THE LINK BETWEEN THE SELF

AND THE FEAR OF MISSING OUT IN MARKETING

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ABSTRACT

The Link Between the Self and the Fear of Missing Out in Marketing

With the advancements in technology, today's consumers have a vast amount of alternatives available for every consumption decision in their lives. The availability of alternatives enriches the lives of consumers, yet it is also tiring to be exposed to endless number of opportunities, since pursuit of them all is not possible. In these conditions, consumers are left out with the all-consuming feeling that others might be having more rewarding experiences than them, or as commonly referred, they experience Fear of Missing Out (FOMO). Although it is popular in press and used widely in marketing communication strategies, research on FOMO in the context of marketing is very limited. To provide insights on the profile of people who are more prone to experience higher levels of FOMO, present research mainly investigates FOMO's link to self. A survey study (N = 412) was conducted to explore FOMO's relation to individual differences in social comparison orientation, trait anxiety, attachment, need to belong, self-esteem, extroversion and neuroticism; and behavioral consequences of brand loyalty and word of acceptance tendency. Results of the regression analysis demonstrated that FOMO is associated with need to belong, social comparison orientation, trait anxiety, and attachment anxiety; whereas extraversion moderates the relationship between social comparison orientation and FOMO. Mediating role of anxiety in the relationship between self-esteem, neuroticism and FOMO is also tested. FOMO is also found to be correlated to WOM acceptance tendency and cognitive loyalty. Practical implications and suggestions for future research are discussed.

ÖZET

Benlik ile Gelişmeleri Kaçırma Korkusunun Pazarlamadaki İlişkisi

Teknolojideki gelişmelerle birlikte, günümüz tüketicileri, yaşamlarındaki her tüketim kararı için geniş bir seçenek yelpazesine sahiptir. Alternatiflerin varlığı tüketicilerin yaşamını zenginleştirse de, hepsinin elde edilmesi mümkün olmadığından sonsuz sayıda fırsata maruz kalmak tüketiciler açısından yorucudur. Bu durumda tüketiciler, başkalarının kendilerinden daha doyurucu deneyimler yaşıyor olabileceği konusunda endişe duymakta, yani Gelişmeleri Kaçırma Korkusu'nu (FOMO) tecrübe etmektedir. Basında popüler olarak yer aldığı ve pazarlama iletişimi stratejilerinde yaygın olarak kullanıldığı halde, FOMO üzerine pazarlama alanındaki araştırmalar çok sınırlıdır. Bu araştırma, FOMO'yu deneyimlemeye yatkın olan kişilerin profillerine dair içgörü sağlamak amacıyla, FOMO ile benlik arasındaki ilişkiyi incelemektedir. Anket çalışması (N = 412) ile, FOMO'nun çeşitli kişilik özellikleri ile ilişkisi -sosyal karşılaştırma yönelimi, sürekli kaygı, bağlanma, ait olma ihtiyacı, benlik saygısı, dışa dönüklük ve nevrotiklik ile marka sadakati ve ağızdan ağıza iletişimi kabul etme eğilimi ile ilgili davranışsal sonuçları araştırılmıştır. Regresyon analizinin sonuçlarına göre FOMO ait olma ihtiyacı, sosyal karşılaştırma eğilimi, sürekli kaygı ve bağlanma kaygısı ile ilişkilidir. Dışadönüklük ise sosyal karşılaştırma eğilimi ile FOMO arasındaki ilişkide düzenleyici değişkendir. Anksiyetenin benlik saygısı, nevrotiklik ve FOMO arasındaki ilişkideki aracı değişken rolü de incelenmiştir. Ayrıca, FOMO'nun ağızdan ağıza iletişimi kabul etme eğilimi ve bilişsel sadakat ile de ilgili olduğu görülmüştür. Gelecekteki araştırmalar için öneriler ve sektöre yönelik uygulamalara yer verilmiştir.

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To my lovely parents and Bıdık

TABLE OF CONTENTS

LIST OF TABLES

LIST OF APPENDIX TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

The world is full of possibilities and people are aware of that maybe more than ever. With the diffusion of technology and the help of social media, people are one click away from others, conservations, experiences, possessions and vast amount of information of any interest. Today, there are 3.5 billion active social media users worldwide (Kemp, 2019), who are both the consumers and creators of content online. In 2011, Nielsen stated that only in USA, there are 27 million pieces of online content shared daily (AOL Research, 2011), which suggests an idea of the content available online at the present time.

Although it is exciting to live in a connected world, the wide range of possibilities makes it impossible to pursue all of the trends, events, popular products or the intellectual work available. Yet, owing to social networks, people are continuously reminded of the possibilities, so it is also impossible to ignore them. Even avoiding social networks may not help to disconnect, since it is rooted in the minds that there are excessive number of options available for every decision in life. Therefore, in these days, people are exposed to more options than can be pursued, considering time limits and practical restrictions (Przyblyski, Murayama, DeHaan & Gladwell, 2013). Depending upon current situation, a recent phenomenon has come to life: Fear of Missing Out (FOMO). J. Walter Thompson Worldwide (2011, 2012) defined FOMO as ''the uneasy and sometimes all-consuming feeling that you're missing out—that your peers are doing, in the know about or in possession of more or something better than you''. In 2013, FOMO was included in Oxford English Dictionary (Huffington Post, 2013) and was defined as ''anxiety that an exciting or

interesting event may currently be happening elsewhere, often aroused by posts seen on social media'' (English Oxford Dictionaries). According to a study by JWT Intelligence Communications, almost 70% of adults confirmed that they experience Fear of Missing Out (JWT Intelligence, 2012).

In today's society, it is important to understand the influencing factors, dynamics, behavioral and emotional reflections and applications of FOMO. However, there has been limited amount of research on this phenomenon. So far, the ''motivational, emotional and behavioral correlates of Fear of Missing Out'' (Przyblyski, Murayama, DeHaan & Gladwell, 2013, p. 1841) have been investigated mostly in the context of psychology (e.g. Adams et al., 2017; Beyens, Frison & Eggermont, 2016; Elhai, Levine, Dvorak & Hall, 2016; Lai, Altavilla, Ronconi & Aceto. 2016; Przyblyski et al., 2013 and Wang et al., 2018). Considering the interdisciplinary nature of marketing, these findings provide worthy insights for marketers. Yet, the empirical research on FOMO in the context of marketing is very scarce (Hayran, Anik & Gürhan-Canli, 2016; Rifkin, Cindy & Kahn, 2015) and academic contributions are highly needed (Hodkinson, 2016). Present research aims to respond to this need by providing a comprehensive model on FOMO in the context of marketing.

As Fear of Missing Out is a recent construct, there have been different approaches in its operationalization. Some researchers addressed FOMO as a less stable state triggered by external factors such as seeing a friend's post on social media (Hayran et al. 2016; Rifkin et al., 2015; Wegmann, Oberst, Stodt & Brand, 2017) rather than a personality trait. Present research examines FOMO as a rather stable dispositional trait and accordingly explores its link to self. It is important to understand a phenomenon's relation to self, since individual differences are

significant contributors in how people feel, think and behave. Therefore, current research mainly investigates FOMO's relations to self-determinants of social comparison orientation, trait anxiety, attachment, need to belong, self-esteem, extroversion and neuroticism-, while also exploring FOMO's behavioral consequences of brand loyalty and word of acceptance tendency. Main purpose of the current study is to provide insights on the profile of people who are more prone to experience higher levels of Fear of Missing Out.

CHAPTER 2

LITERATURE REVIEW

2.1 Fear of missing out

The article pioneering the research on Fear of Missing Out (FOMO) by Przyblyski et al. (2013) defines FOMO as ''a pervasive apprehension that others might be having rewarding experiences from which one is absent'' (p. 1841) and claims that ''FOMO is characterized by the desire to stay continually connected with what others are doing'' (Przyblyski, et al. 2013, p. 1841). Benefiting from Self-Determination Theory (Deci and Ryan, 1985), Przyblyski et al. (2013) investigated motivational, behavioral and emotional correlates of FOMO. Self-Determination Theory (Deci & Ryan, 1985) examines the three basic psychological needs: competence (self-efficacy for an activity), autonomy (being self-governing) and relatedness (connectedness with others). When those psychological needs are met, they yield enhancement of well-being; but when they are thwarted, well-being diminishes (Deci & Ryan, 1985). In their study, Przyblyski et al. (2013) found that participants, whose satisfaction with the three basic psychological needs was low, also have higher levels of FOMO. Furthermore, general mood and life satisfaction were also negatively correlated with FOMO. So, in general it was revealed that negative social and emotional states related to FOMO. Beside the emotional correlates, behavioral correlates of FOMO were also explored in this research. FOMO was positively correlated with social media engagement that people who have high levels of FOMO tended to use Facebook more often (Przyblyski et al., 2013.) This research further unveiled that high levels of social media engagement were predicted by low life satisfaction and lower levels of general mood in the presence of high levels of FOMO.

Beside the contributions of Przyblyski et al. (2013); ''motivational, emotional and behavioral correlates of Fear of Missing Out'' (p. 1841) were further investigated. In terms of motivational correlates of FOMO, Lai et al. (2016) found that FOMO is strongly linked to the need to belong such that FOMO score displayed positive correlation with the activation of brain areas related to social inclusion. Beyens et al. (2016) also did an empirical research about the mediating role of FOMO in adolescents' social media use and their social needs. The study revealed that adolescents' need to belong and need for popularity exacerbated social media use in the prevalence of FOMO (Beyens et al., 2016). Browne, Aruguete, McCutcheon and Medina's (2018) study also confirmed the strong relationship between FOMO and need to belong.

In terms of the relation between FOMO and the emotional well-being of individuals, Cheever, Rosen, Carrier and Chavez (2014) examined college students' psychological dependency to wireless mobile devices by measuring their anxiety levels. FOMO served a significant explanation for the felt anxiety that ''people become worrisome, fearful and anxious when they feel out of touch with the events, conversations and experiences of those in their social circles'' (Przyblyski et al., 2013, p. 511). Later, Elhai et al. (2016) contributed with their research on the relatedness of problematic smartphone use to FOMO, need for touch, anxiety and depression. Research results showed that ''FOMO had moderate to large relationship with anxiety and depression'' (Elhai et al., 2016, p. 512). Accordingly, Beyens et al. (2016) found that FOMO mediated the relationship between adolescent's perceived stress levels, and their needs of belonging and popularity. Hay (2013) also mentioned FOMO in terms of its relation to rural tourism experiences that FOMO can stimulate feelings of anxiety to confirm that no opportunity is escaped and the chosen activity

is the best among the alternatives. In line with these, Stead and Bibby (2017) found that FOMO is negatively correlated with overall subjective well-being, emotional well-being and personal-relationship well-being, independent from personality.

In terms of behavioral correlates of FOMO, Cheever et al. (2014) found that university students with higher levels of FOMO tended to check their Facebook accounts during lessons more than the others low in FOMO. Also by the study of Elhai et al., FOMO was the variable most related to problematic smartphone use. Blackwell, Leaman, Tramposch, Osborne & Liss' (2017) study on FOMO's relation to social media use and social media addiction provided further support. Moreover, Chotpitayasunondh and Douglas (2016) explored the relation between FOMO and cell-phone addiction. With their study on the relationship between FOMO, smartphone addiction and phubbing behavior, which means people turning to their phones instead of interacting with people near them, they reached the conclusion that FOMO together with Internet addiction positively predicts smartphone addiction (Chotpitayasunondh & Douglas, 2016). These findings support the relationship between FOMO and overuse of technology; such as smartphones and social media.

