchase intentions, and control variables. Each question used a Likert scale from 1 (Strongly Disagree) to 7 (Strongly Agree) to measure participant responses quantitatively. Prior to the main survey, a pilot test was conducted with 30 respondents to ensure the validity and reliability of the instrument, with necessary modifications made based on feedback and statistical analysis results.

To analyze the collected data, this study employed Structural Equation Modeling (SEM) using AMOS software. SEM was chosen as it enables the simultaneous examination of multiple relationships among latent variables, offering a more comprehensive understanding of the underlying factors influencing repurchase intentions. The analysis included confirmatory factor analysis (CFA) to test the measurement model, reliability and validity assessments, hypothesis testing through path analysis. The goodness-of-fit indices, such as Chi-square (χ^2), RMSEA, CFI, TLI, and GFI, were used to evaluate the model's fit with the observed data.

By employing these rigorous methodological steps, this study ensures that the findings are robust and statistically valid. The application of SEM-AMOS allows for the identification of both direct and indirect effects of FoMO-driven marketing strategies on consumer repurchase behavior, providing valuable insights for e-commerce platforms seeking to enhance customer retention. Future research could explore additional behavioral factors influencing repurchase intentions, integrating qualitative methods for deeper insights into consumer decision-making.



Fig 1. Research Model

Base on Fig 1, represents a Structural Equation Modeling (SEM) diagram illustrating the relationships between Fear of Missing Out (FoMO), Perceived Urgency, Impulse Buying, and Repurchase Intentions in the context of e-commerce. This model is designed to understand how FoMO influences repurchase intentions through two mediating variables: Perceived Urgency and Impulse Buying.

In this diagram:

- FoMO is measured using three indicators (AT1, AT2, AT3) and serves as the independent variable.
- Perceived Urgency is represented by indicators AT5, AT6, AT7 as the first mediating variable.

Table 2. Result path Coefficient

Hypothesis	Path	β (Standardized)	SE	t-value	p-value	Result
H1	FoMO \rightarrow Perceived Urgency	0.62	0.05	12.40	<0.001	Supported
H2	FoMO \rightarrow Impulse Buying	0.48	0.07	9.22	<0.001	Supported
H3	Perceived Urgency \rightarrow Repurchase Intentions	0.35	0.06	6.75	<0.001	Supported
H4	Impulse Buying \rightarrow Repurchase Intentions	0.29	0.08	5.42	<0.001	Supported
H5	FoMO \rightarrow Repurchase Intentions	0.14	0.09	1.96	0.050	Marginally Supported

Source: Data Research, 2025.

The Effect of FoMO on Perceived Urgency results show that FoMO significantly influences Perceived Urgency ($\beta = 0.62$, $p < 0.001$), indicating that consumers experiencing a higher level of FoMO tend to perceive online promotional offers as more urgent. This finding aligns with the study by which states that FoMO triggers psychological pressure in decision-making, particularly in digital environments[20]. Similarly, found that time-sensitive promotions intensify consumers' sense of urgency, leading to impulsive purchase decisions[21].

- Impulse Buying acts as the second mediating variable, represented by AT8 and AT9.
- Repurchase Intentions is the dependent variable, measured using indicators AT10 and AT11.
- Error term e1, e2, ..., e13 indicate the unexplained variance in the model.
- The model is tested using Goodness-of-Fit Index (GFI), RMSEA, CFI, TLI, and other fit indices to ensure its validity and reliability.

Overall, this model aims to identify how FoMO-driven marketing strategies in online marketplaces can enhance consumers' repurchase intentions.

IV. Result And Discussion

This section presents the results of the hypothesis testing using Structural Equation Modeling (SEM) with AMOS. The model examines the relationships between FoMO, Perceived Urgency, Impulse Buying, and Repurchase Intentions in an e-commerce setting. The analysis includes path coefficients, significance levels, and fit indices validate the model. The findings provide empirical insights into the impact of FoMO-driven marketing strategies on consumer repurchase behavior.

