

The Effect of FoMO (Fear of Missing Out) on Purchasing Behavior in Public Relations Practices

JOURNAL OF SELÇUK
COMMUNICATION 2022;
15(2): 528-557
doi: 10.18094/ JOSC. 1116808



Müge Bekman

ABSTRACT

Technology has been developing rapidly for a very long time, and this development creates new dynamics in all areas of life. Now, there is almost no area independent from the phenomenon of technology and technological tools. In this context, public relations practices also try to influence people's purchasing behavior through different tools and applications. Since public relations cannot be considered only as a promotional and image activity, the relationship of the issue with purchasing practices is established in this study. On the other hand, people's buying behavior is influenced by certain methods. The aim of this article is to examine the effect of fear of missing out (FoMO) on developments, which is a new concept in public relations practices, on individuals' purchasing behavior through the example of Trendyol. In this study, the extent to which the consumer's FoMO on the activities and life experiences of others affects their purchasing behavior is discussed. At the same time, how demographic structure affects purchasing behavior is also examined. The method of the study is structural equation modeling from a statistical point of view. The results of the study show that the increase in the fear of missing out affects purchasing behavior. It has been observed that this does not differ according to gender but differs according to education level and income source.

Keywords: Public Relations, Fear of Missing Out (FoMO), Purchasing Behavior, Public Relations Practices, Trendyol

MÜGE BEKMAN

Asst. Prof.

İstanbul University-Cerrahpaşa

mugebekman@iuc.edu.tr ORCID ID:

0000-0002-8400-0993

JOURNAL OF SELÇUK COMMUNICATION 2022; 15(2): 528-557

doi: 10.18094/ JOSC. 1116808

Halkla İlişkiler Uygulamalarında FoMO'nun (Gelişmeleri Kaçırma Korkusu) Satın Alma Davranışına Etkisi

SELÇUK İLETİŞİM

DERGİSİ 2022;

15(2): 528-557

doi: 10.18094/ JOSC.1116808



Müge Bekman

ÖZ

Teknoloji çok uzun zamandır büyük bir hızla gelişimine devam etmektedir ve bu gelişim yaşamın her alanında ortaya yeni dinamikler çıkarmaktadır. Artık teknoloji olgusundan ve teknolojik araçlardan bağımsız bir alan neredeyse kalmamıştır. Bu bağlamda halkla ilişkiler uygulamaları da insanların satın alma davranışlarını farklı araçlar ve uygulamalar vasıtasıyla etkilemeye çalışmaktadır. Halkla ilişkiler sadece bir tanıtım ve imaj faaliyeti olarak değerlendirilemeyeceği için, bu çalışmada meselenin satın alma pratikleriyle ilişkisi kurulmaktadır. İnsanların satın alma davranışları ise belirli yöntemlerle etki altına alınmaktadır. Bu makalenin amacı halkla ilişkiler uygulamalarında yeni bir kavram olan gelişmeleri kaçırma korkusunun (FoMO) bireylerin satın alma davranışına etkisini Trendyol örneği üzerinden incelemektir. Bu çalışmada tüketicinin başkalarının aktivitelerini ve yaşam deneyimlerini kaçırma korkusunun satın alma davranışını ne ölçüde etkilediği ele alınmaktadır. Aynı zamanda demografik yapının satın alma davranışlarını nasıl etkilediği de incelenmektedir. Çalışmanın yöntemini istatistiksel açıdan yapısal eşitlik modellemesi oluşturmaktadır. Sonuçta elde edilen bulgular, gelişmeleri kaçırma korkusunun artmasının satın alma davranışını etkilediğini göstermektedir. Bunun, cinsiyete göre farklılık göstermediği, fakat eğitim düzeyine ve gelir kaynağına göre farklılık gösterdiği gözlemlenmiştir.

Anahtar Kelimeler: Halkla İlişkiler, Gelişmeleri Kaçırma Korkusu (FoMO), Satın Alma Davranışı, Halkla İlişkiler Uygulamaları, Trendyol

MÜGE BEKMAN

Dr. Öğr. Üyesi

İstanbul Üniversitesi-Cerrahpaşa

mugebekman@iuc.edu.tr ORCID ID:

0000-0002-8400-0993

SELÇUK İLETİŞİM DERGİSİ 2022; 15(2): 528-557

doi: 10.18094/ JOSC. 1116808

Geliş Tarihi: 14.05.2022 Kabul Tarihi: 08.08.2022 Yayın Tarihi: 15.10.2022

INTRODUCTION

The aim of this article is to examine public relations in the context of its effect on purchasing behavior. In doing so, it is discussed how people's specific fears and concerns are manipulated on the FoMO axis. It is thought that digital innovations in the field of public relations have changed the purchasing behavior of consumers. However, it is seen that institutions have established their sales strategies on different foundations and new methods long before that. Therefore, how Trendyol directs the consumer in its relationship with the consumer is examined on the axis of the FoMO.

Change is an indispensable element of human history. While some of these changes restructured the era, some of them drew new boundaries, some of them crossed the boundaries of time and space. The new era, which does not recognize the limits of time and space in which we live, is built by technological developments. The direction of the change experienced since the 1990s is that all kinds of elements are more closely intertwined with technology. Since the element or phenomenon in any area of life is not independent of this, institutions are also open to the technological influence here. While technology influences institutions and their activities, it also transforms the way they do business. Since the field of public relations is not independent of this effect, it affects the functioning of institutions together with the innovations brought by technology.

Public relations, which has an important role in reaching the target audiences of institutions and forms an important part of the management function, has gone through many different phases since the day it was conceptualized. As a result of the benefits of globalization and technology, public relations gain new dimensions in the changing world order. Public relations have also had to adapt to this change and transformation. This obligation has restructured public relations and brought along new concepts with the effect of digitalization. Therefore, public relations strengthen its manipulative structure, which has been going on for years, and increases the communication of the institution with its target audience. Since the target audience is the people who are in the position of consumers in line with certain aims, it is the duty of public relations to direct and direct them to purchasing behavior. However, public relations have not been using the same methods since the beginning of the 20th century and has undergone serious transformations over time.

PUBLIC RELATIONS AND DIGITALIZATION

Although its roots date back to a very long time, a common definition for public relations has not been made yet. The lack of a common definition stems from the versatility of the structure of public relations and its constant change. Public relations can be defined in a few short phrases.

According to Grunig and Hunt (1984, p. 6) public relations is the management of the communication processes between the institution and its target audience. According to another definition, public relations (Cutlip, Center, & Broom, 1985), it is a function that will help the establishment of dependency-based communication between the institution and all the units and departments that the institution interacts with, and that this relationship between them is sustainable. According to Asna (1993, p. 7), public relations include the relations of the individual, association, public institution, or private institution with each other. Along with these, the relationship they establish with the media gains more special importance and public relations play an active role in the execution of media processes. As Grunig (2005, p. 15) re-expressed later, public relations determine the managerial form of communication of the institution with its internal and external target audience. In addition to the communication that the institution establishes with its target audience, it is also expressed as the sum of the planning, evaluation and execution activities involved in the process of achieving them.

Making so many definitions of public relations depend on its multifaceted structure, having common denominators with many disciplines, and having a strategic management function. With digitalization, public relations have entered a different movement, because public relations have transformed every activity into a commodity that can be measured, calculated, and even evaluated. Every move performed in digital environments leaves a digital trace behind. This trail is also highly visible to the target audience. Because the new order creates an environment suitable for the rapid development of digital technologies, causing every commodity to have a more visible structure. This visibility also affects public relations activities.

Technological developments create a unique common and different culture in the digital environment. This emerging structuring is also called digital culture. Digital media applications and social networks have a structure based on both culture and the internet. It creates digital culture with data, information, digital codes, and software in digital media (Manovich, 2001, p. 19). In a way, the culture the

Internet has created has been shaped based on the logic of networks and positions both individuals and societies beyond time and space with the applications that have been created with the help of networks. The prevalence of the Internet progresses unevenly over time and space. In this order, there is a globalizing world and many intertwined structures (Castells, 2001, pp. 141, 212). These structures now constitute the building blocks of a different culture. The emerging digital culture continues to build new concepts and practices on its own axis.

Digital media, where digital culture is located, includes both individuals and public relations with the applications it creates. Instagram, Twitter, and Facebook, which are very popular applications built by digital media, are preferred by many users. These applications provide services in return for receiving and processing the data of individuals and using them when necessary. Users' personal data is transformed into new data through applications (Fuchs, 2015, p. 137). The received data can also draw the necessary boundaries in creating a target audience. This identifiable state of the target audience is also very important in terms of public relations practices. Thus, the institution will be able to reach the right target audience for itself and develop a strategy accordingly.

