

# From Feeds to Frenzy: A PRISMA-Guided Systematic Review and Bibliometric Analysis of Social Media Marketing and Compulsive Buying Behavior

Zul Fahmi <sup>1</sup>, Yunia Wardi<sup>2\*</sup>, Rino<sup>3</sup>

<sup>1,2,3</sup> Doctoral Program in Management Science, Faculty of Economics and Business,  
Universitas Negeri Padang, Indonesia

*E-mail*: 18zulfabmi@gmail.com<sup>1</sup> yuniawardi@fe.unp.ac.id<sup>2\*</sup>, rinopeken@fe.unp.ac.id<sup>3</sup>

\*Corresponding Author

---

## **Abstract**

**Keywords:** Social Media Marketing; Fear of Missing Out (FoMO); Live Streaming Commerce; Compulsive Buying; Bibliometric Analysis,

*The rapid expansion of digital commerce has intensified the use of social media marketing, where live streaming and influencer-driven promotions increasingly shape consumer emotions and decision-making. These dynamics have raised concerns about the emergence of Fear of Missing Out (FoMO) and its role in encouraging compulsive purchasing behavior. This study aims to map and synthesize existing empirical evidence on how interactive, real-time marketing strategies influence FoMO and consumer impulsivity. Using a systematic literature review combined with a bibliometric approach, data were gathered through Google Scholar and screened following the PRISMA protocol, resulting in 31 Scopus-indexed studies eligible for analysis. VOSviewer was employed to visualize keyword co-occurrence patterns and identify evolving research clusters. The review shows that immersive and emotionally charged marketing content significantly amplifies FoMO, disrupts self-control, and contributes to the normalization of impulsive and compulsive buying tendencies in digital environments. These findings highlight the need for stronger ethical guidelines, transparent promotional practices, and consumer protection mechanisms. The study also suggests integrating neuropsychological and cross-cultural frameworks in future research to deepen understanding of how marketing stimuli interact with consumer vulnerabilities and digital well-being.*

---

## INTRODUCTION

The rapid advancement of digital technology has profoundly transformed the business landscape, particularly through the increasing accessibility of online shopping, which in turn reinforces consumerist culture. The digitalization of business, especially via e-commerce, has not only expanded market reach but also significantly influenced consumer behavior, including tendencies toward compensatory and compulsive purchasing (Abd Rahim et al., 2022).

According to Adamczyk (2024), compulsive buying also referred to as shopping addiction, pathological buying, or oniomania constitutes a form of behavioral addiction characterized by an uncontrollable urge to engage in shopping activities. This condition involves excessive participation in purchasing behaviors, whether online or offline (Thomas et

al., 2024), ultimately leading to psychological distress and significant disruptions in an individual's personal and social life (Brunelle & Grossman, 2022). Compulsive buying represents a chronic and repetitive purchasing behavior triggered by emotional tension or negative experiences. Although such behavior may provide temporary relief or gratification as a form of psychological compensation or escapism, it often results in adverse long-term consequences, including financial strain and emotional instability (Adamczyk et al., 2020).

In this context, the emergence of social media platforms and the implementation of social media marketing strategies have further amplified these consumerist tendencies. Platforms such as Facebook and Instagram, which were initially designed to facilitate social interaction (Sharif et al., 2021), have evolved into powerful promotional spaces that actively encourage consumptive behavior (Acerit et al., 2022). Engaging and interactive content in the form of text, images, and videos not only creates an enjoyable sensory experience but also triggers emotional impulses to purchase (Saman Ismail & Dr. Danish Ahmed Siddiqui, 2025). Consequently, compulsive buying has become increasingly prevalent in the digital era, particularly among younger generations who integrate social media use into their daily lives (Nanda et al., 2023).

The Fear of Missing Out (FoMO) phenomenon has grown increasingly prominent alongside the rising intensity of social media engagement. FoMO represents a psychological condition characterized by anxiety or fear of being left out of experiences and activities enjoyed by others within one's social circle (Elhai et al., 2016). This condition drives individuals to remain constantly engaged with digital platforms and to actively participate in online trends, rendering them more susceptible to social media-based marketing strategies (Hussain et al., 2023). As a result, individuals may develop artificial needs for certain products or experiences, heightening the likelihood of compulsive buying as a compensatory mechanism to alleviate feelings of exclusion from their social group.

The increasing adoption of social media, particularly among younger generations, has brought about significant psychological consequences, including digital fatigue, anxiety, and even depression. One of the most prominent manifestations of these effects is the Fear of Missing Out (FoMO) (Dhir et al., 2018), a phenomenon rooted in social comparison and the persistent desire to remain connected with current trends. Understanding the psychological and social mechanisms that trigger FoMO is therefore crucial, as it enables individuals to manage their emotional vulnerabilities and mitigate the anxiety it produces (Fang et al., 2020).

Previous research on compulsive buying reveals that this behavior is largely driven by

psychological and sociodemographic factors such as materialism, self-esteem, and traumatic life experiences. According to Adamczyk (2024) and Adamczyk et al. (2020), while these classical determinants are well established, the COVID-19 pandemic and the growing prevalence of online shopping have introduced new contributing variables, including shopping frequency and social stressors. However, much of this earlier research has predominantly focused on conventional online shopping contexts and has yet to adequately address the role of digital marketing strategies particularly those embedded within social media marketing frameworks in shaping compulsive buying behavior in the post-digital era.

Conversely, the existing literature on buying or shopping disorder (Vasiliu, 2022) primarily emphasizes its clinical and therapeutic dimensions, yet has not adequately integrated these perspectives with the dynamics of intensive digital marketing practices. Research on excessive technology use, such as smartphone overuse among adolescents (Pérez de Albéniz-Garrote et al., 2021), highlights the influential roles of impulsivity and sensation seeking. However, these findings have not been directly connected to compulsive buying behavior within the context of digital marketing environments. Furthermore, Fear of Missing Out (FoMO) has been identified as a key determinant of consumptive behavior in the digital age (Pérez de Albéniz-Garrote et al., 2021). Despite this recognition, the interrelationship between FoMO, social media marketing, and compulsive buying remains insufficiently explored. Bibliometric studies on social media marketing (Bashar et al., 2023, 2024) reveal that current research trends are predominantly focused on consumer engagement, brand loyalty, and technology adoption, while negative behavioral outcomes such as compulsive buying have been largely overlooked.

Moreover, the emerging dimension of live streaming commerce, which now dominates platforms such as TikTok and Instagram through mechanisms like limited-time offers and real-time interactions, remains underexplored in the academic discourse, despite its potential role as a powerful trigger of both FoMO and compulsive buying behavior. Therefore, this study specifically aims to address the aforementioned issues through the following research questions:

- RQ1: What is the impact of the Fear of Missing Out (FoMO) phenomenon on compulsive buying within the context of digital marketing?
- RQ2: How does social media marketing influence the Fear of Missing Out (FoMO) phenomenon?
- RQ3: What is the impact of social media marketing through live streaming on

compulsive buying in the context of digital marketing?

This study contributes to the academic discourse by bridging the gap between social media marketing, Fear of Missing Out (FoMO), and compulsive buying behavior, particularly within the emerging realm of live streaming commerce. By empirically examining how live-streaming features such as limited-time offers and real-time interaction shape consumer psychology and purchasing impulses, the research advances theoretical understanding of digital consumer behavior. Practically, it offers insights for marketers to design more ethical and sustainable engagement strategies that balance persuasive marketing with consumer well-being in the fast-evolving digital marketplace.

## METHODE

To analyze the development and predict future trends within a particular field of study, various literature review techniques can be employed depending on the research objectives. One of the most effective approaches is the Systematic Literature Review (SLR) combined with bibliometric analysis. This method is designed to identify, analyze, evaluate, and synthesize findings from a wide range of existing studies. In practice, the SLR emphasizes the methodological approaches and theoretical frameworks adopted across the reviewed literature (Paul et al., 2021).

