

“THE INFLUENCE OF FOMO TENDENCY IN SOCIAL MEDIA ENGAGEMENT”

Mr DOMINIC MICHEAL C L

Doctoral Research Scholar

Department of Business Administration

Annamalai University Chidabaram , Tamilnadu

dominic.micheal@gmail.com

Dr.R NARAYANA GUPTA

Assistant Professor

Department of Business Administration

Thiru. Vi. Ka Govt Arts College, Thiruvarur, 610003 Tamil nadu

ABSTRACT

Technology and the human race had become inseparable, or we can say that nowadays, human beings cannot exist without technology. Technology enables us with the new inventions, the new mode of communications, the new ways for supplementing the work done by human beings etc. It consists of an extensive list if we go on explaining the support of technology to Human beings. Here the study will be pointing out on the influence social Media in a person's life. We can explain many positives of social media in the same way it creates many issues to the human race also. Nowadays, there exists a stiff competition between those social Media in getting a maximum number of users or viewers. One of the significant ways these social media engages there users is by creating a fear of missing out in their minds. FOMO is nothing but the fear of missing out; it can be explained as the fear or anxiety inside the mind of a person regarding whether he will be isolated from his peer groups/friends if he does not keep track on what is happening around him.

This FOMO tendency is now utilized by many social media to increase their Social media engagement; social media engagement can be explained as the amount of time a person

feeling which is created in the mind of a customer once a purchase had been made that is imagining how things could be different.

Dan Herman (2012) gave a vital explanation to FOMO, which has great relevance, he defined FOMO as a socio-cultural phenomenon, and different motivation, and a personality factor that influences customers psychologically.

Previous researches also indicate that FOMO is comprised of irritability, anxiety, and feelings of inadequacy, with individual's feelings of irritability, anxiety, and inadequacy intensified when they view social media (**JWTIntelligence 2012; Wortham, 2011**). In today's economy, FOMO can be considered as the urge of a person to be present in multiple places at the same time (**JWTIntelligence, 2012**)

There are only a few studies which gave a perfect scale to measure FOMO in an individual, among that one of the successful scale was developed by **Przyblski et al. (2013)**, he stated that FOMO is not a new concept, it has relevance from the past history, it is a disorder which is developed with the urge of a person to stay connected and to be updated and not to lose something which his/her friends or peer members may gain.

(**Gökler et al., 2016: 54**) explains FOMO as individuals wish to be constantly involved in social settings; they share and view content on social networks, and thus have a greater tendency towards FOMO There is yet another study by **Peronne (2016)** which relates FOMO and frequency of social media use in terms of variables such as age, gender, and ethnicity and was able to find significant differences between FOMO and social media use and demographics

(**Overmyer, 2016**) There are very few studies which have the relevance of FOMO on consumer purchase decision reporting that 68% of the study participants made purchases within 24 hours after they had seen somebody else's experience, as a result of their FOMO. It has been reported that participants made their purchases after seeing online content about trips (59%), parties events (56%), and food (29%) due to their FOMO

Another study which was done by **Hoşgör et al. (2017)** found out the prevalence of FOMO among students in universities. The result of the study was that variables such as age, duration of smartphone use, daily frequency of checking smartphone, the duration of having a social media account, number of social media accounts, and daily duration of social media use has a significant influence on FOMO.

(Mert, 2016: 20-22) The use of strategies and augmented marketing techniques in sales and presenting items in a manner to initiate FOMO in the mind of customers through social Media, online pages, search engine optimizing and many other e-marketingng activities.Among this social media marketing has a great prevalence in reaching the customers as reach is high.

FOMO induces the customers to make a purchase, follow the posts created by companies in, flash sales/discount sales. It makes a customer purchase products by attracting them today the product by creating a FOMO tendency in them.

Cambridge English Dictionary explains FOMO by relating it with social media; it explained FOMO as, FOMO is a worrying feeling that you may miss exciting events that other people are going to, especially caused by things you see on social media (<https://dictionary.cambridge.org/>, 2018)

(Dylan Michot, Carole Blancot & Barthélémy Bourdon Baron Munoz,2016) Explains about the relationship of FOMO with SME. The study explains that there exists a significant relationship between FOMO and SME.