The personal data uploaded to the applications, the likes for the shares or the words in the search engines reveal all the orientations of the user. In public relations activities, such a defined and determined target audience has a very strategic importance. Public relations must be able to use every concept and every application offered by digital media. This obligation also forms the basis of a managerial strategy. While implementing the new strategy, every detail should be considered, and a communication network should be created in accordance with this interactive structure. Public relations strategies to be conducted online will be open to greater visibility and interaction. This will bring positive and negative situations (Phillips & Young, 2009). Every concept gains importance in public relations practices.

FEAR OF MISSING OUT (FoMO) AND PURCHASE BEHAVIOR

The concept that emerged around the new digital axis and started to take its place in public relations activities is "Fear of Missing Out" (FoMO). In this concept, the individuals think that the lives of those around them take place in better conditions and that their experiences are more satisfying. It is defined as the effort and need to constantly follow the activities of those around them and stay in touch with them due to the concern that they are missing out because they cannot have or live with all this

(Przybylski, Murayama, DeHaan, & Gladwell, 2013). Parallel to the rapid development of technology, together with the applications created by digital media networks, with the acceleration of the connection and the erosion of the time-space concepts, a continuous connection environment and a wide network framework are created for the individual. As the prevalence of use of digital media and its applications increases, FoMO occupies more space in the lives of individuals. Thus, with the help of social networks, the individual shows the behaviors of constantly monitoring and following others (Hato, 2013).

In another context, as the anxiety of the individual in his relations with environment increases, his orientation to social media and digital networks also increases. The biggest reason for this fear is the belief that other people have more satisfying experiences. Within the structure of social media networks that allow individuals to follow others, comparing their lives with what they have seen or read and establishing a relationship between them, it causes a feeling that they are somehow missing out on some things in the process (Abel, Buff, & Burr, 2016). In the process, FoMO causes the person to be in two or more places at the same time, fearing that missing out on the events in the environment or social media will undermine individual happiness (JWT Intelligence, 2012). Because, even if the individual cannot be there, they can see and follow the sharing of the people around them in the applications, their status, or the events they realize simultaneously, within the possibilities offered by the social media. In fact, it reminds individuals who are consumers that they have missed out permanently and offers them access. Being able to constantly connect to social media and always seeing the missed things starts to create feelings of worthlessness and inadequacy in people over time (Miller, 2012). These feelings also cause the individual to envy the lives of others.

FoMO is a state of anxiety accompanied by negative emotions. By using this phenomenon, institutions can direct their target audience to an unplanned purchasing behavior by telling them that the products are scarce and will not be on sale for a long time, and that they will miss their purchasing opportunities (Byun & Sternquist, 2011). Viewed from this paradigmatic dimension, to realize rapid consumption, the institution triggers consumption around the scarcity and few remaining product discourses created by public relations practitioners. Individuals who are afraid that they will be deprived of the opportunities and advantages of the period provided by discounts made for a certain period or the perception of special production will perform an unplanned purchase behavior under the influence of FoMO. Because the more an individual sees the products that others have or the experiences they have

had, and feels deprived, the more intense the feeling of FoMO manifests itself. Thus, institutions transform this feeling of individuals into the behavior of purchasing their own products in accordance with their public relations strategies.

When the literature on impulsive buying is examined, it has been revealed that there is a significant relationship between the cognitive and emotional state of the individual at that moment and impulsive buying from online sites (Dawson & Kim, 2009). Another study proves the existence of a positive relationship between materialism and purchasing behavior (Podoshen & Andrzejewski, 2012). Yet in another study; the ease of use of the interface of the website, the confidence of the consumer in that site, and the emotional and visual appeal of the site have important effects on directing consumers to buy online (Turkyilmaz, Erdem, & Uslu, 2015). The literature study, which includes all previous studies on online impulsive buying behaviors, was conducted by Chan et al. (2017). In this study, it is seen how the emotions possessed by an individual are directed by the scanned literature and how institutions can direct online purchasing behavior with the perception they create and the websites they edit by managing these emotions. All these studies, it is inevitable that FoMO is among the factors affecting the purchasing behavior of an individual.

APPLICATION OF FOMO IN PUBLIC RELATIONS THROUGH TRENDYOL EXAMPLE

The concept, which was expressed as the FoMO developments or opportunities in the early 2000s, was used by marketing specialist Herman (2000) and took its place in the literature. Thus, FoMO began to be a part of public relations at the conceptual level. Because Herman (2000) revealed that FoMO is a powerful source of motivation that affects consumer behavior. The intense feelings of the individual to feel lost are also very strong in influencing their purchasing decisions. For an individual to have a better product or object than those around them, they will be able to choose to buy a product that is more expensive or more featured than others. In such cases, an individual may change what s/he buys due to fear of exclusion from his/her environment and social pressures (Dykman, 2012).

In fact, it can be said that this fear is triggered more by institutions in the service and product marketing of public relations. Institutions can create FoMO in consumers by creating a perception that the services and products they offer are scarce or limited in number (Hodkinson, 2016, p. 2). When consumers, who feel scarcity due to a limited number of product perceptions, see the products they share

and buy on social media and are exposed to such posts, their fear of missing out on developments can suddenly turn into a fear of missing out on their shopping experience. In this context, the anxiety that occurs in the individual is that the best products will be bought by others and the best experiences will be experienced by them. As a result, they fear that they will miss out on alternatives. The increase in this fear will also reflect on the consumption behavior of the individual. Individuals who are unable to constantly follow social media and applications due to the natural routines of life will increase their orientation toward shopping due to feeling FoMO with regard to new developments. Therefore, the public relations activities used by the institutions in their social media applications deal with the perception of scarcity and the fear of missing the developments quite widely. It is claimed in this study that Trendyol, which is in the social media, uses FoMO extensively in terms of public relations activities.

Trendyol was founded in 2010 as a retail shopping site. The company's mobile application was downloaded 5 million times in 2016 and became one of the first companies to receive a security certificate as an e-commerce site (Dal & Şahin, 2018, p. 243). According to Trendyol's data on its website, its mobile application was downloaded 20 million times with 25 million users in the first quarter of 2019 (Trendyol, 2019). Then, when looking at the 2020 data, it is stated that the number of active users has reached 19.3 million from 9.2 million compared to 2019 and it is revealed how much they have grown (Trendyol, 2020). The reasons for choosing Trendyol as a sample in this study are its high awareness, preference, employment size and usability in Turkey.

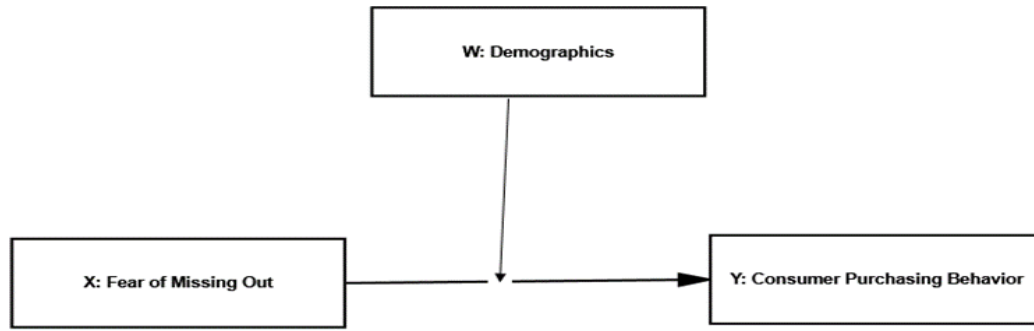
In the literature, the following conclusions were reached briefly. In a study conducted; comparative analysis of Morhipo and Trendyol sites was carried out. As a result of this analysis, Both institutions were seen to have used SEM (Search Engine Marketing) and SEO (Search Engine Optimization) applications from the very beginning and sometimes they buy it and sometimes use it as a search word optimization provided by the application (Doğan, 2021). In another study, the effect of customer comments on the products sold in Trendyol on purchasing behavior was investigated. The data obtained in this quantitative study were analyzed with the descriptive analysis method, and as a result, it was seen that customer comments affected the purchasing behavior positively if it was positive, and negatively if it was negative (Kaya, 2020). In another study, a relationship is established between the factors affecting trust in electronic commerce and purchase intention. A quantitative analysis was carried out on the factors affecting the trust of people shopping from Trendyol and their purchase intentions.

As a result of this analysis, it was noticed that there is a positive relationship between the factors that establish trust and the purchase intention (Dal & Şahin, 2018). An analysis of online shopping practices was carried out around utilitarian and hedonic values, based on benefit and risk. It has been seen that the shopping value scale is basically two-dimensional in terms of being utilitarian and hedonic. Hedonic shopping values obtained all the expected benefits, while the risks were limited to the dimensions of financial risks and product risks (Tanrıkulu & Bakır, 2021).