In contrast, to achieve deeper empirical insight, researchers may employ meta-analysis, a quantitative statistical technique that integrates results from multiple independent studies investigating a similar problem. Through this process, meta-analysis enables the estimation of cumulative effects and the determination of overall relational patterns, thereby providing robust and data-driven conclusions (Bashar et al., 2024; Hassan & Raza Rabbani, 2022).

This study adopts a bibliometric research design as its core methodological framework. The purpose of this approach is to uncover dominant research trends in the domain of compulsive buying, particularly by examining its relationship with social media and the Fear of Missing Out (FoMO) phenomenon through network analysis techniques. The bibliometric method proves highly effective as it allows researchers to process large volumes of data, thereby enabling the visualization and statistical prediction of the evolutionary trajectory of research within a given discipline (Bashar et al., 2021). The VOSviewer software application was employed to conduct co-citation and co-occurrence analyses. This tool enables the visualization of bibliometric data in the form of network maps composed of multiple clusters. Through such visualization, researchers can easily identify core themes and emerging subthemes within a particular field of study (Eck & Waltman, 2023).

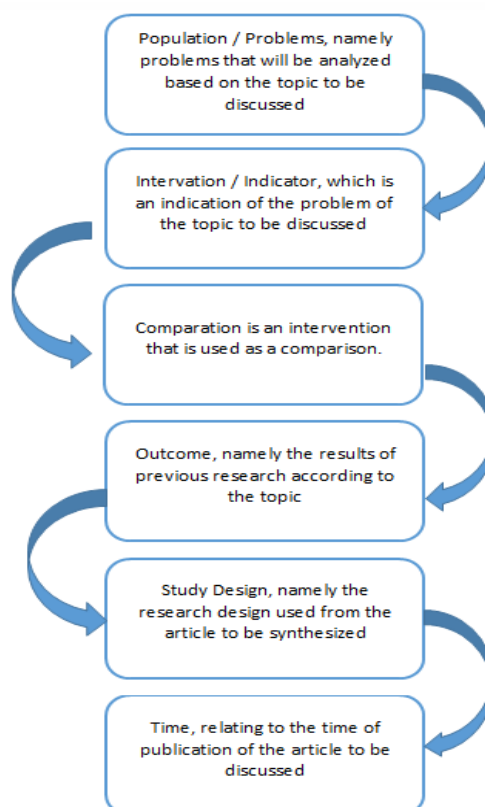
The Google Scholar database was utilized to search for and retrieve relevant articles concerning compulsive buying behavior. The search process employed a combination of relevant keywords namely, “*Compulsive buying*”, “*Social media marketing*”, “*Fear of Missing Out (FoMO)*”, and “*Live streaming*” combined with Boolean operators (AND/OR). The primary search string used was:

*“Compulsive buying” AND “Social media marketing” OR “Fear of Missing Out (FoMO)” OR “Live streaming”.*

The inclusion criteria limited the selection to publications from 2020–2025, written in English, and categorized as either research articles or review papers that specifically discuss compulsive consumer buying behavior. The initial search in Google Scholar yielded 920 publications with a total of 13,319 citations. These results were carefully screened and filtered. The researcher excluded book chapters, conference papers, research reports, and other types of literature that did not meet the inclusion criteria. Publications written in languages other than English were also excluded, as were those not indexed in Scopus. Subsequently, the titles and abstracts of the remaining articles were meticulously reviewed to ensure that their primary focus was on social media as a marketing instrument.

### **Conduct a Comprehensive Search**

For search, retrieval and screening, topic, population, time and methodological parameters are predefined in a systematic and iterative process to enable the maximum possible number of relevant articles to be retrieved from the database.



**Figure 1. Parameters Determined In The Study**

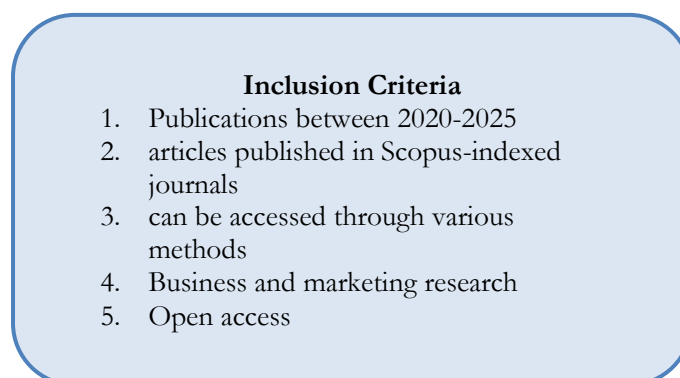
Figure 1 illustrates the framework of article search parameters based on the PICOS/T principle Population, Intervention, Comparison, Outcome, Study design, and Time. During the stages of searching, retrieving, and screening, researchers must establish criteria systematically to ensure a focused and relevant literature selection process.

The initial stage begins with the identification of the population/problem, referring to the group or issue that serves as the main focus of the study. This is followed by defining the intervention/indicator, which represents the specific variable or phenomenon being investigated, along with the comparison group, if applicable. The next step involves identifying the outcome, which denotes the expected or thematically relevant research results.

Furthermore, the researcher determines the study design to maintain methodological consistency across the selected articles such as limiting the scope to quantitative, qualitative, or experimental studies. Finally, the time frame is specified to restrict the publication period, ensuring that only recent and up-to-date research is included.

By clearly defining these parameters, the process of article search and selection becomes iterative, transparent, and comprehensive, thereby maximizing the inclusion of

relevant publications while minimizing the risk of bias in the overall literature review process. The search process was conducted by combining at least two parameter equations. Subsequently, the search results were screened based on the predetermined inclusion criteria (see Figure 2).



**Figure 2. Inclusion Criteria**

The review process was structured following the PRISMA protocol, as illustrated in Figure 3. The initial literature search was conducted using the Google Scholar database, as described in the previous section. After the removal of duplicate records, the total number of publications decreased significantly. Subsequently, through the application of inclusion criteria and the limitation to studies examining the relationships among “*Compulsive buying*”, “*Social media marketing*”, “*Fear of Missing Out (FoMO)*”, and “*Live streaming*” indexed in Harzing, a total of 920 eligible studies were identified for analysis.

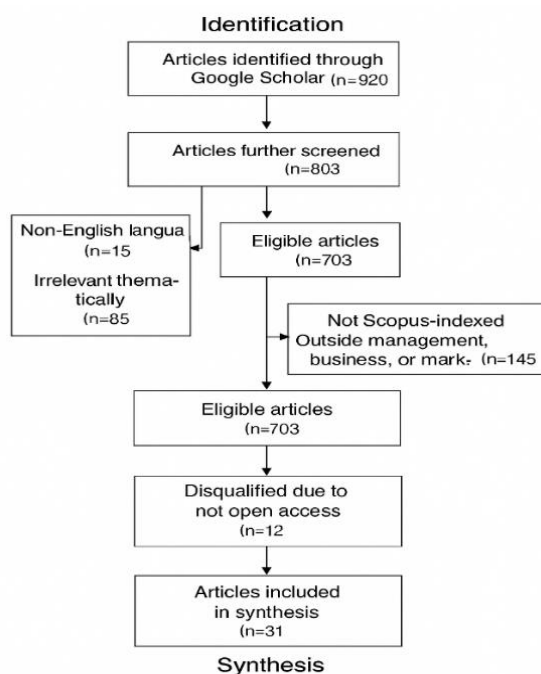
This research employed a bibliometric analysis combined with a systematic review approach, grounded in the PRISMA 2020 framework (*Preferred Reporting Items for Systematic Reviews and Meta-Analyses*) as developed by Page et al. (2021). The PRISMA model ensures that the analytical process is conducted transparently, systematically, and reproducibly, from the identification stage through to the inclusion of articles. This approach was implemented to maintain methodological validity and to provide a comprehensive mapping of research trends in the fields of management, business, and marketing, particularly concerning topics such as compulsive buying, social media marketing, fear of missing out (FoMO), and live streaming commerce.