Although limited, several studies explored Fear of Missing Out in the context of marketing. Rifkin et al. (2015) investigated how seeing photos of missed event on social media influences the enjoyment of a current experience and the expected enjoyment of a missed experience. They found that seeing photos of a missed event on social media attenuates the enjoyment of current event and raises the expected enjoyment of missed event, when missed event is related to one's social group (Rifkin et al., 2015). Terming this experience as ''FOMO effect'', Rifkin et al. (2015) also revealed that FOMO effect became stronger, when people were higher in trait FOMO and it was intensified by social belonging uncertainty. Differently,

Hayran et al. (2016) preferred to conceptualize FOMO as ''feeling of missing out'' (p.468) and defined FOMO as ''the negative affective state that individuals encounter as a result of becoming aware of the fleeting favorable and self-relevant experiences that are taking place in the environment, from which they are absent'' (Hayran et al., 2016, p.468). Investigating the antecedents and consequences of state FOMO, Hayran et al. (2016) explored that while self-relevance and perceived favorability of the alternatives are antecedents of FOMO, popularity didn't have an influence. Furthermore, consequences of FOMO were found to be diminished intention for repeating current experience and a more negative evaluation of current experience, which may stem from decrease in the enjoyment of the current experience (Rifkin et al., 2015).

2.2 Need to belong

Defined as ''a need to form and maintain at least a minimum quantity of interpersonal relationships'' (Baumeister & Leary, 1995, p. 499), the need to belong is fundamental as a motivation for human beings (Baumeister & Leary, 1995). Baumeister and Leary (1995) introduces two criteria for this need to be satisfied; (1) the interactions with other people should be frequent and affectively pleasant, and (2) these interactions involve a bond characterized by stability, continuity in future and mutual concern for each other's well-being.

Although there are individual differences in its intensity and strength, the need to belong is a mutual motivation across cultures and it has influence on people's cognition, emotions and behavior (Baumeister & Leary, 1995). This need is also inconstant that the motivation to form social bonds lessens, when people attain certain extent of social contacts. Yet, once the social bonds are built, people are

reluctant to break them, since construction of strong relationships requires time and effort and social pain related to social exclusion is avoided (Baumeister & Leary, 1995). Therefore, it is anticipated that people with high need to belong perceive their belonging in a social group threatened, if they feel ''out of touch with the events, conversations and experiences in their social circle'' (Przyblyski et al., 2013, p. 511) and this feeling may yield to ''the desire to stay continually connected with what others are doing'' (Przyblyski et al., 2013, p. 1841). Or people with unsatisfied need to belong may be motivated to enhance their social connections by staying connected to what is going on in their social circuits in order not to miss social opportunities. In both situations, it is anticipated that people with higher need to belong would also experience high levels of FOMO. Previous research supports this claim (Beyens et al., 2016; Browne et al., 2018; Lai et al., 2016; Wang et al. 2018). To exemplify, Beyens et al.'s (2016) study on adolescent's stress in relation to their social needs and use of Facebook revealed strong positive relationship between FOMO and need to belong. Also, in their research on neurological correlates of Fear of Missing Out, Lai et al. (2016) found that participants with higher FOMO reported higher need for approval and were inclined to be attentive to internal states of others to satisfy their need of inclusion. Therefore, basing on the literature we stated the following hypothesis.

H1: Individuals who have high levels of need to belong will develop higher levels of FOMO.

2.3 Social comparison orientation

''There exists, in the human organism, a drive to evaluate his opinions and abilities'' (Festinger, 1954, p. 117). Basically, all humans engage in social comparison every

now and then (Gibbons & Bunk, 1999) and social comparison's primary objective is to obtain information regarding the self (Mettee & Smith, 1977). Yet this information on the self is not only acquired through objective information; it can be obtained by engaging in comparison with others, as well (Buunk & Gibbons, 2007). Festinger (1954) approached this self-evaluation motive in two dimensions that people engage in comparison with others to evaluate their abilities and opinions. As the theory evolved, these dimensions of self-evaluation expanded, and self-improvement and self-enhancement gained recognition by social comparison researchers as other underlying motives behind the tendency to engage in comparison of oneself with others (Gibbons & Bunk, 1999). So, people also compare themselves with others to acquire social information for improving themselves (Wood, 1989) and to enhance their self-concept or self-esteem (Wills, 1981).

Although the motivations are common, there exist dispositional differences among individuals in their inclination to engage in social comparison. Social Comparison Orientation (SCO) addresses people who are inclined to compare themselves with others, ''who are strongly interested in their own standing relative to others, and who are interested in information about others' thoughts and behaviors in similar circumstances'' (Buunk & Brenninkmeijer, 2001, p. 538). Considering those characteristics, people high in SCO might also be prone to ''stay continually connected with what others are doing'' (Przyblyski et al., 2013, p. 1841), and follow the conversations and experiences in order not to miss social information for self-evaluation (Festinger, 1954) and self-improvement (Wood, 1989) purposes. Therefore, we suggest that people high in SCO would also report higher levels of FOMO.

9

H2: Individuals who have high levels of social comparison orientation will develop higher levels of FOMO.

2.4 Anxiety

Everyone feels anxious from time to time. It is expected that a student would feel anxious before an important exam or a person would experience anxiety when a close friend is having a risky surgery. But these situational reactions arouse ''whenever a person perceives a particular stimulus or situation as potentially harmful, dangerous or threatening to him'' (Spielberger, 2013, p. 482). This transitory anxiety state which fluctuates over time is labeled as State-Anxiety (A-State) (Spielberger, 1966). Trait Anxiety (A-Trait), on the other hand, implies ''relatively stable individual differences in anxiety proneness as a personality trait'' (Spielberger, 2013, p. 482). In other words, in respect to A-Trait, people experience varying probability and intensity of A-State reactions when they encounter with a stimulus or situation (Spielberger, 1966).

Time (1961) mentions that anxiety threatens to become the dominant cliché of modern life (as cited in Spielberger, 1966), as it hasn't become an obvious issue not until 20th century. Together with Cold War, May (1950) connects this situation to rapid social change in line with scientific and technological advancements (as cited in Spielberger, 1966). Since May's book was published, technology has improved remarkably; e.g. internet, smartphones, social media penetrated in our lives and even issues of internet addiction, cell-phone addiction and problematic smartphone use occupy researchers' agenda nowadays (e.g. Choi et al., 2015; Jain, Tripathi, Ganesh & Sheth, 2018; Kuss & Lopez-Fernandez, 2016; Müller et al., 2016; Wolniewicz, Tiamiyu, Weeks & Elhai, 2018). As a modern phenomenon referring to pervasive

apprehension felt that others might be having rewarding experiences in the absence of oneself (Przyblyski, et al. 2013), Fear of Missing Out seems to be very related to anxiety. It is reasonable to assume that people who are prone to anxiety would also have anxieties about missing what is going on in their social circuit. Therefore, people high in trait anxiety may also have higher levels of FOMO.

H3: Individuals who have high levels of trait anxiety will develop higher levels of FOMO.

2.5 Attachment

Human beings have a ''propensity to make strong affectional bonds to particular others'' (Bowlby, 1977, p. 201). The attachment system, which is according to Bowlby (1982) one of the earliest behavioral systems present in human development (as cited in Mikulincer & Shaver, 2012, p. 165), functions to protect the infants from dangers and threats by maintaining the proximity between the child and the caregiver (attachment figure). Although this reliance on attachment figure as a source of security is common, there are individual differences when it comes to the pattern of attachment depending on the quality of the relationship between the infant and the caregiver. With an experimental procedure called as the Strange Situation, Ainsworth (1978) classified three patterns of attachment: secure, anxious - resistant, avoidant. These classifications were based on infants' reaction to separation and reunion from the attachment figure. The differences in attachments patterns were related to the maternal behavior; mainly based on mother's accessibility and responsiveness (Ainsworth, 1978).

According to Bowlby (1973), the infant's experiences with the attachment figure are internalized in time and turn into stable beliefs about self and others (or

attachment figure), which shapes the later relationships outside the family (as cited in Bartholomew & Horowitz, 1991). ''Once built, evidence suggests, these models of a parent and self in interaction tend to persist and are so taken for granted that they come to operate at an unconscious level.'' (Bowlby, 1988, p. 130). Based on Bowlby's internal working models of self and other, Bartholomew & Horowitz (1991) constituted a model of adult attachment. The image of self ''(self as worthy of love and support or not)'' (Bartholomew & Horowitz, 1991, p.227) and the image of others ''(other people are seen as trustworthy and available vs. unreliable and rejecting)'' (p.227) are both dichotomized as positive or negative in this model. The combination of these two correspond to one of the four attachment classifications: preoccupied (negative model of self and positive model of others), secure (positive model of both self and others), dismissing (positive model of self and negative model of others) and fearful (negative model of both self and others). The model of self addresses the individual's fear of being rejected of others and the ''need for others' acceptance to maintain a positive self-regard'' (Bartholomew & Horowitz, 199, p.228), whereas the model of other addresses the avoidance of close relationships and viewing others as unreliable and unsupportive (Bartholomew & Horowitz, 1991). In line with this, these models are later termed as anxiety and avoidance dimensions (Shaver & Mikulincer, 2007).

''High attachment anxiety is characterized by close relationships worries, strong need for closeness, and fear of being abandoned'' (Ozen, Sumer &Demir, 2011, p. 165) and sensitivity to social approval (Bartholomew, 1990), whereas ''high attachment avoidance is characterized by self-reliance and emotional distance from intimate relationships'' (Ozen et al., 2011, p. 165). Therefore, individuals with high attachment anxiety are expected to have higher levels of FOMO, since they would be

motivated to stay connected with others to ensure that existing relationships are preserved and no opportunity for closeness and social acceptance is missed. On the other side, individuals with high attachment avoidance would have lower levels of FOMO, since they value independence and seek to hold themselves at a distance from others.

H4. a: Individuals who have high levels of attachment anxiety will develop higher levels of FOMO.

H4. b: Individuals who have high levels of attachment avoidance will develop lower levels of FOMO.

2.6 Extraversion

As one of the basic tendencies in the Five-Factor Model of personality (FFM; Costa & McCrae, 1992; McCrae & Costa, 2008), extraversion is defined as ''an energetic approach toward the social and material world'' (John, Naumann & Soto, 2008, p. 138). Extraverted individuals are characterized by sociability, assertiveness, activity and positive emotionality (John et al., 2008).

Individuals with higher levels of extraversion are socially adept (Funder, Furr & Colvin, 2000), spend more time with other people (Mehl, Gosling & Pennebaker, 2006) and create more positive social environments (Wilt & Revelle, 2017). Also their motivation for social contact, interdependence and intimacy are higher, together with their drive for power and social status (Wilt & Revelle, 2017). The experience of positive feelings is another characteristic of extraversion (Wilt & Revelle, 2017), as extraversion is found to be related to positive affect in many studies (Flory, Manuck Matthews & Muldoon, 2004; Lischetzke, Pfeifer, Crayen & Eid, 2012;

Lucas & Baird, 2004). People with higher levels of extraversion also evaluate their environment and social situations more positively (Wilt & Revelle, 2017).

The relationship between extraversion and FOMO seems to be a challenging one. On the one side, more extraverted individuals have a wider number of social relationships (Berkman, Glass, Brissette & Seeman, 2000), so it should be harder for them to pursue all the activities, experiences and conversations of a wide social circle and stay connected to what great number of friends are doing. Yet, it would be important for them to be involved, since they also value social status (Wilt & Revelle, 2017). This would suggest that people with higher levels of extraversion would also experience higher levels of FOMO.

On the other side, there is a strong relation between extraversion and positive affect (Wilt & Revelle, 2017) and FOMO contrasts with extraversion's association with positive emotionality. A more extraverted individual with a greater tendency to engage in social comparison would possess a wider social circuit, which would provide extensive social information for self-evaluation and self-improvement. Extraversion may then have a moderator role in the relationship between FOMO and social comparison orientation. Together with the drive for social status, the individual may feel the need to be connected with his/her social circuit and feel higher levels of FOMO.

H5: Extraversion moderates the relationship between social comparison orientation and FOMO.