PURPOSE AND METHODOLOGY

This study statistically analyzed the direct effects FoMO has on individuals' experiences regarding consumers' purchasing behaviors on Trendyol. In addition, the study questioned whether the effect of FoMO on purchasing behavior changed according to demographic factors. Non-probability sampling method was used. While the Fear of Missing out Scale was used to measure consumers' FoMO, the Consumer Purchasing Behavior Scale (CPB) was used to measure consumer buying behavior. In addition, the gender, age group, education level, income level and income level of the respondents were also asked through a questionnaire. During the online data collection phase, the study applied the self-report method to have a total of 488 volunteers answer the scales and other questions.¹ 56.35% of the respondents were male. 63.11% were between 18-28, 13.73% were between 29-38, 12.70% were between 38-48, years old; and 10.45% were older than 48 years old. 3.69% were primary school, 19.47% were high school, 32.58% were vocational school, 33.40% were with bachelor's degree and 10.86% were with postgraduate degree. In a month, 16.39% earned less than 500 TL, 35.45 earned 500-2999 TL, and 22.13 earned around 3000-7500 TL. 26.02% of them had a monthly income of more than 7500 TL. 56.56% were earning their own income. 55.53% were actively working in a workplace or doing their own business. 12.50% spent less than an hour, 54.10% spent 1-3 hours, 25.41% spent 4-6 hours, 7.99% spent more than 7 hours a day on social media.

¹ While determining the population and sample, Krejcie and Morgan (1970) considered the population/sample table for the determination of the sample number based on the population size in quantitative studies. According to the table, the sample size per for 1,000,000 population is determined as 384. In order to run the structural equation modeling, which is preferred as a statistical method, the sample size should be increased to at least five times the number of variables in the research (Gürbüz, 2019).

Figure 1 Research Model

Research model, shown in Figure 1 was created by considering the theoretical and conceptual infrastructure and the hypotheses on which this model is based are as follows:

Ha1: The fear of missing out affects consumers' purchasing behavior on Trendyol.

Ha2: Gender has a moderating effect on FoMO, which affects consumers' purchasing behaviour during shopping from Trendyol.

Ha3: Age has a moderating effect on FoMO which affects consumers' behavior in purchasing products from Trendyol.

Ha4: Education level has a moderating effect on FoMO which affects consumers' behavior in purchasing products from Trendyol.

Ha5: Income level has a moderating effect on FoMO which affects consumers' behavior in purchasing products from Trendyol.

Ha6: Income source has a moderating effect on FoMO which affects consumers' behavior in purchasing products from Trendyol.

Since data cannot be obtained with an experimental and quasi-experimental research design, it would be more accurate to consider the method as a relational survey model.² Of course, FoMO was considered an exogenous variable in this relationship, with each demographic variable being a potential moderator and consumer buying behavior being an endogenous variable. For this reason, the factors

² The relational screening model is a model that examines the degree of relationships that exist between two or more variables, while at the same time examining the effect of variables on each other and their change together (Creswell, 2014) (Karasar, 2009).

affecting consumer purchasing behavior were questioned by structural equation modeling (SEM).³

The ethics report of this study was given by Istanbul University-Cerrahpaşa Rectorate Social and Human Sciences Research Ethics Committee Presidency on 09.11.2021 with the decision numbered 2021/256.

FoMO (Fear of Missing Out) Scale

Fear of missing out scale was developed by Przybylski et al. (2013). The reliability and validity study of the English scale was carried out by Gökler, Aydın, Ünal, and Metintaş, (2016) and the scale was adapted to Turkish (Gökler, Aydın, Ünal, & Metintas, 2016). The FoMO scale, which consists of 10 items, exhibits a single factor, and has a 5-point Likert structure. When the scale questions are answered, a minimum of 10 points and a maximum of 50 points can be obtained. 50 points and close scores indicate a high level of FoMO on an individual's developments, and low scores obtained indicate a lower level of FoMO.

Consumer Purchasing Behavior Scale

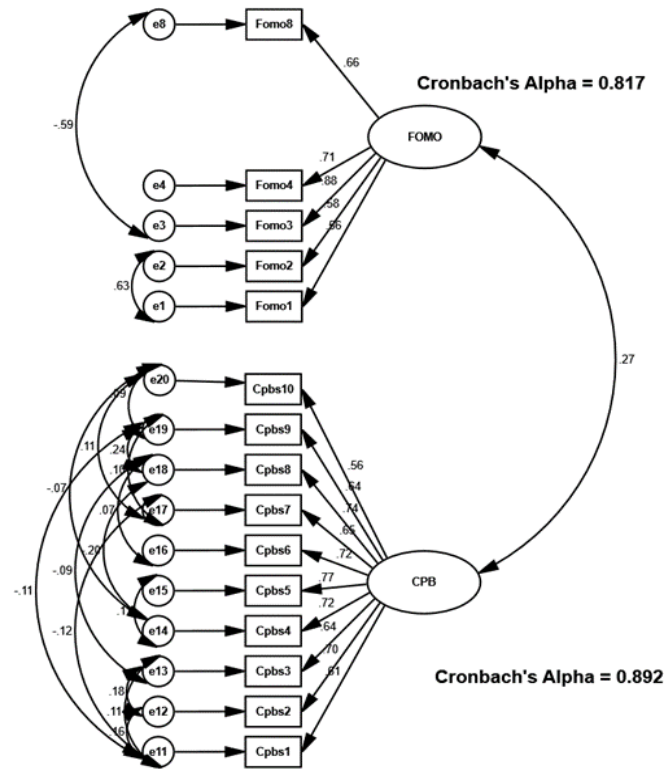
The consumer purchasing behavior scale was developed by İşlek in 2012. The reliability and validity study of the scale was conducted by him and a scale consisting of 10 questions was developed (İşlek, 2012, p. 123). The scale was also used later in the study titled "The Effect of Social Media Marketing on Consumer Purchasing Behavior: Selçuk University libf Sample", Cronbach alpha number was found to be 0.866, and the reliability of the study was re-established (Şahin, Çağlıyan, & Başer, 2017, p. 80). The fact that the Cronbach alpha coefficient is between 0.80 and 1.00 indicates that the scale is highly reliable (Kılıç, 2016, pp. 47-48). Again, like the other scale, the purchasing behavior scale consisting of 10 items has a 5-point Likert feature. The participants of the study are asked to choose one of the options "strongly agree 5", "agree 4", "agree little 3", "disagree 2" and "strongly disagree 1".

Before running the structural equation model, the structural validity and reliability of

³ Structural Equation Model: SEM is a multivariate statistical analysis method, which consists of a combination of factor analysis and regression analysis, and where generally latent and observed variables can be tested in the same model. It allows testing direct and indirect relationships between variables. Mediation and moderation effects can also be tested. More importantly, SEM offers the opportunity to test the relationships by considering the measurement lines of the parameters (Gürbüz, 2019).

measurement tools were tested via confirmatory factor analysis and Cronbach Alpha reliability method.

Figure 2 Validity and Reliability of Scales



CMIN=159.574;DF=73;RMSA=.049;CFI=.972;GFI=.958

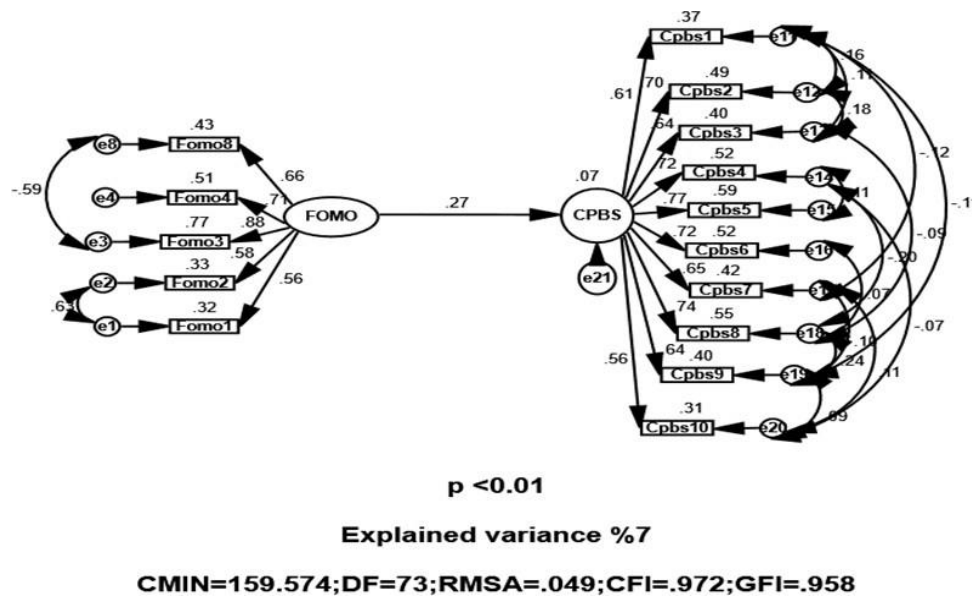
The first confirmatory factor analysis run; it was determined that the item factor loadings of the consumer buying behavior scale were higher than 0.54. For this reason, correlations between errors were defined by considering the modification indices without removing any item from the scale. According to the reliability analysis, since the Cronbach Alpha reliability coefficient of the scale is 0.89, the scale is quite reliable with its current structure at Figure 2.