The first stage, identification, involved collecting data from two primary sources. The first source consisted of RIS-formatted files exported from Mendeley, containing literature search results from Google Scholar covering publications from 2020 to 2025. The second source was a Scopus-indexed journal list (as of August 2025) in spreadsheet format, used to

verify journal indexation and reputation. The literature search utilized a combination of keywords including “*compulsive buying*”, “*social media marketing*”, “*fear of missing out (FoMO)*”, and “*live streaming*”.

From the initial search, 920 articles were retrieved. After the removal of duplicates using reference management software (Mendeley and Zotero), 803 unique articles remained and were subsequently screened for further evaluation. The next stage was screening, which aimed to assess the preliminary relevance of the articles based on their titles and abstracts. This process was conducted to ensure that only studies truly aligned with the research context were retained for further analysis.

Based on the screening results, 15 non-English articles and 85 thematically irrelevant studies were excluded from the dataset. Consequently, 703 articles remained and were deemed eligible for the subsequent eligibility evaluation stage. This stage plays a crucial role as an initial filtering process that helps narrow the research scope and ensures that the thematic focus of the study remains consistent and coherent throughout the analysis.



**Figure2. PRISMA Model for Eligible Articles**

The eligibility stage was conducted through a comprehensive full-text review of 703 articles that had passed the initial screening phase. This process aimed to verify the methodological validity and substantive relevance of each study in relation to the research scope. Based on the predefined exclusion criteria, 470 articles were eliminated for not being



indexed in Scopus, while 145 additional articles were excluded because they were published in journals outside the fields of management, business, or marketing. Consequently, 145 articles met the eligibility requirements and were retained for bibliometric analysis. Each article was manually verified by cross-checking the journal title, publisher, and ISSN/E-ISSN numbers to ensure data accuracy and validity.

The final stage, inclusion, involved selecting the most relevant and thematically aligned articles that fully met all research criteria. From the 145 eligible articles, 43 studies were ultimately selected as they specifically addressed the core issues of this research compulsive buying, social media marketing, fear of missing out (FoMO), and live streaming commerce. All selected articles were published in Scopus-indexed journals within the disciplines of management, business, and marketing. This final dataset served as the basis for the bibliometric analysis, which included mapping research trends, identifying author collaborations, analyzing journal publishers and countries of origin, and evaluating thematic focuses in recent studies.

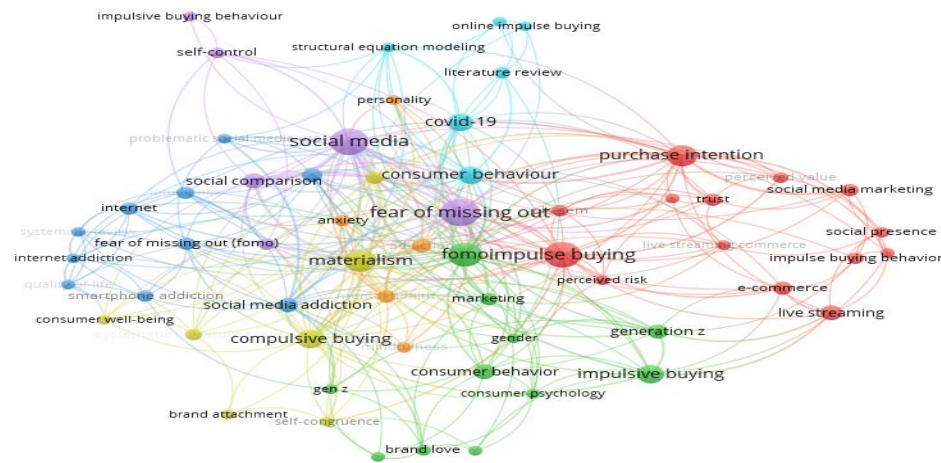
Following the inclusion stage, a final validation process was performed by cross-referencing metadata between the RIS files and the Scopus journal list to ensure consistency in details such as article titles, publication years, authors, journal names, publishers, and citation counts. Overall, this analytical process reflects the implementation of the core principles of the PRISMA 2020 framework, which emphasize transparency, traceability, and scientific reliability in systematic review based research. By adhering to the structured sequence of identification, screening, eligibility, and inclusion as recommended by Page et al. (2021), this study successfully identified a credible and thematically relevant body of literature. This rigorous process serves as a methodological foundation for constructing a knowledge map and revealing the evolutionary trajectory of research in the fields of digital marketing and consumer behavior in the era of social media..

## RESULT AND DISCUSSION

The results of the overlay visualization analysis, as illustrated in Figure 4, reveal that the most dominant keywords in recent literature revolve around *fear of missing out (FoMO)*, *social media*, *compulsive buying*, and *impulse buying*. The central positioning of these keywords indicates that studies on consumer consumptive behavior are inherently intertwined with the influence of social media, which amplifies the FoMO phenomenon as a primary driver of both compulsive and impulsive purchasing tendencies.



generational identity, social comparison), and technological factors (e.g., social media, live streaming, and e-commerce).



**Figure 5. Network Visualiation**

Figure 5 presents the results of the network visualization analysis, revealing strong interconnections among keywords within several major clusters, which collectively illustrate the central directions of research on consumptive behavior in the digital era. The blue cluster, centered around *social media*, *social comparison*, and *fear of missing out (FoMO)*, reflects the psychological and social dimensions underlying consumer behavior. The green cluster, emphasizing *compulsive buying*, *materialism*, and *social media addiction*, represents the addictive tendencies and internal drives that contribute to excessive purchasing behavior.

Meanwhile, the red cluster, which focuses on *purchase intention*, *social media marketing*, *e-commerce*, and *live streaming*, highlights the dominance of research oriented toward digital marketing strategies and their influence on consumers' purchase intentions. The presence of the yellow cluster, featuring keywords such as *Generation Z*, *consumer psychology*, and *impulsive buying*, underscores the growing scholarly attention to younger consumer segments particularly Generation Z who constitute the primary target in social media-based marketing practices.

The dense interconnections among clusters indicate that the phenomenon of compulsive buying cannot be understood in isolation; rather, it emerges from a complex interplay of psychological factors (e.g., *fear of missing out [FoMO]*, anxiety, materialism), social factors (e.g., social comparison, generational influences), and technological factors (e.g., social media, e-commerce, live streaming). This pattern suggests that contemporary research increasingly adopts a holistic perspective, viewing compulsive and impulsive buying as

consequences of a digitally mediated ecosystem saturated with marketing stimuli and psychosocial dynamics. Accordingly, the network map provides a comprehensive depiction of the evolving scholarly landscape, reinforcing the importance of interdisciplinary inquiry that bridges consumer psychology, media studies, and digital marketing strategies in explaining modern consumer purchasing behavior.

### Most Influential Research

Based on Table 1, the analysis of the ten most-cited articles clearly indicates that publications categorized as systematic reviews, meta-analyses, and bibliometric reviews dominate the top citation ranks. Articles addressing topics such as gaming disorder and social media influencer marketing occupy the highest positions, with annual citation rates significantly exceeding those of empirical research studies. This phenomenon can be understood by considering the pivotal role of review and bibliometric articles as comprehensive references that summarize, synthesize, and map the existing body of knowledge within a specific domain. Consequently, these articles often serve as foundational references for subsequent research. The high citation counts of review-based publications reflect the academic community's strong reliance on such works to identify emerging research trends, uncover knowledge gaps, and guide the future development of theoretical and methodological frameworks.