Research Methodology

The respondents consist of a sample of 240 youths (age group: 18-26) (the sample unit has been defined as any person who is active in social media and has at least one account in social sites For the collection of the data, a structured questionnaire on a five-point Likert scale has been used. The period of the collection was April - May 2020.

Methodology

The data analysis methods used for this study are correlation. The statistical package used for data analysis for both these tests is Statistical Package for the Social Sciences (SPSS) 21. Conducted a primary survey with the structured questionnaire has been conducted on 240 respondents from Alappuzha district in Kerala state.

The questionnaire used for this study consists of 21 questions. It covers 2 demographic items – Gender and age. The first dimension is testing FOMO, and for this, we have 10 questions. The second variable is Social Anxiety. For this purpose, we have 2 questions. The third factor is Social Media Engagement, and for this, it constitutes 5 questions. For gender-wise relationship with FOMO, we have with 1 question. The questionnaire is constructed on two

different 5-point Likert scales (never, rarely, sometimes, often, always and Not at all true of me, Slightly true of me, Moderately true of me, Very true of me, Extremely true of me respectively).

STUDY AND ANALYSIS

Reliability Statistics

Dimension	No.of Items	Cronbach's Alpha
FOMO	10	.750
Social Media Engagement	5	.717

Table 1

Coefficient alpha (α) is considered as one of the most suggested tools for reliability analysis. In this analysis (Table 1) all the dimensions under study achieve high reliability with a desirable Cronbach's Alpha value.

Correlation Analysis

Here we conducted a series of Spearman rank-correlations that was conducted to find if there were any relationships between the independent variable and dependent variables. In a two-tailed test of significance, there was a significant positive correlation between FOMO and Social media engagement ($r_s = .173, p < .01, N = 240$) (Table 2)

Correlations

		FOMO	SME
FOMO	Pearson Correlation	1	.173**
	Sig. (2-tailed)		.007
	N	240	240
SME	Pearson Correlation	.173**	1
	Sig. (2-tailed)	.007	
	N	240	240

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2

Spearman's Rank correlation was conducted to find out the relationship between FOMO and Social Anxiety and in a two-tailed test of significance, it was found that there exists a significant positive correlation between FOMO and Regret Aversion ($r_s = .226$, $p < .01$, $N = 240$) (Table 3)

Correlations

		FOMO	Anxiety
FOMO	Pearson Correlation	1	.226**
	Sig. (2-tailed)		.000
	N	240	240
anxiety	Pearson Correlation	.226**	1
	Sig. (2-tailed)	.000	
	N	240	240

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3

Spearman's Rank correlation was conducted to find out the relationship between Social Media Engagement and Social Anxiety and in a two-tailed test of significance, it was found that there exists a significant positive correlation between FOMO and Anxiety disorder ($r_s = .576$, $p < .01$, $N = 240$) (Table 4)

Correlations

	SME	anxiety
SME Pearson Correlation	1	.576**
Sig. (2-tailed)		.000
N	240	240
anxiety Pearson Correlation	.576**	1
Sig. (2-tailed)	.000	
N	240	240

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4

Studies were also conducted to analyse whether there is any statistical difference in the FOMO of male and female and The FOMO scores of Male (Mdn = 31) is equal to female (Mdn = 31). A Mann-Whitney U test indicated that there is no significant statistical difference between the groups, $U(N\text{-Male}=108, N\text{-Female}=132)=6408$, $z=-1.355$, $p>0.05$ From the data, it can be concluded that FOMO in male and female has no statistical differences.(table 5 and table 6)

Descriptive Statistics

					Percentiles			
		Std.	nimum	ximum	50th			
		Deviation			25th	(Median)	75th	
N	Mean							
FOMO	240	29.3500	6.18765	15.00	40.00	25.5000	31.0000	33.7500

(Table 5)

Test Statistics

FOMO

Mann-Whitney U	6408.000
Wilcoxon W	12294.000
Z	-1.355
Asymp. Sig. (2-tailed)	.175

Grouping Variable: Gender

(Table 6)

CONCLUSION

The above study aims to analyze the influence of FOMO tendency in Social Media Engagement. In addition the study was focused to find out whether certain factors like gender and anxiety have influence in FOMO and it was concluded that there exist a significant relationship between FOMO and the above said dimensions. The study was concluded with a positive result considering the facts like limited time period and the mood changes and other uncontrollable environmental factors which may influence the response of the respondents.