However, the factor loadings of four items in the FoMO scale were below 0.55. Also, model fit indicators were not within acceptable ranges ($X^2/df > 5$; GFI, CFI < 0.90; RMSEA > 0.08). Therefore, item deletion from the scale was preferred. Starting with the item with the lowest factor loading, items with a loading less than 0.55 were removed from the scale one by one. Thus, after the "FoMO 5-6-7-9-10" items were removed from the scale, no item with a factor load of less than 0.55 remained. It was then reduced in error terms by considering the modification indices. Thus, a tool was created that is structurally strong and has a good level of model fit ($X^2/df < 3$; GFI, CFI > 0.95; RMSEA < 0.05). Since the Cronbach Alpha reliability coefficient of this scale was 0.82, the internal consistency was high at Figure 2.

FINDINGS

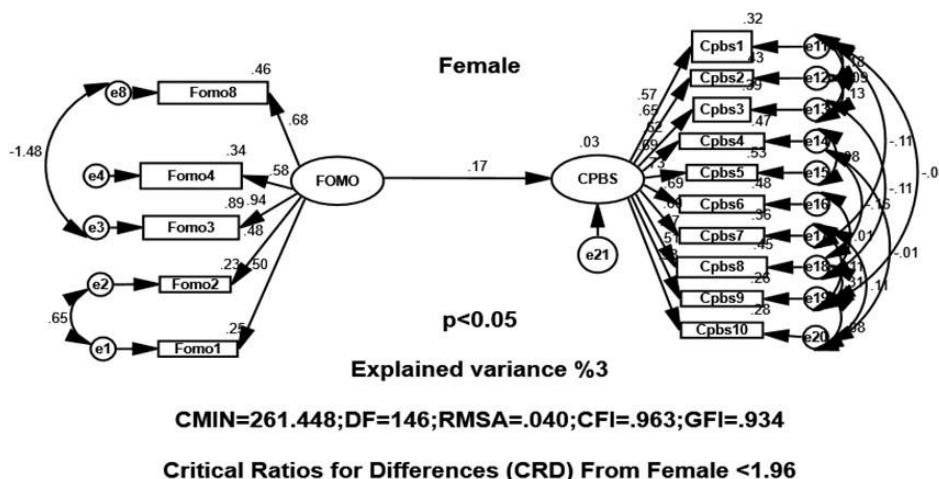
In this part, the findings based on the SEM are explained. First, the direct effect of the respondents' FoMo score on CPB score was examined. After that, separate SEM models per demographic variable were run to explore the moderator effects of demographics. All analyzes were performed using the maximum likelihood method.

Figure 3 Direct Effect of FoMo Level Change on CPB



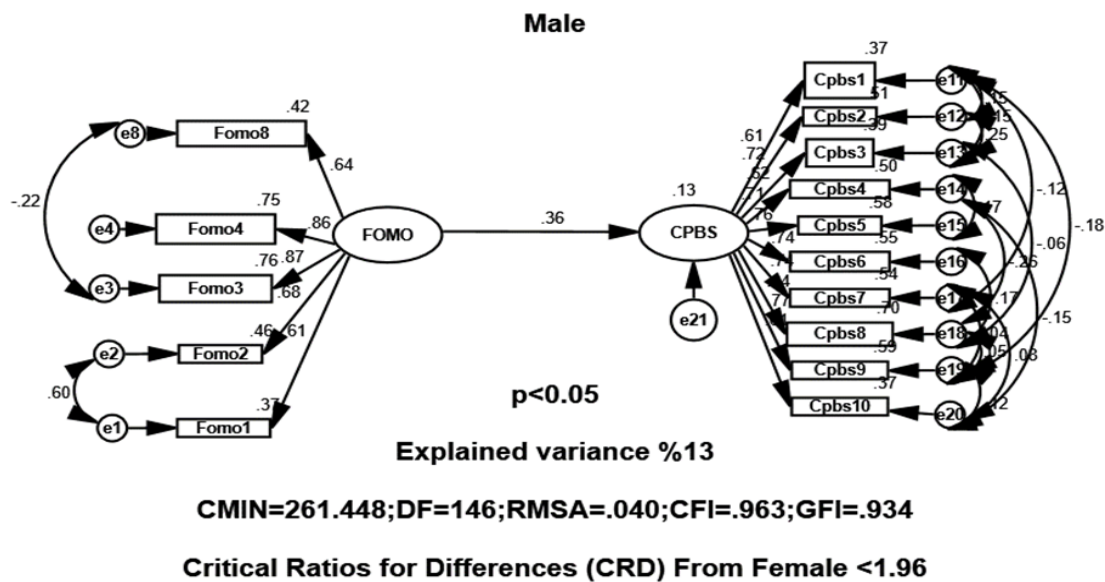
The regression weight for FoMo in the prediction of CPBS is significantly different from zero ($\beta = 0.27$; $p < 0.01$). When FoMo score of a respondent goes up by 1 standard deviation, CPB score goes up by 0.27 standard deviations. In other words, differentiation in responses' fear of missing out, makes positive differentiation consumer purchasing behavior as shown at Figure 3.

Figure 4 Moderation effect of gender (female) regarding how FoMo affects CPB.



FoMO in the prediction of CPB is significantly different from zero for females ($\beta= 0.17$; $p<0.01$). This effect is positive. A 1-unit increase in the standard deviation of female respondents' FoMO score is seen to increase the standard deviation of the CPB score by 0.17; in other words, an increase in female respondents' FoMO levels also increases their consumer purchasing behaviors, as indicated in Figure 4.

Figure 5 Moderation Effect of Gender (Male) on Effect of FoMO on CPB



FoMO in the prediction of CPB is significantly different from zero for male respondents ($\beta=0.36$; $p<0.05$). When FoMO score of a male respondent goes up by 1 standard deviation, CPB score goes up by 0.36 standard deviations (Figure 5).

Although there was a mathematical difference of 0.19 standard deviations between male and female respondents, its statistical significance could not be determined ($CRD < 1.96$). Therefore, the effect of fear of missing out level on consumer purchasing behavior could not be statistically determined to differ by gender (Figures 4; 5).

Age groups statistically differentiate the effect of FoMO score on the change in participants' CPB score.