**Tabel 1. Most Influential Research**

Rank	Article (years) – outlet	Cite GS and publisher
1	Gioia et al., <b>“The Effects of the Fear of Missing Out on People’s Social Networking Sites Use during COVID-19”</b> , <i>Frontiers in Psychiatry</i> (2021)	140. Frontiers
2	Pellegrino et al., <b>“The Dark Side of Social Media: ... materialism’s impacts on compulsive/conspicuous/impulsive buying”</b> , <i>Frontiers in Psychology</i> (2022)	106. Frontiers
3	Lee et al., <b>“FoMO and Consumer Happiness on Instagram”</b> , <i>Cyberpsychology, Behavior, and Social Networking</i> (2021)	80. Liebert Publishing+1
4	Singh et al., <b>“Measuring social media impact on Impulse Buying Behavior”</b> , <i>Cogent Business &amp; Management</i> (2023)	67. Taylor & Francis Online+2IDEAS/RePEc+2
5	Dinh et al., <b>“How does FoMO moderate the effect of social media influencers...”</b> , <i>SAGE Open</i> (2023)	61. SAGE Journals
6	Adamczyk et al., <b>“Compulsive Buying in Poland: An Empirical Study...”</b> , <i>Journal of Consumer Policy</i> (2020)	47. SpringerLink
7	Ali et al., <b>“Social media marketing &amp; brand loyalty: exploring interrelationships ...”</b> , <i>Spanish Journal of Marketing – ESIC</i> (2025)	43. Emerald+1
8	Ali et al., <b>“The Big Five dyad congruence and compulsive</b>	19. ScienceDirect

	<b>buying”, <i>Journal of Retailing and Consumer Services</i> (2022)</b>	
<b>9</b>	ing, <b>“Flow-based live-streaming shopping towards lsive buying”, <i>Annals of Operations Research</i> (2023)</b>	9. SpringerLink+1
<b>10</b>	Lee, <b>“FoMO and Consumption-Sharing Behavior on Social , <i>SAGE Open</i> (2024)</b>	6. SAGE Journals+1

Table 1 presents the ten most influential studies from the dataset, as measured by Google Scholar citations (updated on October 19, 2025, WIB). The findings indicate that the most impactful research in the field of Fear of Missing Out (FoMO) and compulsive buying is predominantly published in reputable, open-access international journals. The top two articles were published by Frontiers Gioia et al. (2021) and Pellegrino et al. (2022) garnering 140 and 106 citations respectively. Both studies highlight the relationship between FoMO, social media use during the COVID-19 pandemic, and their impact on psychological well-being and consumer behavior, demonstrating how global social contexts can amplify thematic relevance and scholarly attention. The article by Lee et al. (2021), published in *Cyberpsychology, Behavior, and Social Networking* by Mary Ann Liebert, ranks third with 80 citations. This study emphasizes the role of visual social networking platforms like Instagram in shaping emotional consumption dynamics.

Following these, Singh et al. (2023) and Dinh et al. (2023) published by Taylor & Francis and SAGE Open, respectively occupy the fourth and fifth positions. Both studies reinforce the connection between FoMO and impulsive buying through mechanisms of social engagement and influencer marketing. Adamczyk et al. (2020), published by SpringerLink, explores the pathological dimensions of compulsive buying, while two studies by Ali et al. (2022; 2025) focus on the influence of personality traits and brand loyalty in reinforcing compulsive consumption, with 19 and 43 citations respectively. Ye and Ching (2023), in *Annals of Operations Research*, demonstrate how flow experiences during live-streaming commerce can accelerate compulsive buying tendencies. Meanwhile, Dinh and Lee (2024) close the top ten list with their exploration of consumption-sharing behavior on social media, revealing how FoMO motivates users to showcase and replicate online purchasing experiences.

Overall, this citation trend illustrates that research integrating psychological mechanisms of FoMO with digital platform architecture and experience-based marketing strategies tends to attract greater academic attention. The dominance of publishers such as Frontiers, SAGE, Springer, Taylor & Francis, and Emerald reflects the interdisciplinary nature of FoMO research in digital marketing bridging psychology, communication, and consumer behavior. These findings affirm that studies emphasizing the interaction between emotional

drivers and digital stimuli possess both high scientific value and strong practical relevance in promoting ethical and well-being-oriented marketing strategies in the digital era.

### Most Productive journals

Table 2. illustrates the distribution of research articles according to journal publishers focusing on the themes of *compulsive buying*, *social media marketing*, *fear of missing out (FoMO)*, and *live streaming*. The analysis reveals that Emerald Group Publishing Ltd. dominates the publication landscape, contributing the largest number of articles ( $n = 6$ ), followed by Routledge (Taylor & Francis Group) and Elsevier Ltd., with four and three publications respectively. These three publishers collectively represent the leading outlets for research in digital consumer behavior and marketing communication. Other publishers such as Springer New York, Emerald Publishing, Inderscience Enterprises Ltd., and John Wiley & Sons Inc. contribute moderately, each publishing two to three relevant articles. Meanwhile, several publishers, including SAGE Publications, University of Chicago Press, and Wiley-Blackwell, are represented by a smaller number of articles, typically one or two, reflecting a more specialized focus or selective editorial scope within this research domain.

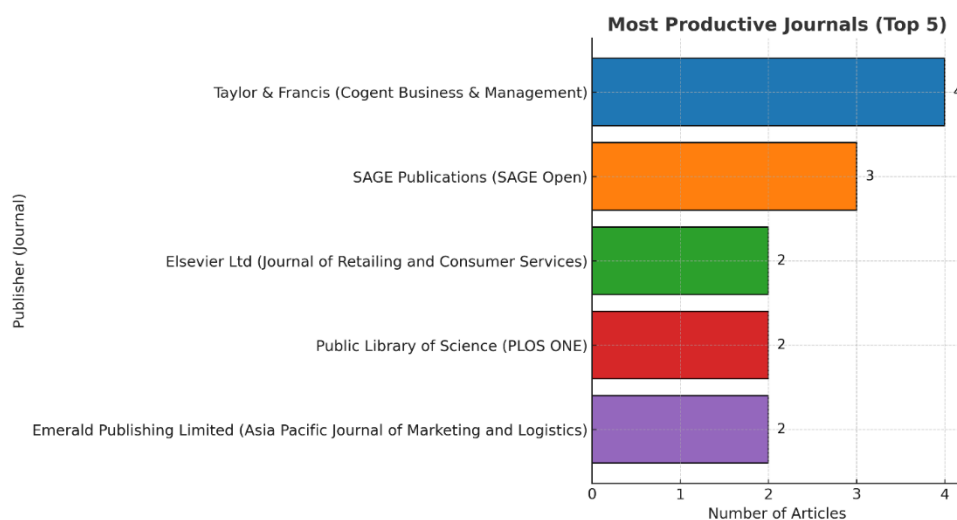
**Table 2. List of Source Journals for Synthesized Articles**

Publisher	Number of article
SAGE Publications (Global Business Review)	1
Vilnius Gediminas Technical University Press (Business: Theory & Practice)	1
Frontiers Media SA (Frontiers in Psychiatry)	1
Frontiers Media SA (Frontiers in Psychology)	1
Inderscience Enterprises Ltd (International Journal of Electronic Marketing and Retailing)	1
MDPI (Behavioral Sciences)	1
Springer Nature (Annals of Operations Research)	1
Springer Nature (Journal of Consumer Policy)	1
Taylor & Francis (Cogent Business & Management)	4
Elsevier Ltd (Journal of Retailing and Consumer Services)	2
Emerald Publishing Limited (Asia Pacific Journal of Marketing and Logistics)	2
Emerald Publishing Limited (International Journal of Retail & Distribution Management)	1
Emerald Publishing Limited (Marketing Intelligence & Planning)	1
Emerald Publishing Limited (Spanish Journal of Marketing â€“ ESIC)	1
Emerald Publishing Limited (European Journal of Marketing â€“ ESIC)	1
SAGE Publications (SAGE Open)	3

Public Library of Science (PLOS ONE)	2
IEEE (IEEE Access)	1
Mary Ann Liebert, Inc. (Cyberpsychology, Behavior, and Social Networking)	1
SAGE Publications (Psychological Reports)	1
Springer Science+Business Media, LLC (Current Psychology)	1
Taylor & Francis Group, LLC (Journal of Marketing Theory and Practice)	1
Wiley (Internation Journal of Cosumer studies)	1

The bar chart titled Most Productive Journals (Top 5) (Figure 6.) illustrates the distribution of research publications related to Fear of Missing Out (FoMO) and compulsive buying across the five most active academic outlets in the dataset. The figure reveals that Taylor & Francis, through its open-access journal Cogent Business & Management, is the most productive publisher, contributing four articles. This suggests that the journal serves as a significant interdisciplinary platform for studies integrating consumer psychology, digital marketing, and behavioral economics.