2.7 Neuroticism

Another basic tendency in the Five-Factor Model of personality (FFM; Costa & McCrae, 1992; McCrae & Costa, 2008), neuroticism reflects ''an enduring

tendency or disposition to experience negative emotional states'' (Widiger, 2009, p. 129). Individuals with higher levels of neuroticism are more likely to experience negative feelings such as anger, guilt, anxiety and sadness (Tackett & Lahey, 2017). They cope with stress poorly, tend to feel very overwhelmed by minor frustrations, are likely to evaluate quotidian situations as threatening and when they feel upset, they fail to engage in self-control and are prone to behave impulsively (Widiger, 2009). Beside its association with negative affect, high neuroticism is also linked to lower social support (Kendler, Gardner & Prescott, 2002) and social impairment (Mullins – Sweatt & Widiger, 2010). Considering neurotic individuals' proneness to negative emotionality and tendency to interpret ordinary situations as threatening (Widiger, 2009), neuroticism seems to relate with Fear of Missing Out positively. Individuals with high neuroticism may feel more anxious and threatened about being absent from the ongoing experiences, events and conversations. Also staying connected with others may matter for them even more considering flaws in their social relationships and lack of social support in their lives. Therefore, one may expect to find a positive correlation between FOMO and Neuroticism.

H6: Individuals who have high levels of neuroticism will develop higher levels of FOMO.

2.8 Self–esteem

Self-concept is defined as 'the totality of individual's thoughts and feelings having reference to himself as an object'' (Rosenberg, 1986, p. 7). It is the ''picture of the self'', which consists of social identity elements, dispositions and physical characteristics (Rosenberg, 1986, p. 8). Individuals judge this picture of the self and signify a positive or negative orientation towards oneself (Rosenberg, 1986). So,

self-esteem reflects a personal judgement of worthiness that is expressed in the attitude toward oneself (Coopersmith, 1967, as cited in Hesapçı Sanaktekin & Sunar, 2008). If an individual has self-respect and regards oneself worthy, then the person has high self-esteem. Accordingly, if the individual lacks self-respect and regards oneself as unworthy, then the individual has low self-esteem. In line with this, self-esteem is also about individual's satisfaction with the type of the person one is and low self-esteem is unsatisfying and unpleasant. Therefore, people are strongly motivated to enhance their self-esteem to think well and feel about themselves (Rosenberg, 1986).

Individuals' evaluations of themselves are also related to their view on how other people are thinking of them, which is called as perceived self (Rosenberg, 1986). Relatedly, people want to be perceived well by others and seek social approval to enhance their self-esteem. One way of producing a positive image in the eyes of others and self-enhancement is presenting certain selves in congruence with situations and environments (Rosenberg, 1986) and create good impressions in others. To behave in a favorable way, social information is needed for guidance. An individual with low self-esteem, who has the motive to enhance the self-image in the eyes of others would seek to stay connected with conversations, events, experiences, and goings-on in the social circuit. Yet in today's fast-paced conditions, this is more demanding than ever. Consequently, it is much-anticipated that individuals with low self-esteem would worry about missing out the respective social information and therefore have higher levels of FOMO.

H7: Individuals who have high levels of self-esteem will develop lower levels of FOMO.

2.9 Word of mouth

Word of mouth (WOM) refers to informal interpersonal communications among consumers about products, services and experiences (Dichter, 1966; Gupta & Harris, 2010; Westbook, 1987). Word of mouth plays a significant role in consumers' decisions, as research showed that WOM affects almost 70% of all consumption decisions (Balter, 2008; as cited in De Angelis, Bonezzi, Peluso, Rucker & Costabile, 2012). Information obtained through WOM is effective on consumer attitudes and behaviors towards brands, products and services considerably (Chu & Kim, 2011), since it is more trustworthy than information received from company-generated messages such as advertising (Feick & Price, 1987). This perceived trust is rooted in the belief that generator of WOM is not motivated commercially or at least it is perceived that way (Kirby & Marsden, 2006).

For word of mouth communication to take place, there are mainly two actors needed: opinion leaders and opinion seekers (Flynn, Goldsmith & Eastman, 1996). Opinion leaders attempt to influence the consumption decisions of other consumers, whereas opinion seekers search for information from others when they make a buying decision (Flynn et al, 1996; Rogers & Cartano, 1962). The consumers seek for opinion of others, i.e. word of mouth, when they search for external information (Beatty & Smith, 1987) and when there is a perceived risk that subjective evaluation may lead to negative outcomes (Kirby & Marsden, 2006). A consumer who fears that others are having more rewarding experiences may search for external information to make the decision which alternative of products, services or experiences will be pursued. This consumer's another motivation for seeking others' opinions may also be not to engage in greater risk by only following personal judgments, which may result in missing better opportunities that others are pursuing. Therefore, a consumer

with high level of FOMO would tend to accept WOM in order to obtain external information to avoid the risk of missing rewarding opportunities that others are pursuing.

H8: Individuals who have high levels of FOMO will develop higher levels of WOM Acceptance Tendency.

2.10 Loyalty

Oliver (1997) defines loyalty as ''a deeply held commitment to rebuy or repatronize a preferred product/service consistently in future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior'' (p. 392). An ultimate loyal consumer would choose to buy the same product ''against all odds and at all costs'' (Oliver, 2010, p. 432), yet this type of true loyalty is called irrational and too much to be real. Oliver (1999) suggests that there are four sequential phases of loyalty: cognitive loyalty, affective loyalty, conative loyalty and action loyalty. In other words, consumers first become loyal cognitively, then affectively, then later in a conative manner and finally in a behavioral manner (Oliver, 1999). And actually, consumers may become loyal at the end or be locked at one of the stages of loyalty (Oliver, 2010).

Cognitive loyalty is the first loyalty phase, in which loyalty rests on the belief that a brand is preferable to alternatives (Oliver, 1999). This cognition bases only on information such as price and features. Therefore, loyalty at this stage is very shallow and counterargument is enough to undermine the commitment. But if consumers are cumulatively satisfied with consumption experiences and develops a positive attitude or liking toward the brand, they progress to affective loyalty phase (Oliver, 1999). At

this stage, commitment is encoded in the minds of consumers both cognitively and affectively. This suggests that affective loyalty is a deeper level of commitment, when compared to cognitive loyalty, yet it is still subject to threat of switching. However, if repetitive episodes of positive attitude toward a brand is present, conative loyalty is developed that consumers have strong behavioral intentions to repurchase (Oliver, 2010). Still, there is the risk that the intentions will not be realized as actions. When this motivated intention turns into readiness to act and comes together with the desire to overcome obstacles, then action loyalty phase is reached. At this stage, consumers are loyal to the brand with deep commitment.

Oliver (2010) addresses variety seeking as a trait precluding loyalty to develop especially at the stage of cognitive loyalty; yet, it may be a risk even at conative loyalty phase, since a variety seeking consumer will be attracted by the new experiences until action loyalty is reached. Oliver (2010) states that the number of alternatives available and the regarding knowledge further encourages consumer's tendency to seek variety. Today, the number of alternatives is enormous and thanks to technology the knowledge of these alternatives are available 24/7. Consumers with high levels of FOMO may be tempted with these alternatives and worry about missing opportunities. In pursuit of various alternatives, they would stay locked at the cognitive stage of loyalty. Therefore, FOMO would be positively correlated to cognitive loyalty. In light with this, FOMO would be an obstacle to progress in loyalty phases that consumers with higher levels of FOMO would not reach action stage and would not develop loyalty. Thus, it is also expected that FOMO would be negatively correlated to action loyalty.

H9. a: Individuals who have high levels of FOMO will have higher levels of cognitive loyalty.

H9. b: Individuals who have high levels of FOMO will have lower levels of action loyalty.

CHAPTER 3

METHODOLOGY

3.1 Participants

Data was collected from 412 university students from Istanbul and Ankara, who participated in the online survey in exchange for course credits or voluntarily. University students are appropriate participants for research on Fear of Missing Out, since FOMO is a current phenomenon and more observed in younger people (Przyblyski et al., 2013). Following exclusion of speeders and straight-liners, 389 participants (54.8% female) remained in further analysis. Participants ranged in age from 19 to 39 ($M = 21.96$, $SD = 2.23$).

Participants with standardized values exceeding ± 4 on any of the variables were omitted as univariate outliers, whereas multivariate outliers were identified with the use of Mahalanobis distance (Hair, Black, Babin & Anderson, 2014). After the exclusion of univariate and multivariate outliers, 355 participants (56% female) remained for the main analysis. Participants ranged in age from 19 to 29 ($M = 21.81$, $SD = 1.76$).

3.2 Procedure

An online questionnaire was utilized for data collection. Questionnaire has been pre-tested with 25 university students and the clarity of the items in the questionnaire has been confirmed. In the light of the comments of the participants, minor changes have been made in the translations from original items. The end-version of the questionnaire has been approved by The Ethics Committee for Master and PhD Theses in Social Sciences and Humanities (SOBETİK).

At the beginning of the questionnaire, participants were informed about the purpose of the study, confidentiality and anonymity of their answers. The questionnaire started with demographic questions and continued with the scales to measure FOMO, social comparison orientation, trait anxiety, attachment style, need to belong, self-esteem, extroversion, openness to experience, neuroticism, brand loyalty, word of mouth generation and word of mouth acceptance tendency. In the part including the scale of brand loyalty, students were asked to write a brand they are loyal to and answered the questions in consideration of that brand. The Turkish and English versions of the questionnaire can be found in Appendix A and Appendix B.

3.3 Measures

Widely used scales from the literature has been used to measure the constructs. Most of scales were adapted to Turkish in previous research. Others were translated to Turkish by the researcher.

Fear of Missing out (FOMO) was measured by the Turkish version of the 10-item Fear of Missing Out Scale (Przyblyski et al., 2013) on a five-point Likert scale ranging from ''strongly disagree'' (1) to ''strongly agree'' (5). The scale was translated into Turkish by Gokler, Aydin, Unal and Metintas (2016). Reliability test and factor analysis indicated that two items (Item 8 and 9) needed to be deleted. Scores were computed for each participant by averaging across eight items after exclusion of those two items ($\alpha = .75$, $M = 2.98$, $SD = .65$).

Social Comparison Orientation was assessed using the Tekozel's (2000) translation of the 11-item Iowa-Netherlands Comparison Orientation Measure (INCOM) (Gibbons & Buunk, 1999). Participants rated each item on a scale from

''strongly disagree'' (1) to ''strongly agree'' (5). Reliability test and factor analysis addressed an item (Item 9) to be deleted. Overall scores for each participant were computed by reverse coding negative items and then averaging across ten responses after exclusion of Item 9 ($\alpha = .85$, $M = 3.18$, $SD = .65$).

Trait Anxiety Inventory was measured by using Spielberger's (1970) the State – Trait Anxiety Inventory (STAI). The inventory was adapted to Turkish Language by Öner & LeCompte (1985). The STAI consists of two separate measures, which can be used autonomously. While the State Anxiety Inventory assesses how the individual feels in a certain moment or circumstances, the Trait Anxiety Inventory measures how the individual feels generally. Since this study aims to assess individual's general level of anxiety independent of time and conditions, participants completed 20-item the Trait Anxiety Inventory on a 5 point Likert scale ranging from ''never'' (1) to ''always'' (5). Scores were computed for each participant by reverse coding negative items and then averaging all twenty responses. ($\alpha = .89$, $M = 2.75$, $SD = .57$).

Attachment styles were assessed using Bartholomew and Horowitz's (1991) Relationships Questionnaire (RQ). The RQ comprises of four paragraphs, describing each of the attachments styles (secure, dismissing, fearful and preoccupied). The questionnaire was adapted to Turkish Language by Sümer (1999). Participants rated each paragraph on a scale from ''Does not describe me at all'' (1) to ''Definitely describes me'' (7). The scores of Attachment Anxiety were computed for each participant by subtracting scores in positive self - models (secure + dismissing) from scores in negative self-models (fearful + preoccupied) ($M = -.50$, $SD = 3.85$). The scores of Attachment Avoidance were computed by subtracting scores in positive

self-models (secure + preoccupied) from scores in negative other - models (fearful + dismissing) ($M = .05$, $SD = 3.99$).