Figure 6 Moderation Effect of Age (18-28) on Effect of FoMO on CPB

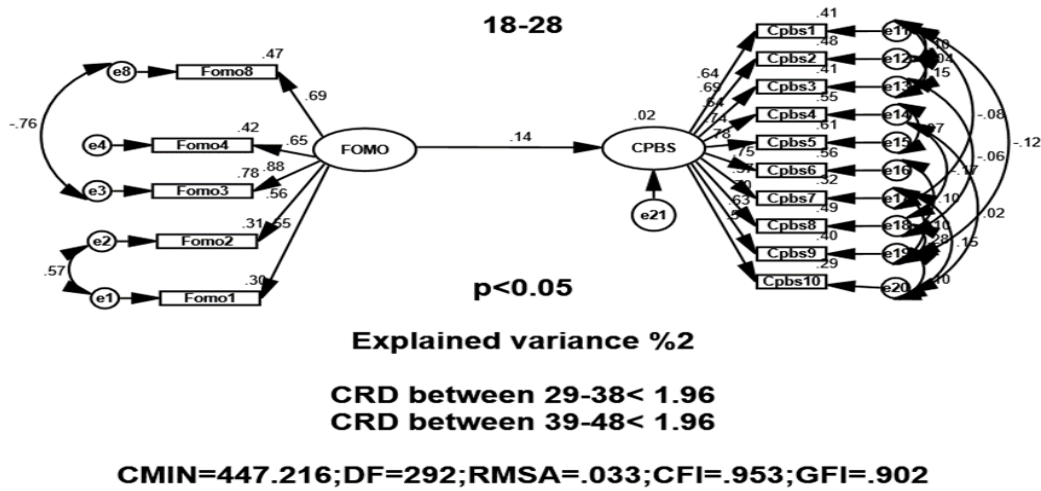


Figure 7 Moderation Effect of Age (29-38) on Effect of FoMO on CPB

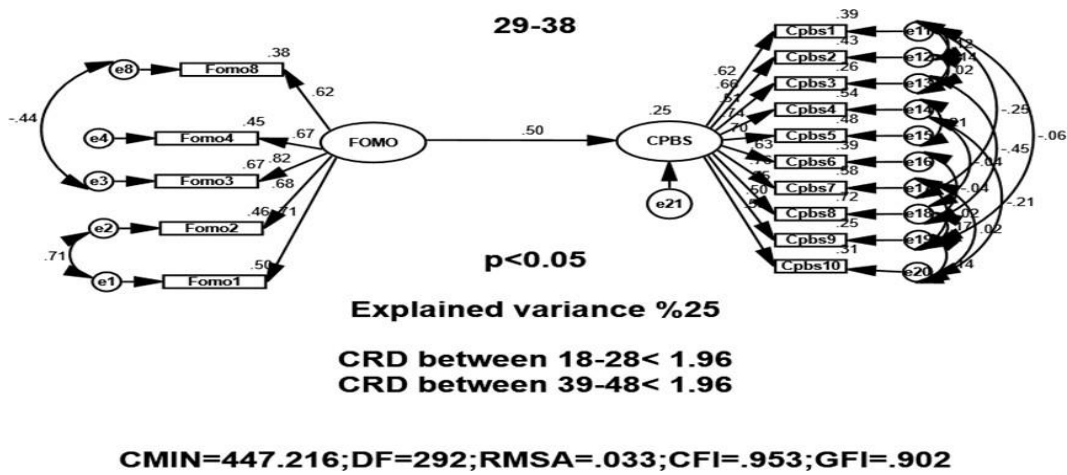


Figure 8 Moderation Effect of Age (39-48) on Effect of FoMO on CPB

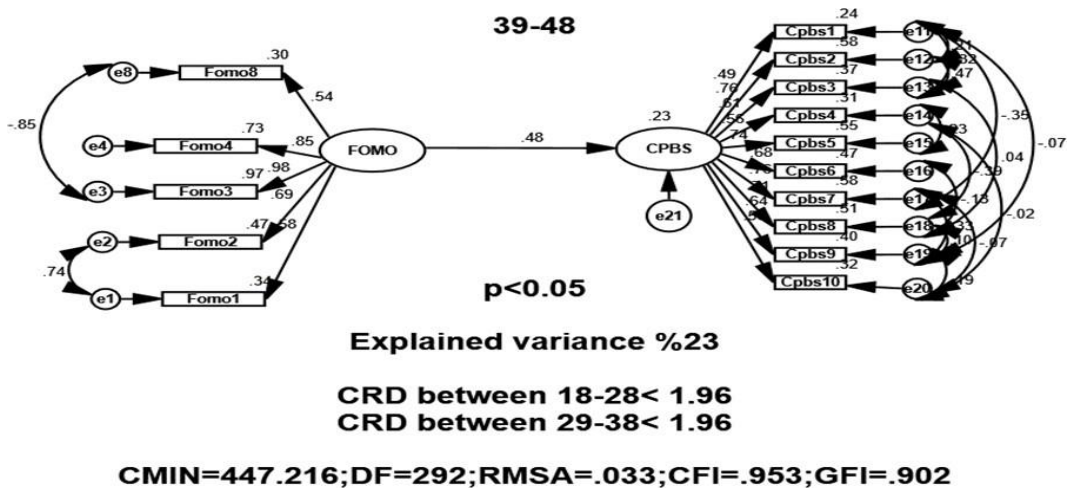
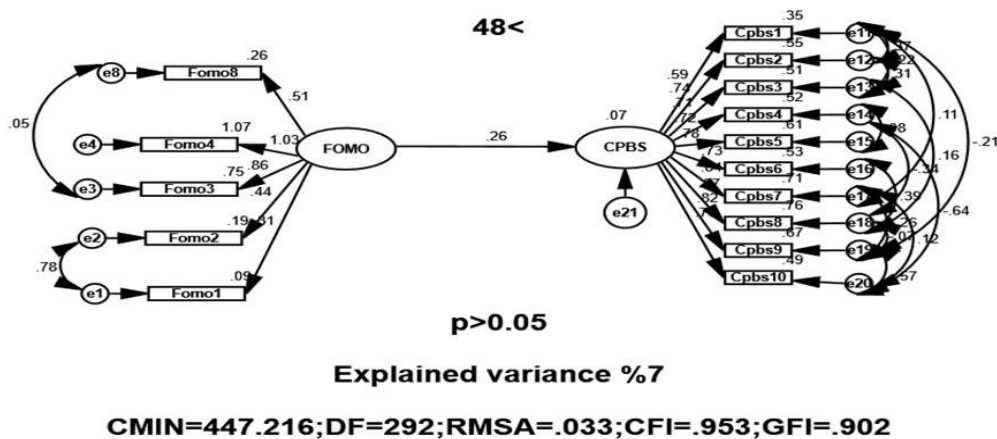


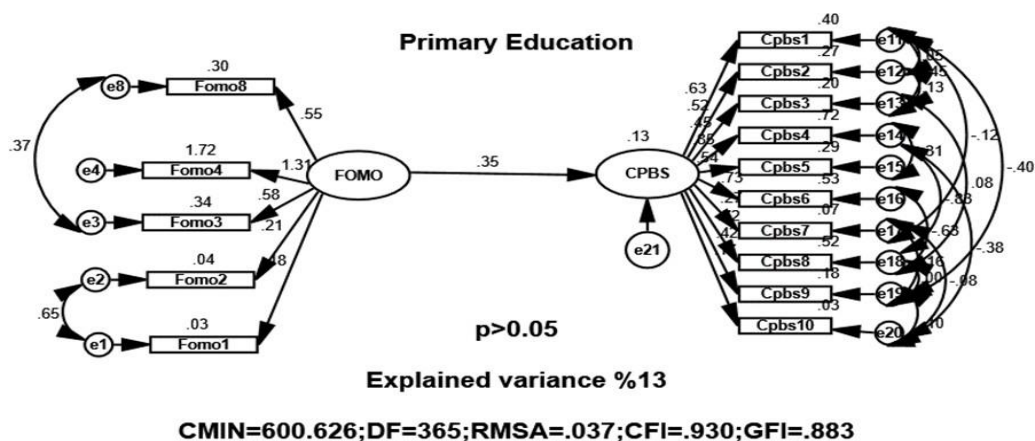
Figure 9 Moderation Effect of Age (49<) on Effect of FoMO on CPB



***There is a moderation effect of age due to the p value, which is different from other groups, of "48< age group"**

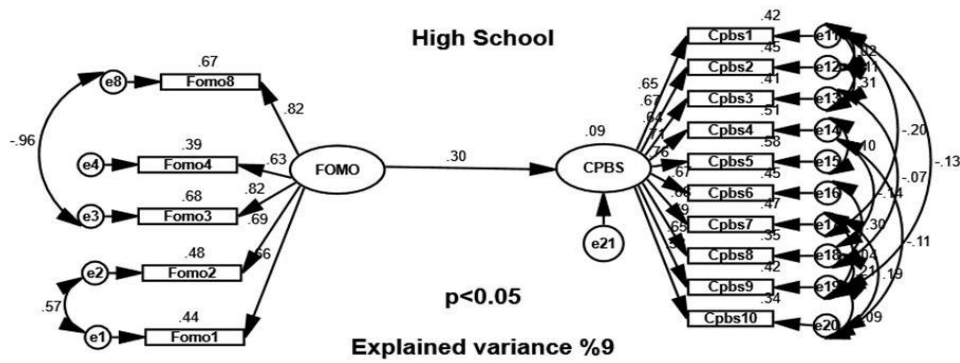
The statistical effect of changes in the FoMO scores on CPB scores was significant for respondents who are 18-28 years old ($\beta= 0.14$; $p<0.05$), 29-38 years old ($\beta= 0.50$; $p<0.05$), and 38-48 years old ($\beta=0.48$; $p<0.05$). However, CRDs between these groups are below 1.96. This shows that although the change in FoMO affects the purchasing behavior of participants younger than 49 years old, this effect does not change for these three age groups (Figure 6; 7;8). On the other hand, when the fear of missing out score of the participants older than 48 years changed, no difference was observed in the CPB score ($p>0.05$). As the level of fear of missing out of respondents younger than 49 years old increases, consumer purchasing behavior increases. However, a statistically significant change was not observed in the purchasing behaviors of the older people due to the fear of missing out. Unlike other age groups, the effect of changes in the FoMO scores of participants older than 48 years old could not be determined, which indicates respondents' age group to have a moderating effect (Figure 9).