Following this, SAGE Publications, represented primarily by SAGE Open, accounts for three publications, indicating its strong engagement in disseminating empirical and conceptual research on digital behavior and social influence in marketing contexts. Both Elsevier Ltd (Journal of Retailing and Consumer Services) and the Public Library of Science (PLOS ONE) each contribute two articles, reflecting their consistent publication of cross-disciplinary research that combines consumer science and psychological analysis. Similarly, Emerald Publishing Limited, through its Asia Pacific Journal of Marketing and Logistics, also contributes two studies, emphasizing the regional and managerial dimensions of FoMO-driven consumption patterns.



**Figure 6. Most Productive Journals from Scopus**

From a bibliometric perspective, this distribution underscores that FoMO-related research in digital marketing and consumer psychology is widely disseminated across open-access and hybrid international journals. These outlets span diverse disciplinary orientations from psychology and marketing to communication and management demonstrating the interdisciplinary and global nature of FoMO research. The dominance of publishers such as Taylor & Francis, SAGE, and Elsevier highlights the integration of behavioral and managerial perspectives, reaffirming that FoMO and compulsive buying have evolved into a core area of inquiry bridging consumer behavior and digital transformation studies.

### Most Productive Countries

The bibliometric data indicate that research on Fear of Missing Out (FoMO) and compulsive buying is predominantly concentrated in Western academic publishing hubs (table 3). The United Kingdom ranks first with 13 publications (42%), reflecting its dominance in interdisciplinary research connecting psychology, marketing, and digital behavior through publishers such as Taylor & Francis, Emerald, and Elsevier. The United States follows with 10 publications (32%), underscoring its strong influence in behavioral and consumer research led by SAGE, PLOS ONE, and Frontiers. Switzerland contributes 6 publications (19%), largely through Frontiers Media SA, highlighting the country's growing prominence in open-access scholarly dissemination.

**Table 3. Top 10 Countries**

No	Region	Number of articles	Percentage
1	UK	13	42%
2	USA	10	32%
3	Switzerland	6	19%
4	India	1	3%
5	Lithuania	1	3%

Meanwhile, India (3%) and Lithuania (3%) represent emerging contributors, each adding a unique regional perspective through SAGE India and Vilnius Gediminas Technical University Press. Overall, this distribution shows that FoMO-related research remains centered in Western academic ecosystems but is gradually expanding globally, indicating a diversification of scholarly engagement in digital consumer behavior studies.



## **How Does the Fear of Missing Out (FoMO) Phenomenon Affect Compulsive Buying in the Context of Digital Marketing?**

The phenomenon of Fear of Missing Out (FoMO) has increasingly been recognized as a significant psychological factor influencing digital consumption behavior. FoMO represents a form of social anxiety stemming from the fear of being left out of experiences or opportunities that others enjoy, which, in the context of digital marketing, serves as a primary trigger for compulsive buying. Adamczyk et al. (2020) define compulsive buying as a pathological consumption pattern driven by emotional impulses rather than actual needs. Within the digital environment, social pressure induced by online content exposure intensifies this mechanism through heightened envy and the need for social validation (Ahamed, Limbu, & Mamun, 2021). In social commerce, emotional experience and perceived value act as key mediators linking FoMO to impulsive buying, while self-regulation ability determines the extent to which FoMO pressure culminates in compulsive behavior (Dang et al., 2025; Anisimova et al., 2025).

Beyond emotional factors, digital marketing strategies based on brand social media marketing have been shown to amplify FoMO effects by inducing pleasure and arousal, which enhance consumer engagement and loyalty (Shah & Ali, 2023). This effect is further reinforced by personality traits such as agreeableness and openness (Ali et al., 2022), as well as habitual digital behaviors that promote repetitive and impulsive consumption (Lervik-Olsen et al., 2024). Hedonic values also strengthen brand attachment and trigger obsessive-compulsive buying, indicating that emotional consumption plays a substantial role in shaping compulsive purchasing behavior (Panjaitan et al., 2025). In the post-pandemic context, social and economic uncertainty has amplified herd behavior and loss aversion, positioning FoMO as a catalyst for excessive online consumerism (Gupta & Mukherjee, 2022).

FoMO further operates as a psychosocial trigger linking online social pressure with overconsumption. The desire for self-presentation and social status motivates consumers to engage in conspicuous consumption and post-purchase sharing (Dinh & Lee, 2024). The concept of fomsumerism, developed by Duradoni et al. (2025), identifies four main dimensions: social comparison, social attachment, personal agency, and self-determination that interact with the need for online social feedback and reinforce tendencies to display and purchase products. In practice, live commerce demonstrates how the presence of Key Opinion Leaders (KOLs), real-time interaction, and vividness enhance pleasure and arousal while

reducing uncertainty, thus accelerating spontaneous buying impulses (Xia et al., 2024). However, studies on younger generations reveal a growing resistance to superficial triggers, signaling a shift toward more conscious consumption (Tran et al., 2025).

Furthermore, Alfina et al. (2023) emphasize the dual nature of FoMO: while it is often associated with negative psychological states, it simultaneously stimulates purchase intentions and promotional participation. High social media intensity and materialistic values broaden the pathways leading to impulsive and compulsive buying (Pellegrino et al., 2022), especially among individuals with low self-esteem and emotional coping motives (Challet-Bouju et al., 2020). Relational aspects are also influential insecure attachment and loneliness increase retail patronage through FoMO (Rippé et al., 2023), while exposure to influencers fosters mimicry and materialism, effects that are magnified under high FoMO levels (Dinh et al., 2023). Although FoMO directly diminishes social and psychological well-being, parasocial interactions with influencers may serve as emotional compensation, paradoxically strengthening attachment to consumption (Bartosiak et al., 2025).

Empirical findings further demonstrate that FoMO drives social validation through the purchase of influencer-recommended products (Lee et al., 2021) and reinforces materialistic values and brand awareness (Rai et al., 2018). Online advertising and community interactions increase impulsive urges (Singh et al., 2023), while emotional experiences during live commerce accelerate addictive tendencies (Ye & Ching, 2023). High levels of FoMO also contribute to compulsive platform usage (Enginkaya & Sağlam, 2025), enhance shopping pleasure (Bok et al., 2025), and weaken emotional self-control (Jaworska, 2025).

In conclusion, FoMO in the context of digital marketing functions as a complex psychosocial mechanism that not only drives engagement and emotional consumption but also fosters a cycle of psychological dependency. This cycle perpetuates compulsive buying tendencies, ultimately diminishing consumer well-being in the digital economy.

### **How does social media marketing shape or intensify Fear of Missing Out (FoMO)?**

Across the corpus, social media marketing emerges less as a static set of tactics and more as a lived, always-on environment that continually orchestrates moments of potential exclusion. Campaigns translate time pressure, social proof, and visibility cues into everyday micro-events stories that expire, limited drops, live streams, countdowns so that not seeing, not acting, or not sharing becomes psychologically costly. In this sense, marketing content

does not merely meet pre-existing FoMO; it manufactures a landscape in which FoMO is sensible, even adaptive, for staying socially current.