Need to belong was measured by the Turkish version of the 10-item Need to Belong Scale (NTBS: Leary, Kelly, Cottrell, & Schreindorfer, 2013) on a five-point Likert scale ranging from ''strongly disagree'' (1) to ''strongly agree'' (5). Scores were computed for each participant by reverse coding negative items and then averaging across all ten items ($\alpha = .80$, $M = 3.25$, $SD = .62$).

Self - Esteem was assessed using the Çuhadaroğlu's (1986) translation of the 10-item Self – Esteem Scale (Rosenberg, 1965). Participants rated each item on a scale from ''strongly disagree'' (1) to ''strongly agree'' (5). Overall scores for each participant were computed by reverse coding negative items and then averaging across all ten responses ($\alpha = .88$, $M = 3.57$, $SD = .67$).

Extraversion and neuroticism were measured by the Turkish version of the Big Five Inventory (BFI: Benet-Martinez & John, 1998). The inventory was adapted to Turkish Language by Sümer (2005) for an international project (Schmitt, Allik, McCrae, & Benet-Martinez, 2007). Participants rated 8 – item Extraversion and 8 – item Neuroticism Scales on a five-point Likert scale ranging from ''strongly disagree'' (1) to ''strongly agree'' (5). Scores were computed for each participant by reverse coding negative items and then averaging across scale items separately for extraversion ($\alpha = .88$, $M = 3.20$, $SD = .79$) and neuroticism ($\alpha = .79$, $M = 2.94$, $SD = .69$).

Word of Mouth Acceptance Tendency was assessed using Baykal's (2016) 3-item scale ranging from ''definitely decreases'' (1) to ''definitely increases'' (7). Overall scores for each participant were computed by averaging across all three responses ($\alpha = .82$, $M = 4.70$, $SD = .94$).

Brand Loyalty was assessed by the four-dimension scale of loyalty by Harris and Goode (2004), which bases on Oliver's (1997) conceptualization of sequential loyalty. The scale consists of 16 items and each loyalty phase (cognitive, affective, conative and action) is measured with four items on a scale ranging from ''strongly disagree'' (1) to ''strongly agree'' (7). On the grounds of reliability test and factor analysis Item 3 was deleted in cognitive loyalty scale. Scores were computed for each participant by reverse coding negative items and then averaging across scale items separately for cognitive loyalty ($\alpha = .70$, $M = 5.47$, $SD = 1.07$), affective loyalty ($\alpha = .82$, $M = 5.87$ $SD = .94$), conative loyalty ($\alpha = .81$, $M = 5.80$, $SD = .99$) and action loyalty ($\alpha = .92$, $M = 5.48$, $SD = 1.17$).

CHAPTER 4

ANALYSIS AND RESULTS

4.1 Measures

Factor analysis and reliability test were conducted to assess reliability,

unidimensionality and acceptable factor loadings. Reliability was assessed through

Cronbach alpha coefficient (Cronbach, 1951). As suggested by Nunnallly (1978),

Cronbach alpha coefficients were over .70 threshold for all of the scales. And

considering our sample size of 355, we determined minimum factor loading as .30,

(Hair et al.,2014).

Prior to factor analysis, assumptions were tested on scale items of all

measures separately. For the scale items of all measures, Kaiser-Meyer-Olkin

measure of sampling adequacy was above the recommended value of .60 and the

diagonals of anti-image correlation matrix were all over .50.

Among the items of FOMO scale, item 8 and item 9 had factor loadings of

.19 and .21, respectively; which are below the determined threshold value of .30.

Reliability tests also signified removal of these items that Cronbach alpha of .738

would increase to .746 if item 8 deleted and to .744 if item 9 deleted. Following the

removal of item 8, the factor loading of item 9 was .21, which is still under .30.

Reliability test further suggested the removal of item, too. All factor loadings were

above .30 and Cronbach alpha increased to .753 after the deletion of item 9.

Likewise, item 9 in social comparison orientation scale had a factor loading of .19.

Reliability test indicated an increase from .845 to .854 if item 9 was deleted.

Following the removal of item 9, all factor loadings were over .40. In cognitive

loyalty scale, item 3 had a factor loading of .25 and scale's Cronbach alpha

coefficient was .62, below the desired level of 70. After the deletion of item 3, all factor loadings were above .50 and Cronbach alpha reached to .70. All other scales fulfilled the requirement of the factor loading over .30. Factor loadings are shown in C1-16 (Appendix C) both for the scales, whose items remained the same and for FOMO, social comparison orientation and cognitive loyalty scales before and after the removal of deleted items.

4.2 Individual differences in FOMO

To begin with, independent samples t-test indicated that there was not any significant difference in Fear of Missing Out scores for males ($M = 2.94$, $SD = .68$) and females ($M = 3.02$, $SD =. 62$). And Table 1 shows descriptive statistics for FOMO and other variables reflecting individual differences.

Table 1. Descriptive Statistics for FOMO and Individual Differences

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
FOMO	355	3.75	1.00	4.75	2.9831	0.64807	0.420
Need to Belong	355	3.20	1.70	4.90	3.2532	0.62001	0.384
Social Comparison Orientation	355	3.80	1.00	4.80	3.1755	0.65215	0.425
Anxiety	355	3.00	1.40	4.40	2.7538	0.57390	0.329
Attachment Anxiety	355	20.00	-11.00	9.00	-0.4958	3.84617	14.793
Attachment Avoidance	355	24.00	-12.00	12.00	0.0451	3.99126	15.930
Extraversion	355	4.00	1.00	5.00	3.1979	0.78862	0.622
Neuroticism	355	3.88	1.13	5.00	2.9444	0.69297	0.480
Self - Esteem	355	3.40	1.60	5.00	3.5690	0.66833	0.447

Since we aim to explain FOMO in terms of individual differences, multiple regression analysis is the useful method to explore the magnitude and type of relationship between FOMO and chosen individual characteristics. In our analysis, need to belong, social comparison orientation, anxiety, attachment–anxiety,

attachment-avoidance, extraversion, neuroticism and self-esteem are the independent variables chosen to regress FOMO.

Prior to regression analysis, we examined scatterplots to test the linearity between FOMO and independent variables. Scatterplots did not indicate any nonlinear relationships. Skewness and Kurtosis tests also did not reveal any violation of normality. Levene's test indicated homogenity of variance for all variables except social comparison orientation, but no transformations were considered necessary for this variable. Pearson Correlation was performed to examine the bivariate correlations between all variables, as it is illustrated in Table 2. H1, H2 and H3 are supported that FOMO is positively correlated to the need to belong ($r = .58$, $p = .01$), social comparison orientation ($r = .56$, $p = .01$) and anxiety ($r = .41$, $p = .01$). H4 is partly supported, since attachment anxiety is positively correlated to FOMO ($r = .30$, $p = .01$), but there isn't any significant correlation between FOMO and attachment avoidance. Furthermore, H6 and H7 are supported that FOMO and neuroticism are positively correlated ($r = .32$, $p = .01$), whereas self-esteem is negatively correlated to FOMO ($r = -.26$, $p = .01$).

Table 2. Correlations between FOMO and Variables of Individual Differences

	1	2	3	4	5	6	7	8	9
1. FOMO	--								
2. Need to Belong	.583**	--							
3. Social Comparison Orientation	.559**	.462**	--						
4. Anxiety	.408**	.325**	.343**	--					
5. Attachment Anxiety	.297**	.199**	.197**	.375**	--				
6. Attachment Avoidance	0.023	-.114*	0.023	.243**	.330**	--			
7. Extraversion	-0.029	0.046	-0.056	-.363**	-.378**	-.310**	--		
8. Neuroticism	.323**	.246**	.221**	.701**	.259**	.193**	-.119*	--	
9. Self - Esteem	-.264**	-.160**	-.242**	-.695**	-.318**	-.224**	.452**	-.489**	--

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

We used stepwise estimation procedure for model building. Stepwise estimation procedure included need to belong, social comparison orientation, anxiety and attachment anxiety as independent variables in the final regression model. Table 3 shows the model summary. We assessed excluded variables for inclusion in the model, yet none of the excluded variables had statistically significant partial correlations. We also assessed multicollinearity among the variables, as some of the variables are correlated with each other. Examination of tolerance and VIF values indicated that there isn't any problem of multicollinearity.

Table 3. Stepwise Estimation Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.583[a]	0.339	0.337	0.52752	0.339	181.292	1	353	0.000
2	.668[b]	0.446	0.443	0.48380	0.107	67.679	1	352	0.000
3	.687[c]	0.472	0.467	0.47311	0.026	17.080	1	351	0.000
4	.694[d]	0.482	0.476	0.46927	0.010	6.768	1	350	0.010
a. Predictors: (Constant), Need to Belong									
b. Predictors: (Constant), Need to Belong, Social Comparison Orientation									
c. Predictors: (Constant), Need to Belong, Social Comparison Orientation, Anxiety									
d. Predictors: (Constant), Need to Belong, Social Comparison Orientation, Anxiety, Attachment Anxiety									
e. Dependent Variable: FOMO									

Testing our hypothesis, we added extraversion as moderator between FOMO and social comparison orientation. The contribution of this interaction was significant, so H5 is supported. Age and gender did not have any moderator roles. The final model was significant and accounted for 49% of the variance in FOMO, $F (5, 349) = 66.43$, $p < .001$. Social comparison orientation, need to belong, anxiety and attachment anxiety were significant independent variables and all of them had positive beta weights (see Table 4). Standardized beta weights indicate that need to belong is the most important independent variable in explaining the variance in FOMO, followed by social comparison orientation, anxiety and attachment anxiety.

Table 4. Coefficients of the Final Regression Model for FOMO

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	0.284	0.176		1.618	0.107	-0.061	0.630
	Social Comparison Orientation	0.242	0.058	0.244	4.204	0.000	0.129	0.356
	Need to Belong	0.368	0.047	0.352	7.834	0.000	0.275	0.460
	Anxiety	0.189	0.052	0.167	3.617	0.000	0.086	0.292
	Attachment Anxiety	0.023	0.007	0.135	3.095	0.002	0.008	0.037
	SCOExtra	0.022	0.011	0.112	2.030	0.043	0.001	0.043
a. Dependent Variable: FOMO								

To test assumptions of regression analysis, we used residual plots (see Figure 1 and Figure 2) and partial regression plots, which indicated that the assumptions of linearity, normality and homoscedasticity were not violated.

Figure 1. Analysis of standardized residuals. DV: FOMO
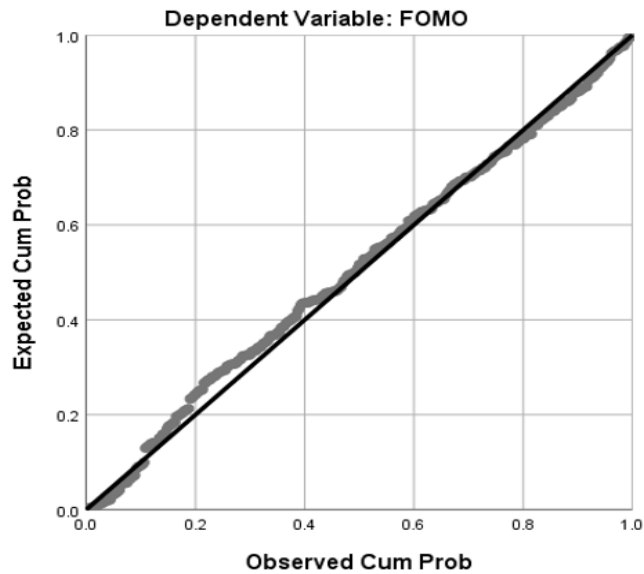
Figure 2. Normal probability plot: Standardized residuals. DV: FOMO

4.2.1 Anxiety

Self-esteem and neuroticism were not significant, when included in our regression

model. Yet, Pearson correlation results signifies that these variables are correlated to

FOMO ($r = -.26$, $p = .01$ and $r = .32$, $p = .01$, respectively). Examination of

Tolerance and VIF values did not indicate any multicollinearity among variables in

our model. Yet, as illustrated in Table 2, self-esteem and neuroticism are highly

correlated with anxiety ($r = -.70$, $p < .001$ and $r = .70$, $p < .001$, respectively). When

simple linear regression was performed for independent variables of self-esteem and

neuroticism, and dependent variable FOMO separately, the models were significant.