Figure 10 Moderation Effect of Education (Primary School) on Effect of FoMO on CPB



There is a moderation effect of education due to the p value, which is different from "High School" and "Bachelor"

Figure 11 Moderation Effect of Education (High school) on Effect of FoMo on CPB

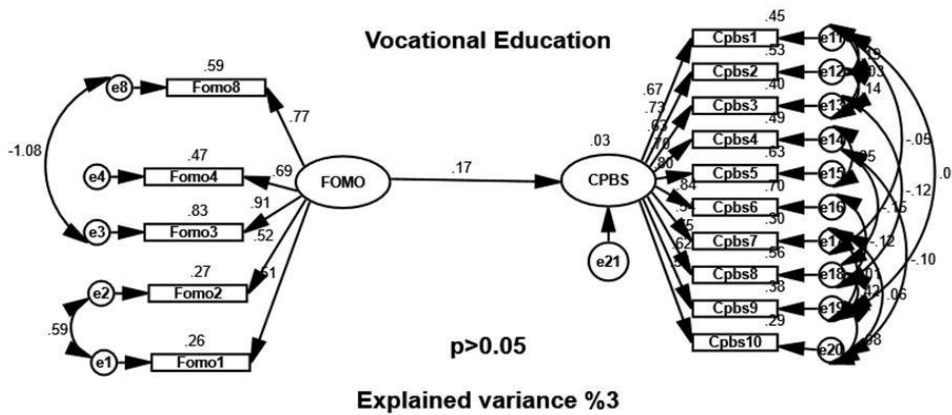


CMIN=600.626;DF=365;RMSA=.037;CFI=.930;GFI=.883

CRD between Bachelor < 1.96

*There is a moderation effect of education due to the p value, which is different from , "Primary, Vocational, Postgraduate "

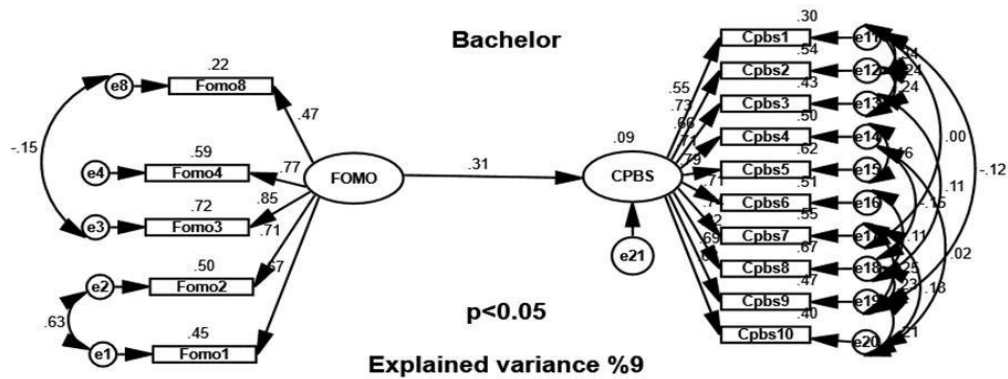
Figure 12 Moderation Effect of Education (Vocational) on Effect of FoMo on CPB



CMIN=600.626;DF=365;RMSA=.037;CFI=.930;GFI=.883

*There is a moderation effect of education due to the p value, which is different from " High School" anf "Bachelor"

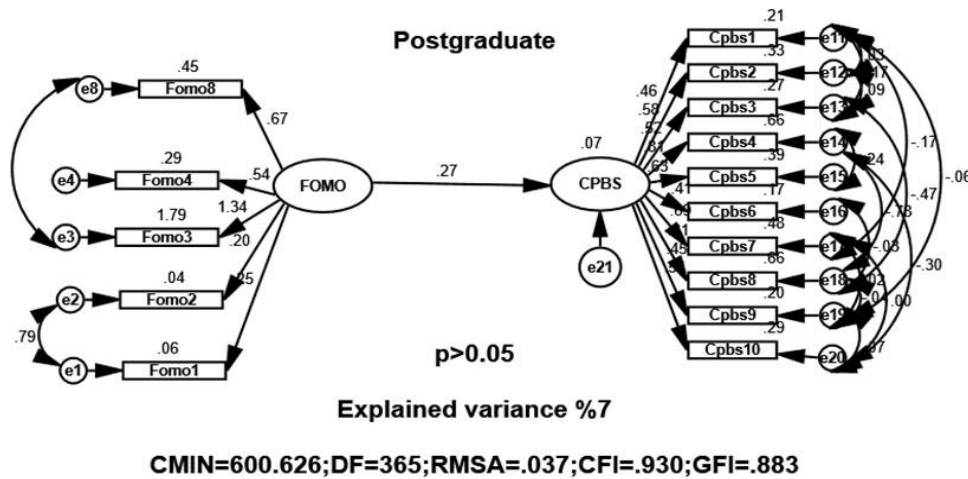
Figure 13 Moderation Effect of Education (Bachelor) on Effect of FoMo on CPB



CRD between High School < 1.96

CMIN=600.626;DF=365;RMSA=.037;CFI=.930;GFI=.883

*There is a moderation effect of education due to the p value, which is different from , "Primary, Vocational, Postgraduate "

Figure 14 Moderation Effect of Education (Postgraduate) on Effect of FoMo on CPB

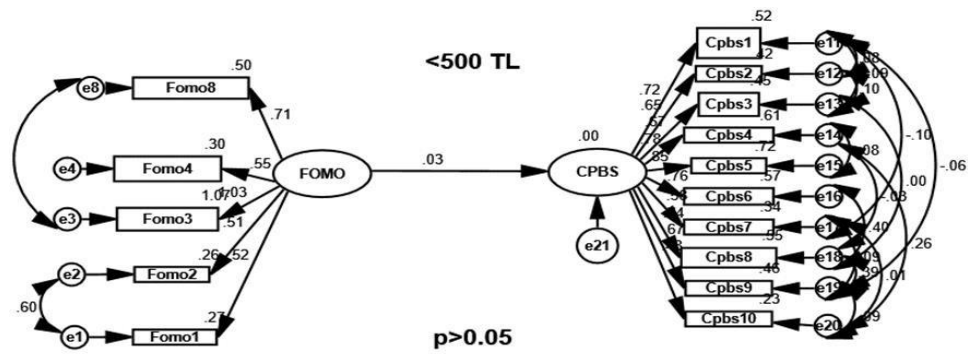
*There is a moderation effect of education due to the p value, which is different from " High School" and "Bachelor"

It was statistically determined that the educational level differences changed the effect of FoMo scores on the change in the participants' CPB scores (Figure 10; 11; 12; 13; 14).

The effect of the change in the FoMo score on the change in the CPB score could not be found statistically significant for respondents who were with the primary education level ($p > 0.05$). Likewise, there was no sufficient statistical evidence that the change in the FoMo score of the respondents who were with vocational education could lead to a change in the CPB score ($p > 0.05$). This situation is similar for respondents who have postgraduate education ($p > 0.05$). Accordingly, the change in the level FoMo of the participants who graduated from primary, vocational, or postgraduate education did not affect their purchasing behavior (Figure 10; 12; 14).

On the contrary, the effect of the change in the FoMo score of the respondents with high school graduate on the change in the CPB score was statistically significant ($\beta = 0.30$; $p < 0.05$). When the FoMo score of these individuals increased by one standard deviation, their CPB score increased by 0.30 standard deviation (Figure 11). A similar situation was found for university graduate respondents ($\beta = 0.31$; $p < 0.05$). One standard deviation increase in the FoMo score of these individuals made a 0.31 standard deviation increase in their CPB score as shown at Figure 13. Therefore, when high school and university graduate respondents are considered, the increase in the level of fear of missing out seems to be effective in increasing purchasing behavior. The moderating effect of education level needs to be underlined because the effect of the respondents' FoMo scores was found to be significant regarding changes in their CPB scores for some education levels while insignificant for others.

Figure 15 Moderation Effect of Income Level (< 500 TL) on Effect of FoMo on CPB

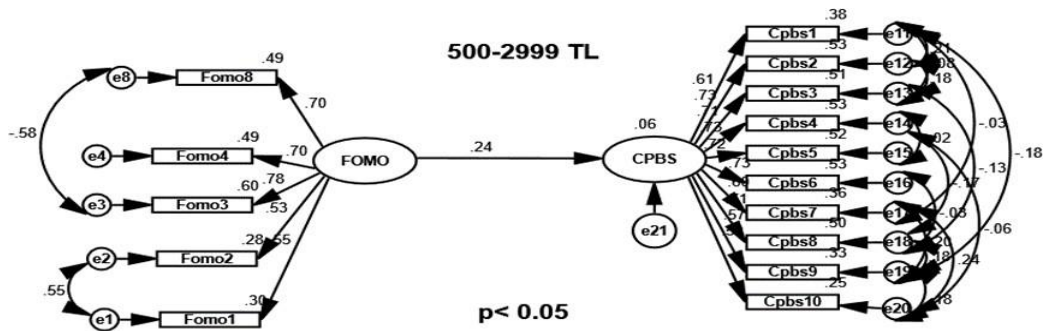


Explained variance %0

CMIN=417.807;DF=292;RMSA=.030;CFI=.961;GFI=.901

Since the explained variance is 0%, it was not included in the evaluation.