Previous eligible studies demonstrates that social media marketing functions not as a static promotional tool, but as an always-on socio-digital environment that continuously orchestrates moments of potential exclusion and emotional engagement. Marketing campaigns translate time pressure, social validation, and visibility cues into everyday micro-events such as disappearing stories, limited product drops, countdowns, and live-streaming sessions so that inaction or absence feels psychologically costly. In this sense, marketing does not merely respond to existing Fear of Missing Out (FoMO) but rather constructs an environment where FoMO becomes adaptive for maintaining social relevance (Lee et al., 2021; Jin & Ryu, 2020).

Three dominant mechanisms emerge. First, social comparison is structurally embedded in social media platforms. Highly curated feeds and visible engagement metrics magnify others' experiences as reference points, fostering emotional tension that motivates users to participate, purchase, or share (Dinh et al., 2023; Ye & Ching, 2023). Second, parasocial interaction and community engagement personalize marketing messages. Live chat, influencer engagement, and communal co-viewing transform advertisements into collective events, where missing a broadcast equates to missing social belonging (Dinh & Lee, 2024). Third, scarcity and ephemerality are used strategically to operationalize urgency limited-time offers, flash sales, and exclusive access compress decision-making windows and heighten arousal, reinforcing impulsive or compulsive buying tendencies (Xia et al., 2024; Bok et al., 2025).

Algorithmic curation further amplifies FoMO by prioritizing content that signals popularity and engagement. This cycle of exposure and response sustains compulsive checking behavior and transforms engagement into a habitual vigilance against missing out (Enginkaya & Sağlam, 2025). Importantly, influencer marketing unites comparison, intimacy, and scarcity in one touchpoint. When influencers announce exclusive codes or product drops while interacting in real-time, the social cost of absence increases not attending means missing the product and the collective experience (Dinh et al., 2023; Lee et al., 2021).

Emotional framing also plays a crucial role. Marketing content designed to elicit excitement and pleasure such as unboxing videos, highlight reels, or community rituals like "drop days" positions participation as both emotionally rewarding and socially expected (Shah & Ali, 2023). Materialism and status motives heighten sensitivity to these cues, making FoMO-driven consumption more intense (Pellegrino et al., 2022). Conversely, mindfulness and self-

regulation moderate these effects, reducing susceptibility to compulsive engagement (Hussain et al., 2023).

Ultimately, the reviewed studies converge on a shared conclusion: social media marketing transforms FoMO from a fleeting emotion into a sustained behavioral mechanism. It normalizes participation through collective anticipation and emotional contagion, turning attention, time, and belonging into currencies of engagement. This architecture of social media marketing blurs the boundary between connection and consumption, making being present synonymous with purchasing and sharing, and reinforcing compulsive buying as an emotional response to the fear of being left out in digital social life.

### **How does social media marketing through live streaming influence compulsive buying in the context of digital marketing?**

Eligible studies reveals that social media marketing through live streaming has profoundly reshaped the landscape of digital consumption, transforming it from a transactional process into an interactive, socially immersive, and emotionally stimulating environment. In this new paradigm, marketing no longer functions as the dissemination of information but as a real-time performance of engagement, where emotional connection, immediacy, and visibility intertwine to cultivate a sense of belonging and participation that can easily lead to compulsive buying behavior. Live streaming integrates features such as synchronous communication, emotional expressiveness, and perceived authenticity, allowing audiences to interact directly with influencers or sellers, thereby collapsing psychological distance and fostering stronger emotional identification with the marketing message (Ye & Ching, 2023; Xia et al., 2024).

Across multiple studies, the real-time interaction loop through comments, likes, gift-giving, and chat engagement creates an immediate feedback system that reinforces users' presence and validation within the live-streaming space. This dynamic transforms the consumption process into a collective event, where users perceive purchasing as an act of social participation rather than individual decision-making (Dinh et al., 2023; Lin et al., 2023). The heightened social presence, coupled with the contagious enthusiasm of others, fuels emotional contagion, amplifying arousal and diminishing cognitive control over spending behavior. Limited-time offers, countdowns, and visible purchase cues act as psychological triggers, intensifying the fear of losing a fleeting opportunity, thereby rationalizing impulsive and even compulsive purchases (Tran et al., 2025; Shah & Ali, 2023).

Emotional mechanisms such as excitement, euphoria, and Fear of Missing Out (FoMO) serve as the underlying affective engines that convert momentary impulses into repetitive consumption cycles (Panjaitan et al., 2025; Dang et al., 2025). FoMO, in particular, amplifies consumer anxiety by framing live streaming as an exclusive social moment one that must be experienced “now or never.” The more consumers engage with real-time content, the stronger the perceived risk of exclusion, thereby fueling continuous engagement and emotional dependency on digital consumption spaces (Duradoni et al., 2025).

The influence of Key Opinion Leaders (KOLs) and social media influencers further magnifies these psychological effects. Their parasocial interactions create an illusion of intimacy and trust, where audiences interpret product recommendations as personal advice rather than marketing persuasion (Lee et al., 2021; Dinh & Lee, 2024). This sense of closeness blurs the boundary between authentic connection and commercial influence, reducing consumers’ self-regulation and leading to habitual or compulsive purchasing tendencies. Studies also indicate that repetitive exposure to live-stream marketing reinforces neural patterns of reward and anticipation similar to addictive behaviors (Adamczyk, 2024; Hussain et al., 2023).

In summary, live-streaming commerce functions as a social-emotional ecosystem in which entertainment, real-time interaction, and instant gratification converge to normalize compulsive buying. By embedding emotional triggers and social validation cues within interactive media formats, social media marketing through live streaming cultivates a digital habitus where consumption becomes an expression of social identity, and the act of purchasing is redefined as a way to sustain connection, participation, and belonging in the digital age.

## CONCLUSION

Interactive and emotion-driven marketing strategies have fundamentally reshaped the digital marketplace, creating a psychosocial consumption ecosystem in which impulsive and compulsive buying behaviors are increasingly normalized. The integration of live streaming commerce, influencer marketing, and scarcity-based tactics has intensified Fear of Missing Out (FoMO), transforming it into a central psychological mechanism that drives consumer engagement and spontaneous purchase behavior. These marketing practices leverage real-time interactivity, social validation, and emotional arousal to sustain continuous participation, often blurring the boundary between authentic social interaction and strategic persuasion.

From an operational perspective, these findings underscore the urgent need for ethical governance frameworks that ensure transparency, fairness, and consumer protection in digital marketing. Policymakers should consider regulating algorithmic personalization, persuasive design, and data-driven targeting that exploit emotional vulnerability. For businesses, a paradigm shift is required from exploiting affective triggers to cultivating genuine relational value through trust-based engagement, responsible influencer collaborations, and transparent communication.

Future research should advance interdisciplinary inquiry into the neuropsychological and cultural underpinnings of FoMO, exploring how emotional regulation, social identity, and digital habit formation contribute to compulsive consumption. Additionally, scholars are encouraged to design and test digital well-being interventions such as mindful interface design, ethical nudging, and algorithmic transparency to balance marketing performance with consumer psychological resilience in an increasingly immersive digital economy.

### **Funding Statement**

This research did not receive any specific grant or financial support from funding agencies in the public, commercial, or not-for-profit sectors. The study was conducted independently without any external financial contribution from institutions, organizations, or individuals.

### **Ethical Clearance**

This study did not involve human participants, animals, or any sensitive personal data; therefore, it did not require ethical clearance from any institutional review board. All research procedures were conducted in accordance with established scientific integrity principles and ethical research standards.

### **Conflict of Interest**

The author declares that there is no conflict of interest related to the research, authorship, or publication of this article. The findings and interpretations presented in this study are entirely objective and were not influenced by any external parties.