Self-esteem accounted for 7% of the variance in FOMO, $F (1, 353) = 26.47$, $p <$

.001, whereas neuroticism accounted for 10% of the variance in FOMO, $F (1, 353) =$

41.07, $p < .001$. But when anxiety was included in these separate models, these

variables were not significant any more. Therefore, after testing for the assumptions

of regression analysis, we performed multiple regression analysis to explain anxiety

with the independent variables of self-esteem and neuroticism. The regression model

31

was significant and accounted for 65% of the variance in anxiety, $F(2, 352) =$ 333.05, $p < .001$. Both self-esteem and neuroticism were significant predictors of anxiety (see Table 5).

Table 5.   Coefficients of the Regression Model for Anxiety

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.019	0.172		17.56	0.000
	Self - Esteem	-0.398	0.031	-0.464	-12.902	0.000
	Neuroticism	0.393	0.03	0.474	13.192	0.000
a. Dependent Variable: Anxiety						

Examination of residual plots (see Figure 3 and Figure 4) and partial regression plots indicated that the assumptions of linearity, normality and homoscedasticity were not violated in the regression model.
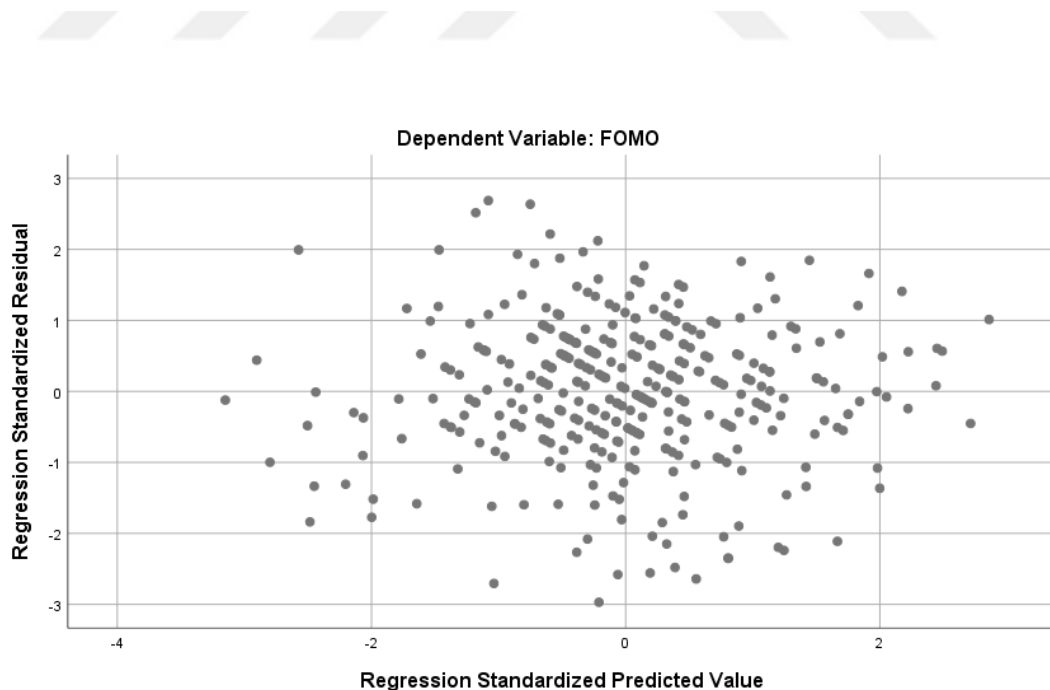

Figure 3. Analysis of standardized residuals. DV: Anxiety

Figure 4. Normal probability plot: Standardized residuals. DV: Anxiety

4.3 Behavioral correlates of FOMO

Table 6 illustrates descriptive statistics for WOM acceptance tendency and four

levels of loyalty. Pearson Correlation was used to explore the relationship between

FOMO and these variables. The bivariate correlations between all variables are

illustrated in Table 7. FOMO is positively correlated to WOM acceptance tendency

($r = .17$, $p = .01$) and cognitive loyalty ($r = .13$, $p = .01$). But there isn't any

correlation between FOMO and other phases of loyalty. Thus, the results of the

correlation analysis suggest to investigate FOMO's explanatory role only in WOM

acceptance tendency and cognitive loyalty. To that end, separate simple linear

regression analyses were to be performed for the two dependent variables.

Table 6. Descriptive Statistics for WOM and Loyalty

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
WOM Acceptance Tendency	355	6.00	1.00	7.00	4.6995	0.94040	0.884
Cognitive Loyalty	355	6.00	1.00	7.00	5.4704	1.07239	1.150
Affective Loyalty	355	4.50	2.50	7.00	5.8676	0.94391	0.891
Conative Loyalty	355	3.75	3.25	7.00	5.8007	0.98715	0.974
Action Loyalty	355	6.00	1.00	7.00	5.4845	1.17190	1.373
Valid N (listwise)	355						

Table 7. Correlations between the Variables of WOM and Loyalty

	1	2	3	4	5	6
1. FOMO	--					
2. WOM Acceptance Tendency	.174**	--				
3. Cognitive Loyalty	.126*	.252**	--			
4. Affective Loyalty	-0.001	.207**	.627**	--		
5. Conative Loyalty	0.015	.265**	.665**	.774**	--	
6. Action Loyalty	0.072	.183**	.651**	.610**	.731**	--

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Prior to regression analysis, scatterplots were examined to test the linearity between dependent variables of WOM acceptance tendency, cognitive loyalty, and independent variable FOMO. No nonlinear relationship was assessed. Skewness and Kurtosis tests also did not reveal any violation of normality and Levene's test indicated homogeneity of variance. In the first model, WOM acceptance tendency was

the dependent variable and the independent variable was FOMO. The first model was significant, yet FOMO explained only 3% of the variance in WOM acceptance tendency, $F(1, 353) = 10.99$, $p < .001$. Residual plots (see Figure 5 and Figure 6) and partial regression plots indicated that the assumptions of linearity, normality and homoscedasticity were not violated in the regression model.
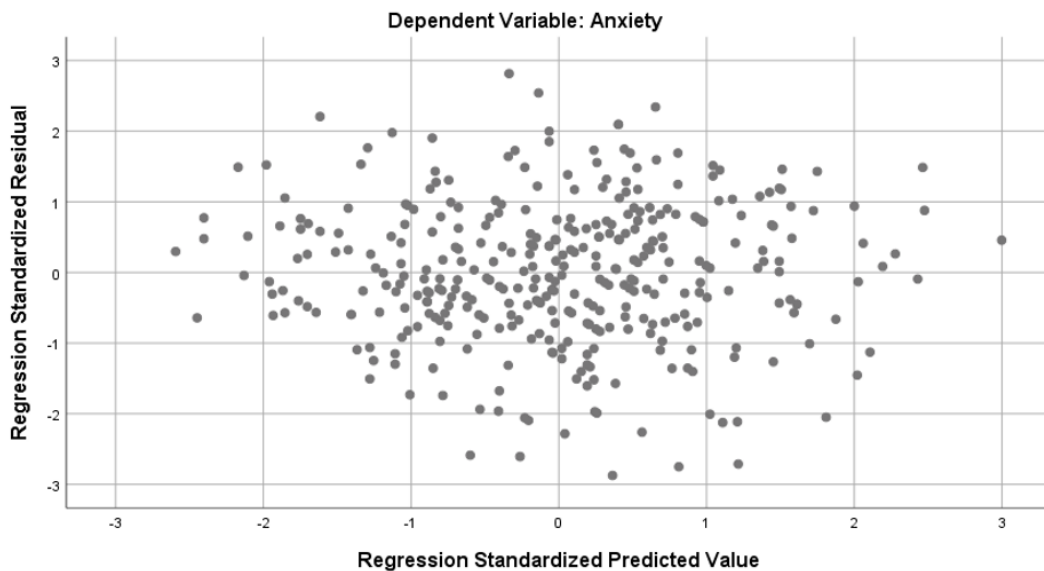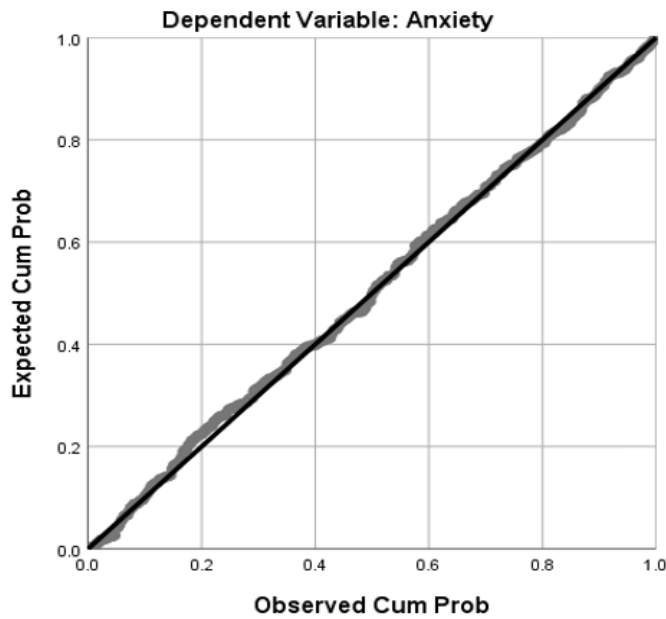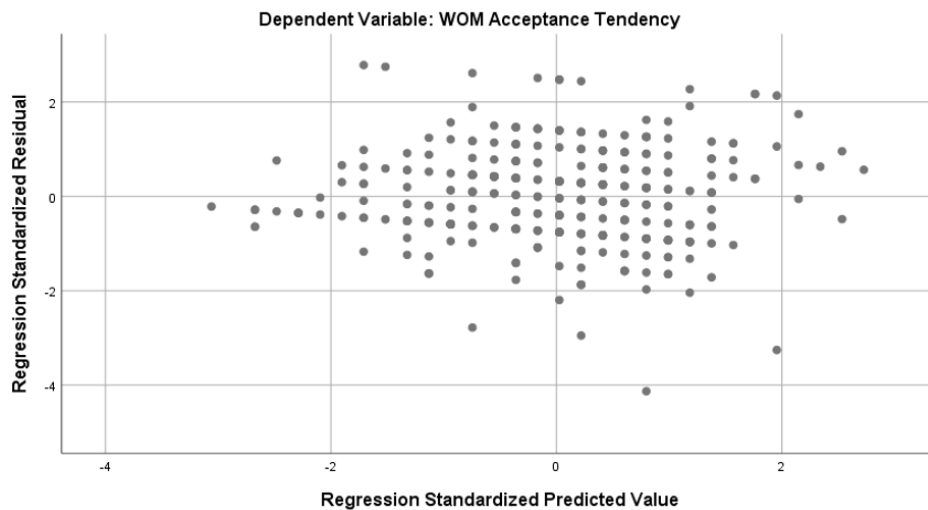