Figure 16 Moderation Effect of Income Level (500- 2999 TL) on Effect of FoMo on CPB



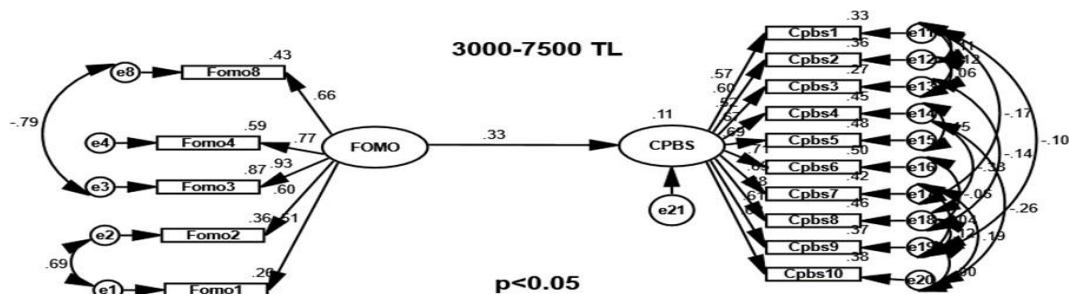
Explained variance %6

CRD between 3000-7500 < 1.96

CRD between 7500 TL < 1.96

CMIN=417.807;DF=292;RMSA=.030;CFI=.961;GFI=.901

Figure 17 Moderation Effect of Income Level (3000-7500 TL) on Effect of FoMo on CPB



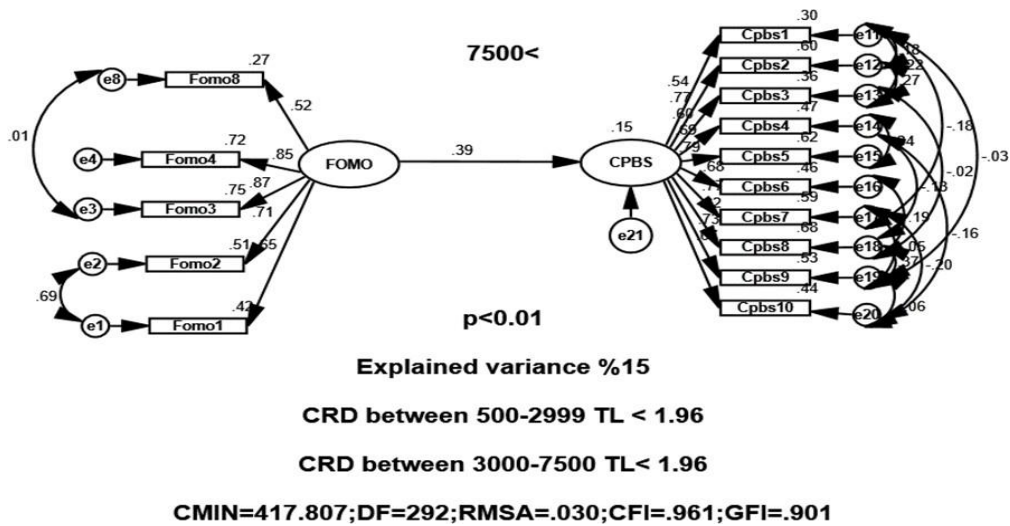
Explained variance %11

CRD between 500-2999 TL < 1.96

CRD between 7500 TL < 1.96

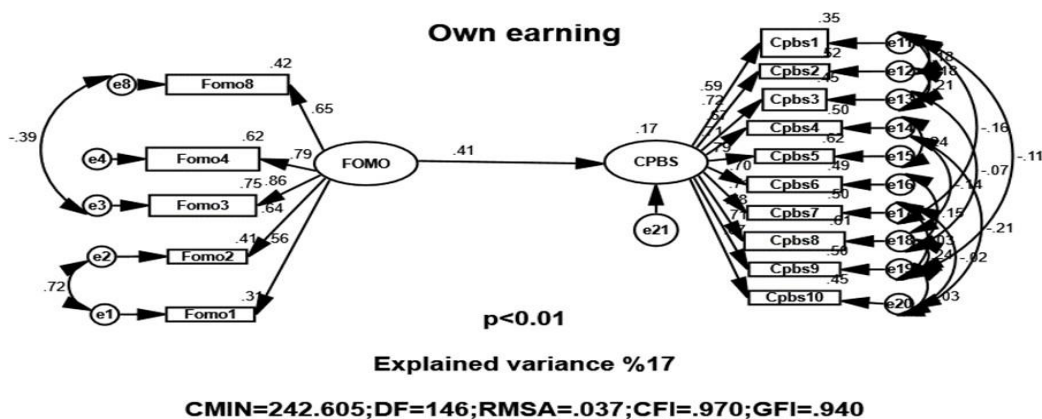
CMIN=417.807;DF=292;RMSA=.030;CFI=.961;GFI=.901

Figure 18 Moderation Effect of Income Level (7500 TL<) on Effect of FoMo on CPB



Since the explained variance of respondents who earns less than 500 TL per month was %0.00, change in CPB scores of could not be statistically explained at Figure 15. The effect of the change in the FOMO score was statistically significant on the change in the CPB scores of the respondents in all other income groups (all other $p < 0.05$). However, since the critical ratios for the differences between income groups were below 1.96, the moderation effect of the income level could not be determined for the respondents whose monthly income were above 500 TL. In other words, as the level of FoMo increases, the purchasing behavior of the participants who earn more than 500 TL per month increases without any moderation effect (Figure 16; 17; 18).

Figure 19 Moderation Effect of Income Source (Own Earning) on Effect of FoMo on CPB

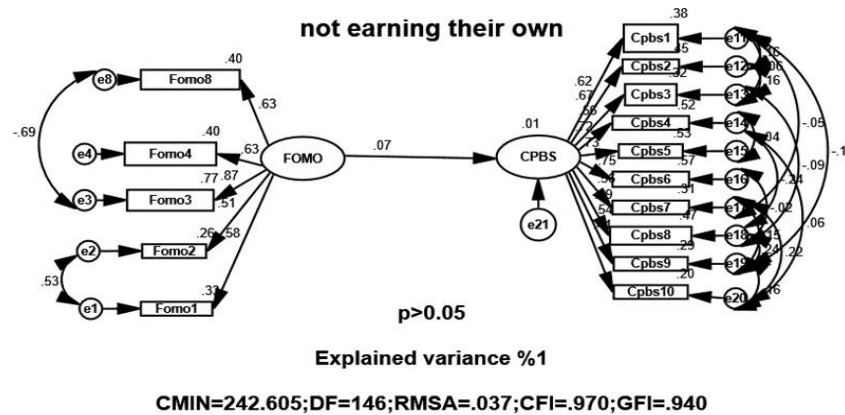


*There is a moderation effect of income source due to the p value, which is different from the other group

It was determined that the FoMo score had a significant effect on the change in the CPB scores of the participants who earned their own income. ($\beta = 0.41$; $p < 0.01$). When the FoMo score of these

respondents increases by 1 standard deviation, the CPB score increases by 0.41 standard deviation. According to this statistical finding, as the level of fear of missing out of those who earn their own income increases, their purchasing behavior also increases (Figure 19).

Figure 20 Moderation Effect of Income Source (Relative/ scholarship) on Effect of FoMO on CPB



*There is a moderation effect of income source due to the p value, which is different from the other group

Changes in the respondents' FoMO scores were determined to not be statistically significant over their CPB scores for those who make a living with educational scholarships or with the help of relatives ($p < 0.05$). That is, while the effect of the change in FoMO on the purchasing behavior of the participants in this group is not statistically significant, this effect is significant for those who earn their own income. Therefore, it has been determined that the source of income may have a moderator effect on the effect of FoMO on respondents' purchasing behavior (Figure 20).

Regardless of any mediation or moderation effect, it has been determined that as FoMO on the life of individuals older than 18 years increases, consumer buying behavior is likely to increase as well.

CONCLUSION AND DISCUSSION

This study, approaches the literature from a different perspective and examines how Trendyol influences or directs the purchasing behavior of its customers, based on the conceptualization of FoMO, which has not been included in the literature before. In other words, it is examined how Trendyol, or any online shopping site affects consumers' purchasing practices by using the FoMO concept in the field of public relations.

However, the fear of missing out can explain a very limited part of the change in purchasing behavior of individuals. Of course, this could be due to the complex nature of customer behavior. In

addition to the socio-demographic factors focused on this study, it is known that many motivational factors affect the purchasing behavior of customers. From this point of view, FoMO in individuals' lives is important as it is able to explain 7% of the variance in consumer purchasing behaviors. Due to the explained variance of the impact values changing alongside changes in the research parameters and the sample set, the effects from individuals' FoMO on their purchasing behavior should be retested under different situations. The same results were obtained in similar studies in the literature showing that FoMO increases purchasing behavior (Hodkinson, 2016), (Hutjens, 2012), (Kaur, 2020), (Argan & Tokay Argan, 2019), (Çelik, Eru, & Cop, 2019). In this context, the avoidance created by FoMO and the feeling that better products are bought by others are very effective in realizing purchasing behavior. The individual tends to purchase products due to FoMO.