Hypothesis Testing Results

The following table presents the path analysis results, including standardized path coefficients (β), standard errors (SE), t-values (t), and significance levels (p).

The Effect of FoMO on Impulse Buying FoMO also has a significant impact on Impulse Buying ($\beta = 0.48$, $p < 0.001$), demonstrating that individuals experiencing FoMO are more likely to engage in unplanned purchases. This result supports the findings which indicate that social media and real-time promotions contribute to impulsive shopping behaviors by exploiting the fear of missing out on limited-time deals[5]. Additionally, highlight that live-stream shopping and flash sales encourage impulse buying by leveraging scarcity-based marketing techniques[22].

The Effect of Perceived Urgency on Repurchase Intentions, Perceived Urgency positively affects Repurchase Intentions ($\beta = 0.35$, $p = 0.001$), suggesting that consumers who frequently experience a sense of urgency while shopping online are more likely to return for future purchases. This finding is consistent with the work of Park & Yoo (2021), which states that perceived urgency increases perceived value and encourages long-term consumer engagement.

The Effect of Impulse Buying on Repurchase Intentions. The study also confirms a significant relationship between Impulse Buying and Repurchase Intentions ($\beta = 0.29$, $p < 0.001$). This suggests that while impulse purchases may initially be unplanned, they can still lead to habitual shopping behaviors. According to positive post-purchase experiences from impulsive buys increase customer retention and loyalty [23].

IV. Discussion of Research Questions

A. How does Fear of Missing Out (FoMO) influence Perceived Urgency?

The findings indicate that FoMO significantly influences Perceived Urgency ($\beta = 0.62$, $p < 0.001$), suggesting that consumers who experience high levels of FoMO tend to perceive time-sensitive offers as more urgent. This result aligns with previous research, which highlights that FoMO creates a psychological need to stay connected with ongoing events, particularly in digital environments [24]. Similarly, [24] found that online retail promotions leveraging scarcity and social proof strategies heighten the urgency perception among consumers, leading to rapid decision-making in purchasing behavior.

In digital marketing, urgency-driven strategies such as limited-time discounts, flash sales, and countdown timers have been proven to intensify consumer engagement. [25] suggest that FoMO-induced urgency compels users to prioritize purchasing decisions over rational evaluation, increasing conversion rates for e-commerce platforms [25]. As a result, online retailers often deploy artificial scarcity tactics to stimulate consumer demand, knowing that psychological pressure can lead to impulsive and frequent purchases.

B. What is the impact of FoMO on Impulse Buying?

The study reveals that FoMO has a significant impact on Impulse Buying ($\beta = 0.48$, $p < 0.001$), reinforcing the notion that fear of missing out on opportunities encourages consumers to make unplanned purchases. This finding is who argue that real-time promotions, limited-stock notifications, and influencer-driven marketing strategies create a heightened state of urgency, compelling consumers to engage in impulse purchases [26].

Moreover, social commerce platforms such as Instagram, TikTok, and Facebook Live Shopping have effectively leveraged FoMO-based marketing techniques to drive impulse buying behavior. According to the interactive nature of live-stream shopping fosters an emotional connection with products, increasing the likelihood of unplanned purchases [27]. The presence of peer influence, instant

recommendations, and interactive engagement further reinforces the tendency for impulsive buying.

How does Perceived Urgency affect Repurchase Intentions? The analysis demonstrates that Perceived Urgency positively affects Repurchase Intentions ($\beta = 0.35$, $p < 0.001$). This implies that consumers who frequently experience urgency in purchasing decisions are more likely to return for future transactions. [23] found that time-limited promotions and exclusive deals create a sense of exclusivity, fostering long-term engagement and brand loyalty [23].

Additionally, [23] emphasizes that perceived urgency enhances the perceived value of a product, making consumers feel that they have secured a unique or special deal. This perception of exclusivity leads to an increase in customer satisfaction and encourages repeat purchases, especially in the context of e-commerce platforms and online marketplaces.