Figure 5. Analysis of standardized residuals. DV: WOM acceptance tendency
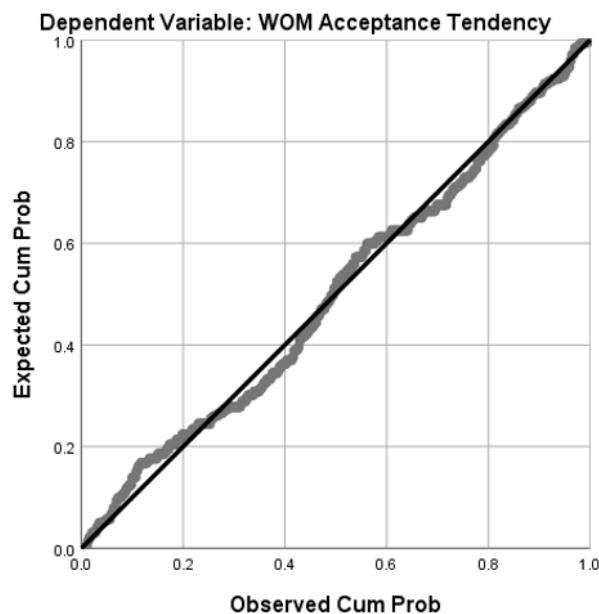
Figure 6. Normal probability plot: Standardized residuals. DV: WOM acceptance tendency

In the second model, cognitive loyalty was regressed on FOMO. Again, this second model was significant, but FOMO only explained 2% of the variance in cognitive loyalty, $F(1, 353) = 5.68$, $p = .018$. Examination of residual plots (see Figure 7 and Figure 8) and partial regression plots also indicated that the assumptions of linearity, normality and homoscedasticity were met in the regression model.
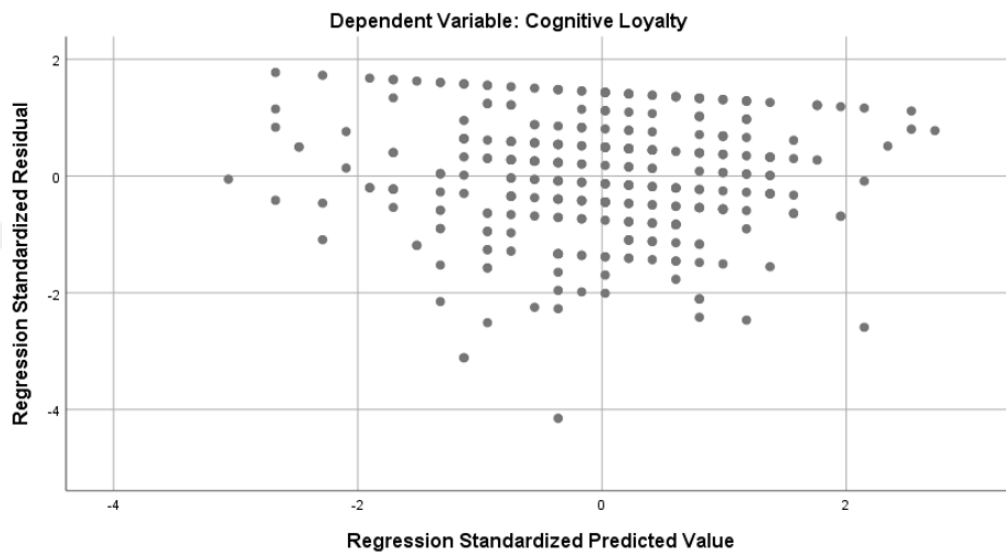
Figure 7. Analysis of standardized residuals. DV: Cognitive loyalty
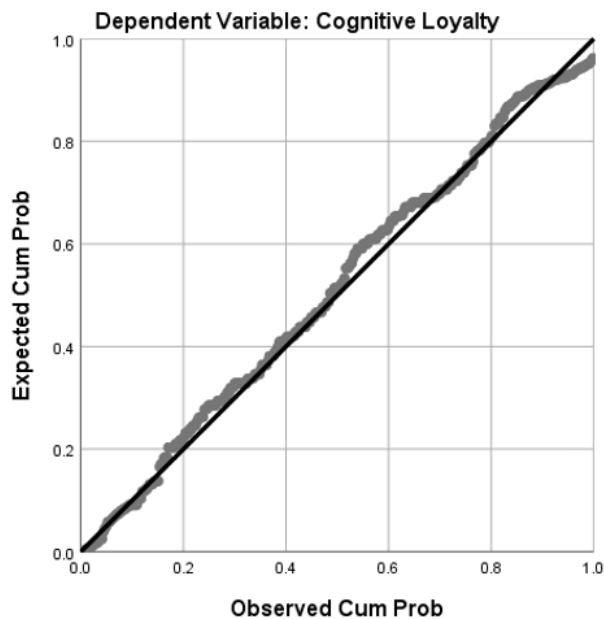
Figure 8. Normal probability plot: Standardized residuals. DV: Cognitive loyalty

CHAPTER 5

DISCUSSION AND CONCLUSIONS

5.1 General discussion

With the advancements in technology, today's consumers have a vast amount of alternatives available for every consumption decision in their lives. The availability of alternatives enriches the lives of consumers, yet it is also tiring to be exposed to endless number of opportunities, since pursuit of them all is not possible. Besides, internet and social media do not only make product, service or experience options visible and accessible, but also enable consumers to keep an eye on the lifestyles of others, make comparisons and review the choices they make on how to live their lives. At the end, today's consumers are left out with the all-consuming feeling that others might be having more rewarding experiences than them, which is called as Fear of Missing Out (FOMO) (Przyblyski et al., 2013).

The present study aimed to contribute to the literature on FOMO by investigating the self-determinants and the behavioral correlates of FOMO in the context of marketing. To that end, a survey study of 412 participants was conducted to investigate FOMO's relation to individual differences in the need to belong, social comparison orientation, trait anxiety, attachment, self-esteem and extraversion; and behavioral correlates of WOM acceptance & generation tendency and loyalty. In our results, females' mean score on FOMO was slightly higher than males and there were no significant gender differences found in FOMO, which is contrary to previous research reporting higher levels of FOMO by males (Przyblyski et al., 2013). The analysis on self-determinants of FOMO indicated that FOMO was positively related to the need to belong, social comparison orientation, trait anxiety, attachment anxiety

37

and neuroticism. As expected, self-esteem was negatively related to FOMO. Extraversion and attachment avoidance were not significantly related to FOMO. In the model, we tested, four traits displayed significant associations with FOMO: the need to belong, social comparison orientation, anxiety and attachment anxiety. Moderating the relationship between FOMO and social comparison orientation, extraversion was also added into the model. Almost half of the variance in FOMO was explained by this model. On the other hand, self-esteem and neuroticism were not significant predictors in the model. Previous research signifies the strong relationship of anxiety with self-esteem (Pyszczynski & Greenberg, 1987; Scheier, Carver & Bridges, 1994; Tarlow & Haaga, 1996) and neuroticism (Kotov, Gamez, Schmidt & Watson, 2010; Scheier, Carver & Bridges, 1994). Our results also supported the previous findings that anxiety was highly correlated with self-esteem and neuroticism. We predict that self-esteem and neuroticism were not significant in the model, since anxiety is mediating their relationship to FOMO. Therefore, we regressed anxiety on self-esteem and neuroticism to test this idea. The regression model explained 65% of the variance in anxiety.

Our analysis on behavioral correlates of FOMO displayed that FOMO is positively associated with word of mouth acceptance tendency and cognitive loyalty. And there was not any relationship found between FOMO and affective, conative and action phases of loyalty.

5.2 Limitations and future research

There exist complex relationships among the examined variables in our research and investigation of them requires more sophisticated analysis methods. Predicting that anxiety mediates self-esteem's and neuroticism's relationships to FOMO, we

regressed anxiety on self-esteem and neuroticism. Although the preliminary results support our prediction, they do not demonstrate mediating role of anxiety in the relationship between self-esteem, neuroticism and FOMO. Therefore, we will explore this relationship with Structural Equation Modeling in the upcoming iterations.

Similarly, investigation of the relationship between FOMO and loyalty phases requires more advanced analysis methods. Therefore, we will analyze these relationships further with Structural Equation Modeling in the upcoming versions, too. Still, we believe that relatively low correlations between FOMO, WOM acceptance tendency and loyalty phases were also a result of our imperfect choice of measures on WOM and loyalty. Hence, we believe that FOMO is related to these constructs considerably, and future research should investigate FOMO's relation to WOM and loyalty with measures distinctively prepared in the context of FOMO. Also, it would be favorable to include WOM generation tendency to this investigation. We could not include it in our study considering the length of our survey.

Future research may also investigate FOMO's relationship to other psychological traits such as dispositional envy, sensation seeking, risk propensity, variety seeking and perfectionism. Exploring these traits' role in FOMO would contribute to our understanding of individuals who experience higher levels of FOMO further. It would also be interesting to test experimentally, whether it is possible to abate higher levels of FOMO. New trends such as Joy of Missing Out (JOMO) (Brinkmann, 2019) and Minimalism (Millburn & Nicodemus, 2011) indicate that individuals suffer from FOMO and look for ways to escape from it.

Integration of JOMO appeals in marketing communications may assuage this suffering and enhance consumer well-being.

Finally, like previous studies, we conducted the survey with university students for convenience reasons. This was another limitation of our study. Therefore, future work examining FOMO with more representative sample would make valuable contribution.

5.3 Practical implications

FOMO appeals are widely integrated in marketing communication strategies (Hodkinson, 2016), but the profile of consumers with high levels of FOMO and behavioral consequences of FOMO are a mystery for marketers. On this matter, present research harbors important practical implications for marketers.

Consumers with high levels of FOMO are also motivated to form social bonds and strengthen their existing bonds. Therefore, use of FOMO appeals may be integrated in communal experience strategies for experiences such as wine-tasting sessions and for places like gyms, restaurants, cafes (Merdin-Uygur & Hesapci, 2018) or experiences involving friends and family such as vacations, concerts and team games. Furthermore, considering FOMOs relation to social comparison orientation and self-esteem, consumers high in FOMO are expected to be motivated for self-enhancement. Marketers of related experiences or products such as personal development workshops, self-help books, sport centers and meditation apps may attract these consumers by integrating FOMO appeals together with self-enhancement motives in their communication strategies.

The marketing communications strategies involving FOMO would be enhanced by collaborations with influencers, since people high in FOMO have a

greater tendency to accept WOM communications. Also marketers should keep in

mind that consumers high in FOMO are far from being loyal customers. Their

loyalty is only in cognitive level; thus they are easily attracted by the offers of

competitors. For this reason, it is important to remind these customers the advantages

of the product and services provided on a regular basis.

APPENDIX A

QUESTIONNAIRE IN TURKISH

Bu çalışma Boğaziçi Üniversitesi İşletme Bölümü Yüksek Lisans öğrencisi Begüm Çeliktutan tarafından FOMO (Gelişmeleri Kaçırma Korkusu)'nun çeşitli kişilik özellikleri ve tüketici davranışları ile ilişkisini araştırmak amacıyla hazırlanmıştır. Araştırmanın sonuçları Yüksek Lisans Tezi'nde kullanılacaktır.

Verilecek olan yanıtlar anonim olarak değerlendirilecek olup, sadece araştırma kapsamında kullanılacak, başka taraflarla paylaşılmayacak ve gizli tutulacaktır. Desteğiniz, araştırmada anlamlı sonuçlar elde edilmesi açısından çok değerlidir. Sizden yaklaşık 15 dakikanızı ayırarak bu araştırmaya destek olmanızı rica ediyoruz.

Katkılarınız için şimdiden çok teşekkür ederiz.

Yaşınız

Cinsiyetiniz

- o Kadın

- o Erkek

- o Diğer

Şu anda eğitim gördüğünüz üniversite

Şu anda devam ettiğiniz program

- o Hazırlık

- o Lisans

- o Yüksek Lisans

- o Doktora

Lütfen bu anketteki soruları; olması gerektiğini düşündüğünüz şekilde değil, deneyimlerinizi dürüstçe yansıtacak şekilde cevaplayınız. Yanıtlarken, her maddeyi birbirinden ayrı olarak değerlendiriniz.