## **REFERENCES**

- Abd Rahim, H., Osman, S., Othman, M. A., & Mat Rahim, F. F. (2022). Economic Well-being among Single Mothers: The Effects of Materialism, Stress, Savings Behaviour and Compulsive Buying Behaviour. In *International Journal of Academic Research in Business and*

- Social Sciences* (Vol. 12, Issue 10). researchgate.net. <https://doi.org/10.6007/ijarbss/v12-i10/14309>
- Acerit, A. D., Joy Bau, N. B., Daliri, J. S., de Guzman, A. S., Claire Lazatin, S. C., Porto Jr, P. N., Rabago, Z. M., Mae Rodriguez, G. B., & Mae Valdez, H. P. (2022). Oniomania: A Phenomenological Study on Online Shopping Addiction. *International Journal of Arts, Sciences and Education*, 3, 2799–1091. <https://ijase.org>
- Adamczyk, G., Capetillo-Ponce, J., & Szczygieski, D. (2020). Compulsive Buying in Poland. An Empirical Study of People Married or in a Stable Relationship. In *Journal of Consumer Policy* (Vol. 43, Issue 3, pp. 593–610). Springer. <https://doi.org/10.1007/s10603-020-09450-4>
- Adamczyk, G. (2024). Pathological buying on the rise? Compensative and compulsive buying in Poland in the pre- and (Post-)pandemic times. In *PLoS ONE* (Vol. 19, Issue 3 March). journals.plos.org. <https://doi.org/10.1371/journal.pone.0298856>
- Adamczyk, G., Capetillo-Ponce, J., & Szczygieski, D. (2020). Compulsive Buying in Poland. An Empirical Study of People Married or in a Stable Relationship. In *Journal of Consumer Policy* (Vol. 43, Issue 3, pp. 593–610). Springer. <https://doi.org/10.1007/s10603-020-09450-4>
- Ahamed, A. F. M. J., Limbu, Y. B., & Al Mamun, M. (2021). Facebook usage intensity and compulsive buying tendency: The mediating role of envy, self-esteem, and self-promotion and the moderating role of depression. *International Journal of Electronic Marketing and Retailing*, 12(1), 69–88. <https://doi.org/10.1504/IJEMR.2021.112255>
- Aksoy, B., Akpinar, A., & Özkara, B. Y. (2023). The impact of neuroticism on compulsive buying behavior: the mediating role of the past-negative time perspective and the moderating role of the consumer's need for uniqueness. *Journal of Marketing Theory and Practice*, 31(3), 352–367. <https://doi.org/10.1080/10696679.2022.2076247>
- Ali, A., Li, C., Hussain, A., & Bakhtawar. (2024). Hedonic Shopping Motivations and Obsessive–Compulsive Buying on the Internet. In *Global Business Review* (Vol. 25, Issue 1, pp. 198–215). <https://doi.org/10.1177/0972150920937535>
- Ali, F., Tauni, M. Z., & Ali, A. (2022). The Big Five dyad congruence and compulsive buying: A case of service encounters. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103007>
- Ali, F., Tauni, M. Z., Ali, A., Ali, F., Tauni, M. Z., Ali, A., Big, T., & Dyad, F. (2024). *The Big Five Dyad Congruence and Compulsive Buying: A Case of Service Encounters To cite this version : HAL Id: hal-04584719 The Big Five dyad congruence and compulsive buying: A case of service encounters.*
- Anisimova, T., Billore, S., & Kitchen, P. (2025). Self-regulation and panic buying: examining the brake mechanism effect on fear of missing out. In *Asia Pacific Journal of Marketing* .... emerald.com. <https://doi.org/10.1108/apjml-12-2023-1254>
- Bartosiak, A., Lee, J. E., & Loibl, C. (2025). Fear of missing out, social media influencers, and the social, psychological and financial wellbeing of young consumers. In *PloS one*. journals.plos.org. <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0319034>
- Bashar, A., Rabbani, M. R., Khan, S., & Ali, M. A. M. (2021). Data driven finance: A bibliometric review and scientific mapping. *2021 International Conference on Data Analytics for Business and Industry (ICDABI)*, 161–166. <https://doi.org/10.1109/ICDABI53623.2021.9655898>
- Bashar, A., Singh, S., & Pathak, V. K. (2023). The Influence of Culture on Impulse Buying Behavior: A Systematic Literature Review. In *Brazilian Business Review* (Vol. 20, Issue 4, pp. 465–484). SciELO Brasil. <https://doi.org/10.15728/bbr.2022.1221.en>
- Bashar, A., Wasiq, M., Nyagadza, B., & Maziriri, E. T. (2024). Emerging trends in social media

- marketing : a retrospective review using data mining and bibliometric analysis. *Future Business Journal*, 10(1), 1–16. <https://doi.org/10.1186/s43093-024-00308-6>
- Bok, S., Shum, J., & Lee, M. (2025). The fear of missing out influence on excitement-seeking and the thrill of a sale. *Cogent Business & Management*.  
<https://doi.org/10.1080/23311975.2025.2451125>
- Brunelle, C., & Grossman, H. (2022). Predictors of online compulsive buying: The role of personality and mindfulness. *Personality and Individual Differences*, 185.  
<https://doi.org/10.1016/j.paid.2021.111237>
- Challet-Bouju, G., Mariez, J., Perrot, B., Grall-Bronnec, M., & Chauchard, E. (2020). A Typology of Buyers Grounded in Psychological Risk Factors for Compulsive Buying (Impulsivity, Self-Esteem, and Buying Motives): Latent Class Analysis Approach in a Community Sample. In *Frontiers in Psychiatry* (Vol. 11). frontiersin.org.  
<https://doi.org/10.3389/fpsy.2020.00277>
- Dang, T., Nguyen, L., Thi, D., & Duc, V. (2025). *Impulsive Buying and Compulsive Buying in Social Commerce : An Integrated Analysis using the Cognitive-Affective- Behavior Model and Theory of Consumption Values with PLS-SEM*. June, 1–20.  
<https://doi.org/10.1177/21582440251334215>
- Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018). Online social media fatigue and psychological wellbeing A study of compulsive use, fear of missing out, fatigue, anxiety and depression. *International Journal of Information Management*, 40, 141–152.  
<https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2018.01.012>
- Eck, N. J. Van, & Waltman, L. (2023). *VOSviewer Manual*. January.
- Elhai, J. D., Levine, J. C., Dvorak, R. D., & Hall, B. J. (2016). Fear of missing out, need for touch, anxiety and depression are related to problematic smartphone use. *Computers in Human Behavior*, 63, 509–516.  
<https://doi.org/https://doi.org/10.1016/j.chb.2016.05.079>
- Fang, J., Wang, X., Wen, Z., & Zhou, J. (2020). Fear of missing out and problematic social media use as mediators between emotional support from social media and phubbing behavior. *Addictive Behaviors*, 107, 106430.  
<https://doi.org/https://doi.org/10.1016/j.addbeh.2020.106430>
- Florida, S., Ali, F., Ali, M., & Terrah, A. (2025). *Social media marketing and brand loyalty : exploring interrelationships through symmetrical and asymmetrical modeling*. 29(1), 114–135.  
<https://doi.org/10.1108/SJME-08-2023-0219>
- Gupta, A. S., & Mukherjee, J. (2022). Long-term changes in consumers' shopping behavior post-pandemic: an exploratory study. *International Journal of Retail and Distribution Management*, 50(12), 1518–1534. <https://doi.org/10.1108/IJRDM-04-2022-0111>
- Hartini, S., & Mardhiyah, D. (2023). FOMO related consumer behaviour in marketing context : A systematic literature review MARKETING | REVIEW ARTICLE FOMO related consumer behaviour in marketing context : A systematic literature review. *Cogent Business & Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2250033>
- Hassan, M. K., & Raza Rabbani, M. (2022). Sharia governance standards and the role of AAOIFI: a comprehensive literature review and future research agenda. *Journal of Islamic Accounting and Business Research*, 14(5), 677–698. <https://doi.org/10.1108/JIABR-04-2022-0111>
- Hussain, S., Raza, A., Haider, A., Ishaq, M. I., & Talpur, Q. ul ain. (2023). Fear of missing out and compulsive buying behavior: The moderating role of mindfulness. *Journal of Retailing and Consumer Services*, 75. <https://doi.org/10.1016/j.jretconser.2023.103512>
- Intelligence, M., Zeqiri, J., Dobre, C., Milovan, A. M., & Hasani, V. V. (2024). *The impact of social media marketing on brand awareness , brand engagement and purchase intention in emerging economies*. August.  
<https://doi.org/10.1108/MIP-06-2023-0248>