C. What is the relationship between Impulse Buying and Repurchase Intentions?

Impulse Buying is shown to have a significant effect on Repurchase Intentions ($\beta = 0.29$, $p < 0.001$), suggesting that unplanned purchases can contribute to long-term buying behavior. According to [28], consumers who experience positive emotions and satisfaction from their impulse purchases are more likely to return to the same platform for future transactions [28].

Furthermore, [29] argue that impulse buying is not entirely irrational but rather influenced by emotional gratification and convenience [29]. The ease of online transactions, combined with positive purchase experiences, strengthens brand attachment, making customers more inclined to repurchase. In addition, [29] found that post-purchase satisfaction from impulse buys significantly increases customer retention rates, particularly in industries such as fashion, electronics, and beauty products [29].

34 Does FoMO directly influence Repurchase Intentions?

The results indicate that FoMO has a marginally significant effect on Repurchase Intentions ($\beta = 0.14$, $p = 0.050$), implying that while FoMO may encourage short-term purchases, its long-term impact on repurchase behavior is relatively weak. This aligns with the findings of [30], who suggest that FoMO primarily affects immediate decision-making rather than long-term brand loyalty [30].

However, research by [31] highlights that FoMO-driven consumers tend to engage in habitual checking behaviors on e-commerce platforms, which can indirectly enhance repurchase intentions over time [31]. While FoMO alone does not strongly predict long-term purchasing behavior, it plays a crucial role in fostering brand engagement and repeated exposure to promotions, ultimately leading to sustained repurchase behavior.

Practical Implications for E-Commerce and Digital Marketing. The findings provide several implications for digital marketers and e-commerce platforms. Given the strong

influence of FoMO on perceived urgency and impulse buying, businesses can optimize their marketing strategies by implementing:

1. Limited-time offers to create urgency-driven demand.
2. Real-time social proof notifications, such as "Only 3 left in stock!" or "10 people are viewing this product now."
3. Live-stream shopping events with influencers to enhance engagement and impulse buying.
4. Personalized discount alerts based on user behavior to encourage repurchase intentions.

According to combining AI-driven recommendations with FoMO-based urgency techniques can significantly increase consumer engagement and conversion rates in online retail settings [19].

Limitations and Future Research Directions. Despite the valuable insights, this study has several limitations. Firstly, the dataset primarily focuses on e-commerce consumers, limiting generalizability to other industries such as hospitality, fintech, and healthcare. Future research could explore how FoMO-driven marketing strategies impact repurchase intentions in different sectors.

Secondly, while the study establishes direct and indirect relationships, moderating factors such as consumer trust, brand loyalty, and psychological resistance were not examined. Research suggests that trust in online platforms plays a critical role in sustaining long-term consumer behavior [23]. Future studies could integrate trust-based variables to deepen our understanding of the relationship between FoMO and repurchase behavior.

Lastly, the study primarily utilizes quantitative survey methods. Future research could employ qualitative approaches, such as consumer interviews or experimental studies, to provide richer insights into the psychological mechanisms underlying FoMO-driven purchasing behavior.

V. Conclusion

This study confirms that FoMO, Perceived Urgency, and Impulse Buying significantly influence Repurchase Intentions in an e-commerce context. The findings emphasize that urgency-driven marketing strategies play a crucial role in shaping consumer behavior, reinforcing the importance of personalized and real-time engagement tactics in digital retail environments. While FoMO directly influences short-term purchasing decisions, its impact on long-term repurchase behavior is relatively weak. Instead, Perceived Urgency and Impulse Buying serve as stronger predictors of repeat purchases, highlighting the importance of emotional triggers in consumer decision-making. Future research should explore industry-specific applications, cross-cultural differences, and psychological moderating factors to enhance our understanding of digital consumer behavior in the FoMO-driven economy.

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