Aşağıda günlük deneyimlerinizle alakalı bazı ifadeler mevcuttur. Lütfen her ifadenin sizin için ne derece geçerli olduğunu belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Başkalarının benimkilerden daha iyi deneyimler yaşamasından endişe duyarım.					
Arkadaşlarımın benimkilerden daha iyi deneyimler yaşamalarından endişe duyarım.					
Arkadaşlarımın ben yokken eğlendiklerini öğrendiğimde üzülürüm.					
Arkadaşlarımın neler yaptığını bilmediğimde huzursuz hissederim.					
Arkadaşlarımın 'kendi aralarındaki şakaları, muhabbetleri' anlamak benim için önemlidir.					
Bazen neler olup bittiğini takip etmek için fazla zaman harcadığımı düşünürüm.					
Arkadaşlarımla buluşma fırsatını kaçırmak canımı sıkar.					
İyi zaman geçirdiğimde bunun detaylarını online olarak paylaşmak benim için önemlidir.					
Planlanmış bir görüşmeyi/buluşmayı kaçırmak canımı sıkar.					
Tatile çıktığımda arkadaşlarımın ne yaptığını takip etmeye devam ederim.					

	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Hayatta ne kadar başarılı olduğum konusunda çoğu zaman kendimi başka insanlarla karşılaştırırım.					
Bir konuda daha fazla şey öğrenmek istersem, o konuda başka insanların ne düşündüğünü öğrenmeye çalışırım.					
Yaptığım şeyleri diğer insanların nasıl yaptıklarıyla karşılaştırmaya çok dikkat ederim.					
Çoğu zaman sevdiğim insanların (kız/erkek arkadaşım, ailemden kişiler vb.) yaptıkları şeyleri nasıl yaptıklarıyla, diğer insanların nasıl yaptıklarını karşılaştırırım.					
Benimkine benzer bir durumda başka insanların ne yapacağını bilmek her zaman hoşuma gider.					
Kendini sık sık başkalarıyla karşılaştıran birisi değilim.					
Bir şeyi ne kadar iyi yaptığımı bilmek istediğimde, yaptığım şeyi diğer insanların yaptıklarıyla karşılaştırırım.					
Çoğu zaman, benim karşılaştığım sorunlara benzer sorunlarla karşılaşmış kişilerin ne düşündüğünü öğrenmeye çalışırım.					
Diğer insanlarla karşılıklı görüş ve deneyimlerimiz hakkında konuşmaktan çoğu zaman zevk alırım.					
Hayatta ne durumda olduğumu asla başkalarının durumlarına göre değerlendirmem.					
Ne kadar sosyal birisi olduğum konusunda (sosyal becerilerim, popülerliğim vb.) kendimi sık sık diğer insanlarla karşılaştırırım.					

Aşağıda kişilerin kendilerine dair duygularını anlatmaya yönelik bir takım ifadeler verilmiştir. Lütfen, genel olarak nasıl hissettiğinizi göz önünde bulundurarak, her bir ifadenin sizin için ne sıklıkta geçerli olduğunu belirtiniz.

	Hiçbir zaman	Nadiren	Ara sıra	Sık sık	Her zaman
Genellikle keyfim yerindedir.					
Genellikle çabuk yoruluyorum.					
Genellikle kolay ağlarım.					
Başkaları kadar mutlu olmak isterim.					
Çabuk karar veremediğim için fırsatları kaçırırım.					
Kendimi dinlenmiş hissederim.					
Genellikle sakin, kendime hâkim ve soğukkanlıyım.					
Güçlüklerin yenemeyeceğim kadar biriktiğini hissederim.					
Önemsiz şeyler hakkında endişelenirim.					
Genellikle mutluyum.					
Her şeyi ciddiye alır ve etkilenirim.					
Genellikle kendime güvenim yoktur.					
Genellikle kendimi güvende hissederim.					
Sıkıntılı ve güç durumlarda konuşmaktan kaçınırım.					
Genellikle kendimi hüzünlü hissederim.					
Genellikle hayatımdan memnunum.					
Olur olmaz düşünceler beni rahatsız eder.					
Hayal kırıklıklarını öyle ciddiye alırım ki hiç unutamam.					
Aklı başında ve kararlı bir insanım.					
Son zamanlarda kafama takılan konular beni endişelendirir.					

Aşağıdaki paragraflar yakın duygusal ilişkilerde yaşanan farklı duygu ve düşünceleri yansıtmaktadır. Yakın duygusal ilişkilerden kastedilen arkadaşlık, dostluk, romantik ilişkiler ve benzerleridir. Lütfen her bir paragrafın yakın ilişkilerinizde yaşadığınız duygu ve düşünceleri ne ölçüde tanımladığını belirtiniz.

	1. Beni kesinlikle tanımlamıyor	2	3	4. Beni kısmen tanımlıyor	5	6	7. Beni kesinlikle tanımlıyor
Başkaları ile kolaylıkla duygusal yakınlık kurarım. Başkalarına güvenmek, onlara bağlanmak ve başkalarının bana güvenip bağlanması konusunda kendimi oldukça rahat hissederim. Birilerinin beni kabul etmemesi ya da yalnız kalmak beni pek kaygılandırmaz.							
Başkaları ile yakınlaşmak konusunda rahat değilim. Duygusal olarak yakın ilişkiler kurmak isterim, ancak başkalarına tamamen güvenmek ya da inanmak benim için çok zor. Başkaları ile çok yakınlaşırsam incinip kırılacağımdan korkarım.							
Başkaları ile duygusal yönden tamamıyla yakınlaşmak, hatta bütünleşmek isterim. Fakat genellikle başkalarının benimle benim arzu ettiğim kadar yakınlık kurmakta isteksiz olduklarını görüyorum. Yakın ilişki(ler) içinde olmazsam huzursuzluk duyarım, ancak bazen başkalarının bana, benim onlara verdiğim kadar değer vermediklerini düşünür endişelenirim.							
Yakın duygusal ilişkiler içinde olmadığımda çok rahatım. Benim için önemli olan kendi kendine yetmek ve tamamen bağımsız olmaktır. Ne başkalarına güvenmeyi ne de başkalarının bana güvenmesini tercih ederim.							

46

Lütfen, sunulan ölçekler dahilinde aşağıda verilen her ifadenin sizin için ne derece geçerli olduğunu belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Eğer başka insanlar beni kabul etmiyor gibi gözüküyorsa, bunu umursamam.					
Reddedilip dışlanmama yol açabilecek şeyleri yapmamak için özen gösteririm.					
Başka insanların benimle ilgilenmesi pek umurumda olmaz.					
İhtiyacım olduğunda sığınabileceğim, desteğini alabileceğim insanlar olsun isterim.					
Başka insanlar tarafında onaylanmak, kabul edilmek isterim.					
Yalnız kalmayı sevmem.					
Arkadaşlarımdan uzun süre ayrı kalmak beni üzmez.					
Bir gruba mensup olma hissim oldukça güçlüdür.					
Diğer insanların planlarına davet edilmediğimde bu durum beni çok rahatsız eder.					
Diğerleri tarafından dışlandığımı hissettiğimde duygularım çabucak alt üst olur; yara almış gibi hissederim.					

Aşağıda kişilerin kendilerine dair duygularını anlatmaya yönelik bir takım ifadeler verilmiştir. Lütfen, sunulan ölçekler dahilinde her ifadenin sizin için ne kadar geçerli olduğunu belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Genel olarak kendimden memnunum					
Bazen kendimi hiç de yeterli bulmuyorum.					
Bazı olumlu özelliklerim olduğunu düşünüyorum					
Birçok şey yapma konusunda diğer insanların birçoğunun olduğu gibi kendimi yetkin hissederim.					
Kendimde gurur duyacak fazla bir şey bulamıyorum					
Bazen kesinlikle kendimi işe yaramaz hissediyorum.					
Kendimi en az diğer insanlar kadar değerli buluyorum.					
Kendime karşı daha fazla saygı duyabilmeyi isterdim.					
Genelde kendimi başarısız bir kişi olarak görme eğilimindeyim.					
Kendime karşı olumlu bir tutum içindeyim.					

Aşağıda kişilerin karakter özelliklerini anlatmaya yönelik bir takım ifadeler verilmiştir. Lütfen, sunulan ölçekler dahilinde her ifadenin sizin için ne kadar geçerli olduğunu belirtiniz.

	Kesinlikle katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle katılıyorum
Konuşkan					
Bunalımlı, melankolik					
Çekingen					
Rahat, stresle kolay baş eden					
Enerji dolu					
Gergin olabilen					
Coşku yaratabilen					
Çok endişelenen					
Sessiz bir yapıda					
Duygusal olarak dengeli, kolayca keyfi kaçmayan					
Atılgan bir kişiliğe sahip					
Dakikası dakikasına uymayan					
Bazen utangaç, çekingen olan					
Gergin ortamlarda sakin kalabilen					
Sosyal, girişken					
Kolayca sinirlenen					

Lütfen aşağıdaki ifadelerle ilgili 1'den 7'ye kadar size en uygun gelen sayıyı seçiniz (1=tamamıyla azaltır, 7=tamamıyla arttırır).

	1. Tamamıyla azaltır	2.	3.	4. Ne azaltır ne arttırır	5.	6.	7. Tamamıyla arttırır
Başka tüketicilerin alışveriş konusunda eleştiri ve tavsiyelerinin kararlarınızın doğruluğunu nasıl etkilediğini düşünüyorsunuz?							
Başka tüketicilerin alışveriş konusunda eleştiri ve tavsiyelerinin kararlarınızın kesinliğini nasıl etkilediğini hissediyorsunuz?							
Başka tüketicilerin alışveriş konusunda eleştiri ve tavsiyelerinin kararlarınıza duyduğunuz güveni nasıl etkilediğini hissediyorsunuz?							

Lütfen çok sadık bir tüketicisi/müşterisi olduğunuz bir markayı yazınız.

Aşağıdaki ifadeleri, yazdığınız MARKAYI düşünerek, cevaplayınız. (1=kesinlikle katılmıyorum, 7=kesinlikle katılıyorum).

	1. Kesinlikle katılmıyorum	2.	3.	4. Ne katılıyorum ne katılmıyorum	5.	6.	7. Kesinlikle katılıyorum
Bu markayı kullanmanın diğer markalara göre daha tercih edilir olduğuna inanıyorum.							
Şu anda en iyi teklifleri bu markanın sunduğuna inanıyorum.							
Bu markanın özelliklerinin benim beğenilerime uygun olmadığını düşünüyorum.							
Bu markanın sunduğu servisi rakiplerinin sunduğu servise tercih ederim.							
Bu markaya karşı olumsuz bir tavrım var.							
Bu markanın tekliflerinden hoşlanmıyorum.							
Bu markanın servislerinin ve tekliflerinin özelliklerini beğeniyorum.							
Bu markanın performansını ve servislerini beğeniyorum.							

Bu markanın diğerlerinden daha iyi olduğunu defalarca anladım.		52					
Neredeyse her zaman bu markanın tekliflerini kalitesiz bulurum.							
Defalarca bu markanın özelliklerini kalitesiz buldum.							
Bu markanın performansı diğer rakip firmalardan defalarca üstündür.							
Bu markayı her zaman öncelikli olarak seçerim.							
Bu markanın özelliklerini her zaman diğer markalarınkine tercih ederim.							
Bu markanın tekliflerini her zaman diğer markalarınkine tercih ederim.							
Bu markayı kullanmayı her zaman diğer markaları kullanmaya tercih ederim.							

QUESTIONNAIRE TRANSLATED INTO ENGLISH

This study is prepared by Begüm Çeliktutan, a graduate student at Boğaziçi University, Department of Management, to investigate Fear of Missing Out's (FOMO) relation to various personality traits and consumer behavior. The results of this study will be used in the master thesis.

Your responses will be evaluated anonymously and will only be used within the scope of the research. They will not be shared with other parties and will be kept confidential. Your contribution is very valuable in terms of achieving meaningful insights with the study.

We ask you to support this research by devoting approximately15 minutes.

Thank you in advance for your contributions.