- Jaworska, D. (2025). Many faces of FoMO: A qualitative in-depth investigation of context-specific experiences, emotions, and coping strategies. In *PLoS One*. journals.plos.org. <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0330978>
- Jin, S. V., & Ryu, E. (2020). "I'll buy what she's #wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102121>
- Koay, K. Y., Cheung, M. L., Soh, P. C. H., & ... (2022). Social media influencer marketing: the moderating role of materialism. *European Business ...* <https://doi.org/10.1108/eb-02-2021-0032>
- Lee, J. A., Bright, L. F., & Eastin, M. S. (2021). *Fear of Missing Out and Consumer Happiness on Instagram : Influencer-Related Activities*. 24(11), 762–766. <https://doi.org/10.1089/cyber.2020.0431>
- Nori, R., Zucchelli, M. M., Piccardi, L., Palmiero, M., Bocchi, A., & Guariglia, P. (2022). The Contribution of Cognitive Factors to Compulsive Buying Behaviour: Insights from Shopping Habit Changes during the COVID-19 Pandemic. In *Behavioral Sciences* (Vol. 12, Issue 8). mdpi.com. <https://doi.org/10.3390/bs12080260>
- Panjaitan, R., Yuswono, I., Afendi, A., & Ardyan, E. (2025). Improving obsessive-compulsive buying through brand attachment and hedonic value: customer-based brand value. In *Business: Theory and ...* [jest.vgtu.lt](https://doi.org/10.1089/cyber.2020.0431). <https://jest.vgtu.lt/index.php/BTP/article/view/20636>
- Pellegrino, A., Abe, M., & Shannon, R. (2022). The Dark Side of Social Media: Content Effects on the Relationship Between Materialism and Consumption Behaviors. In *Frontiers in Psychology* (Vol. 13). frontiersin.org. <https://doi.org/10.3389/fpsyg.2022.870614>
- Lin, S. C., Tseng, H. T., Shirazi, F., Hajli, N., & ... (2023). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of ...* <https://www.emerald.com/apjml/article/35/6/1383/36114>
- Nanda, A. P., Banerji, D., & Singh, N. (2023). Situational Factors of Compulsive Buying and the Well-Being Outcomes: What We Know and What We Need to Know. *Journal of Macromarketing*, 43(3), 384–402. <https://doi.org/10.1177/02761467231180091>
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-wilson, E., McDonald, S., ... Moher, D. (2021). *The PRISMA 2020 statement : an updated guideline for reporting systematic reviews Systematic reviews and Meta-Analyses*. <https://doi.org/10.1136/bmj.n71>
- Paul, J., Lim, W. M., O'Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, 45(4), O1–O16. <https://doi.org/10.1111/ijcs.12695>
- Pérez de Albéniz-Garrote, G., Medina-Gómez, M. B., & Buedo-Guirado, C. (2021). Compulsive buying in adolescents. The impact of gender and alcohol and cannabis use. In *Sustainability (Switzerland)* (Vol. 13, Issue 7). <https://doi.org/10.3390/su13073982>
- Rai, R. (2018). *Materialistic values , brand knowledge and the mass media : Hours spent on the internet predicts materialistic values and brand knowledge*.
- Rippé, C. B., Smith, B., & Gala, P. (2023). A psychological examination of attachment insecurity, loneliness, and fear of missing out as drivers of retail patronage among emerging adults. *International Journal of Consumer ...* <https://doi.org/10.1111/ijcs.12958>
- Saman Ismail, & Dr. Danish Ahmed Siddiqui. (2025). How Intrinsic Stimuli Affect Consumers' Impulsive and Compulsive Buying Behavior in E-commerce Live streaming Marketing:

- The Role of Regret and Rejoice Emotions complemented by Scarcity message. *Social Science Review Archives*, 3(2), 172–196. <https://doi.org/10.70670/sra.v3i2.604>
- Sciences, A. (2025). *Social Commerce Platforms Role in FoMO Driven Consumption : The Hidden Psychological Toll of Continuous Use*. May, 77395–77417. <https://doi.org/10.1109/ACCESS.2025.3565127>
- Shah, A. M., & Ali, M. (2022). *Social media marketing activities and luxury fashion brands in the post-pandemic world luxury fashion*. <https://doi.org/10.1108/APJML-10-2022-0863>
- Sharif, S. P., She, L., Yeoh, K. K., & Naghavi, N. (2021). Heavy social networking and online compulsive buying : the mediating role of financial social comparison and materialism. *Journal of Marketing Theory and Practice*, 00(00), 1–13. <https://doi.org/10.1080/10696679.2021.1909425>
- Singh, P., Sharma, B. K., Arora, L., & Bhatt, V. (2023). Cogent Business & Management Measuring social media impact on Impulse Buying Behavior Measuring social media impact on Impulse Buying Behavior. *Cogent Business & Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2262371>
- Stevens, M. W. R., Dorstyn, D., Delfabbro, P. H., & King, D. L. (2021). Global prevalence of gaming disorder: A systematic review and meta-analysis. *Australian and New Zealand Journal of Psychiatry*, 55(6), 553–568. <https://doi.org/10.1177/0004867420962851>
- Thomas, T. A., Schmid, A. M., Kessler, A., Wolf, O. T., Brand, M., Steins-Loeber, S., & Müller, A. (2024). Stress and compulsive buying-shopping disorder: A scoping review. In *Comprehensive Psychiatry* (Vol. 132). Elsevier. <https://doi.org/10.1016/j.comppsy.2024.152482>
- Tor, W., Bob, M., & Lervik-olsen, L. (2024). *When enough is NOT enough When enough is not enough : behavioral and motivational paths to compulsive social media consumption*. <https://doi.org/10.1108/EJM-12-2022-0898>
- Tran, M. D., Ta, K. P., Luu, H. T., Ta, N. B. T., Vo, M. Y. N., & ... (2025). Effect of KOLs' persuasiveness on impulsive buying behaviors: live streaming commerce. *Cogent Business & ...* <https://doi.org/10.1080/23311975.2025.2476709>
- Vasilu, O. (2022). Therapeutic management of buying/shopping disorder: A systematic literature review and evidence-based recommendations. In *Frontiers in Psychiatry* (Vol. 13). frontiersin.org. <https://doi.org/10.3389/fpsy.2022.1047280>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Wacks, Y., & Weinstein, A. M. (2021). Excessive smartphone use is associated with health problems in adolescents and young adults. In *Frontiers in psychiatry*. frontiersin.org. <https://doi.org/10.3389/fpsy.2021.669042>
- Xia, Y. X., Chae, S. W., & Xiang, Y. C. (2024). How social and media cues induce live streaming impulse buying? SOR model perspective. *Frontiers in Psychology*, Volume 15. <https://doi.org/10.3389/fpsyg.2024.1379992>
- Ye, M., & Ching, T. C. (2023). Research and application flow-based live-streaming shopping towards compulsive buying. *Annals of Operations Research*. <https://doi.org/10.1007/s10479-023-05681-z>