REFERENCE

- Abel, J.P., Buff C.L., Burr, S.A. (2016). Social Media And The Fear Of Missing Out: Scale Development And Assessment', Journal Of Business & Economics Research, 14(1): 33-44.
- George, B. P., & Yaoyuneyong, G. (2010). Impulse buying and cognitive dissonance: a study conducted among the spring break student shoppers. Young Consumers, 11(4), 291-306.
- Dossey, L. (2014). FOMO, digital dementia, and our dangerous experiment. Explore: The Journal of Science and Healing, 10(2), 69-73. Jones, C. (2016). If You Don't Have Fomo You Don't Know What you're Missing Out On. Retrieved from; [Http://Www.Huffingtonpost.Com.Au/Courtney Jones/If-You-DontHave-Fomo-You-Dont-Know-What-Youre-Missing-Out-On/](http://www.huffingtonpost.com.au/courtney-jones/if-you-dont-have-fomo-you-dont-know-what-youre-missing-out-on/).
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. Computers in Human Behavior, 29(4), 1841-1848.
FOMO (22.07.2018) Retrieved from; <https://dictionary.cambridge.org/>
- Işıl Karapınar Çelik, Oya Eru, Ruziye Cop (2019), The Effects of Consumers' FoMo Tendencies On Impulse Buying and The Effects of Impulse Buying on Post- Purchase Regret: An Investigation on Retail Stores' BRAIN – Broad Research in Artificial Intelligence and Neuroscience Volume 10, Issue 3 (September, 2019), ISSN 2067-3957

Shodhsamhita: Journal of Fundamental & Comparative Research

Vol. II, Spl.Issue-01, Dec-2021

ISSN: 2277-7067

DOMINIC MICHEAL C L

Doctoral Research Scholar

Department of Business Administration Annamalai University

Chidabaram , Tamilnadu dominic.micheal@gmail.com

Mob: 9645144789

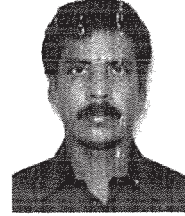
Dr.R Narayana Gupta

Assistant Professor

Department of Business Administration

Thiru. Vi. Ka Govt Arts College,

Thiruvavur,610003 Tamil Nadu.



**“THE DYSTOPIAN FUTURE: AN ANTHROPOCENE READING OF
EMMI ITARANTA’S *MEMORY OF WATER*”**

Miss ELZA MARIA BABY

Assistant Professor,

*PG Department of English Naipunnya Institute of Management and Information
Technology, Pongam, Affiliated to the University of Calicut.*

Email: elzamariva@naipunnya.ac.in

Contact No: 9846607943

ABSTRACT

In the article entitled “Watching the World” published in Awake Magazine on 8th November 2008, Ban Ki Moon, former UN Secretary General commented, “The challenge of securing safe and plentiful water for all is one of the most daunting challenges faced by the world today...too often where we need water, we find guns”. The twenty-first century opens the window with the realization of the importance of blue gold, water.

*Despite the denial of traditional politicians and journalists across the globe about the change in climate, there is now a clear unanimity among scientists, environmentalists and people that the present level of increase in greenhouse gas is enough to change the patterns of weather to possible catastrophic outcomes. The truth is that climate change is not just a scientific concern but a problem encompassing all areas such as literature, politics, business, law and importantly health. Bill McKibben has strongly stated in his essay *The End of Nature*, “for the first time in history human beings [have] become so large that they [have] become so large that they [have] altered everything around us. That we [have] ended nature as an independent force, that our appetites and habits and desires[can] now be read in every cubic meter of air, in every increment of thermometer” (35).*

Cli-fi has not only the potential to represent the consequences of climate change, but also the capacity to provide a space in which to address the Anthropocene’s emotional,