Age

Gender

- o Female
- o Male
- o Other

1. University

2. The program, you continue right now
   - o Prep
   - o Undergraduate
   - o Master
   - o PhD

Please answer the questions in this survey; not in the way you think it should be, but in a way that reflects your experience honestly. When replying, consider each item separately.

Below are some expressions related to your daily experiences. Please indicate the extent to which each statement applies to you.

	Strongly disaggree	Disaggree	Neither aggree nor disaggree	Aggree	Strongly aggree
I fear others have more rewarding experiences than me.					
I fear my friends have more rewarding experiences than me.					
I get worried when I find out my friends are having fun without me.					
I get anxious when I don't know what my friends are up to.					
It is important that I understand my friends ''in jokes''.					
Sometimes, I wonder if I spend too much time keeping up with what is going on.					
It bothers me when I miss an opportunity to meet up with friends.					
When I have a good time it is important for me to share the details online (e.g. updating status).					
When I miss out on a planned get-together it bothers me.					
When I go on vacation, I continue to keep tabs on what my friends are doing.					

	Strongly disaggree	Disaggree	Neither aggree nor disaggree	Aggree	Strongly aggree
I often compare myself with others with respect to what I have accomplished in life.					
If I want to learn more about something, I try to find out what others think about it.					
I always pay a lot of attention to how I do things compared with how others do things.					
I often compare how my loved ones (boy or girlfriend, family members, etc.) are doing with how others are doing.					
I always like to know what others in a similar situation would do.					
I am not the type of person who compares often with others.					
If I want to find out how well I have done something, I compare what I have done with how others have done.					
I often try to find out what others think who face similar problems as I face.					
I often like to talk with others about mutual opinions and experiences.					
I often compare how I am doing socially (e.g., social skills, popularity) with other people.					
I often compare myself with others with respect to what I have accomplished in life.					

A number of statements which people have used to describe themselves are given below. Please state how often each statement is valid for you, considering how you generally feel.

	Never	Rarely	Sometimes	Often	Always
I feel pleasant.					
I feel nervous and restless.					
I feel satisfied with myself.					
I wish I could be as happy as others seem to be.					
I feel like a failure.					
I feel rested.					
I am calm, cool, and collected.					
I feel that difficulties are piling up so that I cannot overcome them.					
I worry too much over something that really doesn't matter.					
I am happy.					
I have disturbing thougts					
I lack self-confidence.					
I feel secure.					
I make decisions easily					
I feel inadequate.					
I am content.					
Some unimportant thoughts runs through my mind and bothers me.					
I take disappointments so keenly that I can't put them out of my mind.					
I am a steady person.					
I get in a state of tension or turmoil as I think over my recent concerns and interests.					

The following paragraphs reflect different emotions and thoughts in close emotional relationships. Close emotional relations are friendship, companionship, romantic relations and so on. Please state to what extent each paragraph defines the feelings and thoughts you have in your close relationships.

	1. Not at all like me	2	3	4. Somewhat like me	5	6	7. Very much like me
It is easy for me to become emotionally close to others. I am comfortable depending on them and having them depend on me. I don't worry about being alone or having others not accept me.							
I am uncomfortable getting close to others. I want emotionally close relationships, but I find it difficult to trust others completely, or to depend on them. I worry that I will be hurt if I allow myself to become too close to others							
I want to be completely emotionally intimate with others, but I often find that others are reluctant to get as close as I would like. I am uncomfortable being without close relationships, but I sometimes worry that others don't value me as much as I value them.							
I am comfortable without close emotional relationships. It is very important to me to feel independent and self-sufficient, and I prefer not to depend on others or have others depend on me.							

Please indicate the extent that each of the statements given below apply to you within the scales provided.

	Strongly disaggree	Disaggree	Neither aggree nor disaggree	Aggree	Strongly aggree
If other people don't seem to accept me, I don't let it bother me.					
I try hard not to do things that will make other people avoid or reject me.					
I seldom worry about whether other people care about me.					
I need to feel that there are people I can turn to in times of need.					
I want other people to accept me.					
I do not like being alone.					
Being apart from my friends for long periods of time does not bother me.					
I have a strong need to belong.					
It bothers me a great deal when I am not included in other people's plans.					

In the following, a number of statements are given to explain the feelings of the people about themselves. Please indicate how each statement is valid for you within the scales provided.

	Strongly disaggree	Disaggree	Neither aggree nor disaggree	Aggree	Strongly aggree
On the whole, I am satisfied with myself.					
At times I think I am no good at all.					
I feel that I have a number of good qualities.					
I am able to do things as well as most other people.					
I feel I do not have much to be proud of.					
I certainly feel useless at times.					
I feel that I'm a person of worth, at least on an equal plane with others.					
I wish I could have more respect for myself.					
All in all, I am inclined to feel that I am a failure.					
I take a positive attitude toward myself.					

Here are a number of expressions to explain the personality traits of the people. Please indicate how each statement is valid for you within the scales provided.

	Strongly disaggree	Disaggree	Neither aggree nor disaggree	Aggree	Strongly aggree
Is talkative					
Is depressed, blue					
Is reserved					
Is relaxed, handles stress well					
Is full of energy					
Can be tense					
Generates a lot of enthusiasm					
Worries a lot					
Tends to be quiet					
Is emotionally stable, not easily upset					
Has an assertive personality					
Can be moody					
Is sometimes shy, inhibited					
Remains calm in tense situations					
Is outgoing, sociable					
Gets nervous easily					

Please choose the number that best suits you from 1 to 7 according to the given statements (1 = definetely decreases, 7 = definetely increases).

	1.Definetely decreases	2	3	4.	5	6	7. Definetely increases
How do you think the criticisms and recommendations of other consumers affect the accuracy of your decisions?							
How do you think the criticisms and recommendations of other consumers affect the certainty of your decisions?							
How do you think the criticisms and recommendations of other consumers affect your trust in your decisions?							

Please write a brand that you are a loyal consumer of.

Answer the following statements by considering the BRAND you wrote. (1 = strongly disagree, 7 = strongly agree).

	1. Strongly disaggree	2	3	4	5	6	7. Strongly aggree
I believe that using this brand is preferable to other companies.							
I believe that this brand has the best offers at the moment.							
I believe that the features of this brand are badly suited to what I like.							
I prefer the service of this brand to the service of competitors.							
I have a negative attitude to this brand.							
I dislike this brand's offerings.							
I like the features of this brand's services and offers.							
I like the performance and services of this brand.							
I have repeatedly found this brand is better than others.							
I nearly always find the offer of this brand inferior.							
I have repeatedly found the features of this brand inferior.							
Repeatedly, the performance of this brand is superior to that of competitor firms							
I would always continue to choose this brand before others.							
I will always continue to choose the features of this brand before others.							
I would always continue to favor the offerings of this brand before others.							
I will always choose to use this brand in preference to competitor firms							

FACTOR ANALYSIS

Table C1. Factor Loadings of Fear of Missing Out (FOMO) – All items

Factor Matrix^a

	Factor
	1
FOMO1	.556
FOMO2	.543
FOMO3	.736
FOMO4	.640
FOMO5	.593
FOMO6	.372
FOMO7	.456
FOMO8	.188
FOMO9	.206
FOMO10	.327

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 5 iterations required.

Table C2. Factor Loadings of Fear of Missing Out (FOMO) – Item 8 deleted

Factor Matrix^a

	Factor
	1
FOMO1	.565
FOMO2	.552
FOMO3	.744
FOMO4	.631
FOMO5	.593
FOMO6	.358
FOMO7	.457
FOMO9	.206
FOMO10	.307

Extraction Method: Maximum Likelihood.

a. 1 factors extracted. 5 iterations required.

Table C3. Factor Loadings of Fear of Missing Out (FOMO) – Items 8&9 deleted

Factor Matrix[a]

	Factor 1
FOMO1	.580
FOMO2	.568
FOMO3	.743
FOMO4	.633
FOMO5	.586
FOMO6	.353
FOMO7	.433
FOMO10	.297

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 6 iterations required.

Table C4. Factor Loadings of Social Comparison Orientation - all items

Factor Score Coefficient Matrix

	Factor 1
SCO1	.161
SCO2	.077
SCO3	.224
SCO4	.148
SCO5	.144
SC06RC	.149
SCO7	.171
SCO8	.108
SCO9	.025
SCO10RC	.094
SCO11	.077

Extraction Method: Maximum Likelihood.

Table C5. Factor Loadings of Social Comparison Orientation - Item 9 deleted

Factor Matrix[a]

	Factor
	1
SCO1	.679
SCO2	.455
SCO3	.753
SCO4	.656
SCO5	.642
SC06RC	.661
SCO7	.691
SCO8	.556
SCO10RC	.529
SCO11	.470

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 4 iterations required.

Table C6. Factor Loadings of Need to Belong

Factor Score Coefficient Matrix

	Factor
	1
NTB1RC	.156
NTB2	.095
NTB3RC	.119
NTB4	.065
NTB5	.183
NTB6	.068
NTB7RC	.063
NTB8	.081
NTB9	.312
NTB10	.232

Extraction Method: Maximum Likelihood.

Table C7. Factor Loadings of Self-Esteem

Factor Matrixᵃ

	Factor
	1
SE1	.692
SE2RC	.633
SE3	.502
SE4	.596
SE5RC	.693
SE6RC	.745
SE7	.649
SE8RC	.528
SE9RC	.760
SE10	.821

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 4 iterations required.

Table C8. Factor Loadings of Extraversion

Factor Matrixᵃ

	Factor
	1
Extro1	.755
Extro2RC	.719
Extro3	.640
Extro4	.648
Extro5RC	.723
Extro6	.737
Extro7RC	.579
Extro8	.794

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 4 iterations required.

Table C9. Factor Loadings of Neuroticism

Factor Matrix[a]

	Factor
	1
Neuro1	.520
Neuro2RC	.706
Neuro3	.596
Neuro4	.702
Neuro5RC	.647
Neuro6	.408
Neuro7RC	.490
Neuro8	.493

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 4 iterations required.

Table C10. Factor Loadings of Trait Anxiety - All Items

Factor Matrix[a]

	Factor
	1
ANX1RC	.620
ANX2	.488
ANX3	.352
ANX4	.446
ANX5	.484
ANX6RC	.474
ANX7RC	.314
ANX8	.604
ANX9	.600
ANX10RC	.615
ANX11	.535
ANX12	.601
ANX13RC	.616
ANX14	.327
ANX15	.709
ANX16RC	.643
ANX17	.673
ANX18	.632
ANX19RC	.395
ANX20	.596

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 5 iterations required.

Table C11. Factor Loadings of WOM Acceptance Tendency

Factor Matrix[a]

	Factor
	1
WOMacc1	.768
WOMacc2	.806
WOMacc3	.753

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 3 iterations required.

Table C12. Factor Loadings of Cognitive Loyalty – All items

Factor Matrix[a]

	Factor
	1
Cog_LOY1	.862
Cog_LOY2	.608
Cogn_LOY3RC	.246
Cog_LOY4	.536

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 5 iterations required.

Table C13. Factor Loadings of Cognitive Loyalty – Item 3 deleted

Factor Matrix[a]

	Factor
	1
Cog_LOY1	.846
Cog_LOY2	.620
Cog_LOY4	.543

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 4 iterations required.

Table C14. Factor Loadings of Affective Loyalty

Factor Matrix[a]

	Factor 1
Aff_LOY1RC	.819
Aff_LOY2RC	.827
Aff_LOY3	.628
Aff_LOY4	.618

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 7 iterations required.

Table C15. Factor Loadings of Conative Loyalty

Factor Matrix[a]

	Factor 1
Con_LOY1	.552
Con_LOY2RC	.877
Con_LOY3RC	.878
Con_LOY4	.428

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 7 iterations required.

Table C16. Factor Loadings of Action Loyalty

Factor Matrix[a]

	Factor 1
Act_LOY1	.820
Act_LOY2	.918
Act_LOY3	.847
Act_LOY4	.879

Extraction Method: Maximum Likelihood.
a. 1 factors extracted. 4 iterations required.

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