This study has determined the effect of FoMO on the experiences of others is able to increase purchasing behaviors for both men and women. The positive effect of FoMO on purchasing behavior of individuals does not differ according to gender, statistically. In fact, when we look at social perceptions and many studies on it, it is seen that women's shopping rates are higher than men. Studies have also revealed that 80-95% of those who tend to buy are women (Black, 2001, p. 25), (Koran, Faber, & Aboujaoude, 2006). However, in this study, it was found that gender did not differ in the effect of FoMO on purchasing behavior. When looking at the literature, one study stands out with the finding that FoMO increases in young men, while gender does not make a difference as age progresses (Przybylski, Murayama, DeHaan, & Gladwell, 2013). In other studies, women score slightly more with very small differences (Beyens, Frison, & Eggermont, 2016), (Elhai, et al., 2018) (Stead & Bibby, 2017, pp.534-540). However, studies are also found in which gender does not make any difference, such as Rozgonjuk et al. (2019) and Tomczyk & Selmanagic-Lizde (2018). When viewing these studies together, no gender difference is seen to be present in shopping with the rapid development of technology and the conditions that arise.

Meanwhile, the same is not true for age. While the effect of FoMO on the purchasing behavior of consumers older than 48 years old could not be determined, the effect of the level of FoMO was observed to be positive for younger consumers than 48 years old. In most studies, FoMO generally appears to affect younger people (Błachnio & Przepiorka, 2018) (Beyens, Frison, & Eggermont, 2016), (Griffiths & Kuss, 2017) (Roberts, Manolis, & Tanner Jr, 2008). Social media constitutes the conceptual infrastructure

of FoMO. This result is quite normal, as the Internet usage rate of individuals over 48 is less than that of the younger generation.

Likewise, according to the statistical findings discussed in this study, the education level of individuals also seems to differentiate the effect of FoMO on purchasing behavior. But this difference is not ordinal: while university graduates' FoMO increased their purchasing behavior, FoMO could not be found to influence the purchasing behaviors of vocational school graduates. In addition, while the effect of FoMO on the purchasing behaviors of primary school graduates was not observed, it was determined that this effect increased the purchasing behavior of high school graduates. Although we accept the moderator effect of education level, it cannot be said that a decrease or increase in education level increases or decreases the effect of FoMO on consumers' purchasing behavior. The relationship here is more complex and needs to be investigated, possibly considering the combined effect of more than one factor. In a previous study, no significant relationship was found between the education level of the participants (Manchiraju, Sadachar, & Ridgway, 2016).

It has been observed that the change in the FoMO is likely to be effective on the purchasing behavior of self-earning consumers. However, this effect could not be determined on the purchasing behavior of those who earn a living by receiving scholarships or money from their relatives. This variation may be due to the difference in income level. However, in order to see the effect FoMO has on consumer purchasing behavior, having a very different income levels may not be necessary. This study observed the purchasing behaviors of those who earn more than 500 TL per month to increase as their FoMO increases. There are not many studies on income status in the literature. In future studies, considering the income level as a problem in research on FoMO will make significant contributions to the literature.

Public relations practices try to influence people's purchasing behavior in different ways. In this study, it has been seen that Trendyol affects the purchasing behavior of individuals through FoMO. Consumers experience the feeling of missing out on something by looking at the actions and lives of others. So, the fear of missing out affects purchasing, although its levels vary from person to person. Therefore, FoMO should be tested with other variables and explained in more detail. In fact, the effect of FoMO on purchasing behavior can be evaluated from a different perspective by looking at the mediating roles of concepts such as internet addiction and social media addiction. Much more detailed explanations

can be made based on the relations to be established between internet and social media addiction and FoMO. In addition to these, examining how the effect of FoMO is used from an institutional point of view and its effect on sales would contribute to the literature and make FoMO more understandable. This study observed that Trendyol uses FOMO to direct its consumers toward purchasing behaviors in Türkiye. However, it is not possible to explain all consumption processes only with FoMO, because many other factors exist that determine the consumer purchasing behavior. Therefore, considering the sales strategies of companies such as Trendyol in Türkiye alongside FoMO and other elements from perspective of public relations would also make serious contributions to the literature and stand out from one-way approaches.

GENİŞLETİLMİŞ ÖZET

Bu makalenin amacı, halkla ilişkilerin satın alma davranışı üzerindeki etkisini Trendyol örneği üzerinden incelemektir. Bunu yaparken de insanların belirli korku ve endişelerinin FoMO ekseninde nasıl manipüle edildiği tartışılmaktadır. Halkla ilişkiler alanındaki dijital yeniliklerin tüketicilerin satın alma davranışlarını değiştirdiği düşünülmektedir. Ancak kurumların satış stratejilerini bundan çok daha farklı temeller ve yeni yöntemler üzerine kurdukları görülmektedir. Trendyol'un tüketici ile olan ilişkisinde tüketiciyi nasıl yönlendirdiği FoMO ekseninde incelenmektedir.

Kurumların hedef kitlelerine ulaşmada önemli bir role sahip olan ve yönetim işlevinin önemli bir parçasını oluşturan halkla ilişkiler, kavramsallaştırıldığı günden bu yana pek çok farklı aşamadan geçmiştir. Küreselleşme ve teknolojinin sağladığı faydalar sonucunda halkla ilişkiler değişen dünya düzeninde yeni boyutlar kazanmaktadır. Halkla ilişkiler faaliyetlerinde tanımlanmış ve belirlenmiş hedef kitle çok stratejik bir öneme sahiptir. Halkla ilişkiler, dijital medyanın sunduğu her kavramı ve her uygulamayı kullanabilmelidir. Bu zorunluluk aynı zamanda bir yönetim stratejisinin de temelini oluşturmaktadır. Yeni strateji uygulanırken her detay düşünülmeli ve bu interaktif yapıya uygun bir iletişim ağı oluşturulmalıdır.

Dijital eksen etrafında ortaya çıkan ve halkla ilişkiler faaliyetlerinde yerini almaya başlayan kavram "Gelişmeleri Kaçırma Korkusu"dur (FoMO). Bu kavramda bireyler, çevrelerindeki diğer insanların yaşamalarının daha iyi koşullarda gerçekleştiğini ve deneyimlerinin daha tatmin edici olduğunu düşünürler. FoMO, bireylerin çevrelerinde yer alan etkinlikleri sürekli takip etme ve tüm bunlara sahip

olamayacakları veya bunları yaşayamayacakları için tüm süreçleri kaçırdıkları endişesiyle, iletişim halinde kalma çabası ve ihtiyacı olarak tanımlanmaktadır. Teknolojinin hızlı gelişimine paralel olarak, dijital medya ağlarının oluşturduğu uygulamalarla, bağlantının hızlanması ve zaman-mekan kavramlarının aşılmasıyla birlikte, birey için sürekli bir bağlantı ortamı ve geniş bir ağ çerçevesi oluşturulmaktadır. Dijital medyanın kullanım yaygınlığı ve uygulamaları arttıkça FoMO, bireylerin hayatında daha fazla yer kaplamaktadır. Böylece sosyal ağlar yardımıyla birey sürekli olarak başkalarını izleme ve takip etme davranışları sergilemektedir.

Paradigmatik boyuttan bakıldığında ise FoMO, kurumların hızlı tüketimi gerçekleştirmek için halkla ilişkiler uygulayıcıları tarafından yaratılan kıtlık ve geriye kalan az sayıda ürün söylemi etrafında tüketimi tetikler. Bu çalışmada, bireyin sahip olduğu duyguların nasıl yönlendirildiği, kurumların oluşturdukları algı ve bu duyguları yöneterek düzenledikleri web siteleri ile online satın alma davranışına nasıl yön verebilecekleri görülmektedir. Tüm bu çalışmalar, FoMO'nun bireyin satın alma davranışını etkileyen faktörler arasında yer almasının nedenidir.

Bu makalede, 2010 yılında perakende alışveriş sitesi olmak amacıyla kurulan Trendyol'un tercih edilmesinin en önemli nedeni; şirketin mobil uygulamasının 2016 yılında 5 milyon kez indirilmiş olması ve e-ticaret sitesi olarak güvenlik sertifikası alan ilk şirketlerden biri olmasıdır. Trendyol'un internet sitesindeki verilerine göre, mobil uygulaması 2019 yılının ilk çeyreğinde 25 milyon kullanıcıya sahiptir ve 20 milyon kez indirilmiştir. Trendyol'un bu çalışmada örneklem olarak seçilmesinin en önemli nedenleri, Türkiye'deki bilinirliğinin yüksek olması, tercih edilmesi, istihdam büyüklüğü ve kullanılabilirliğidir.

Bu çalışmada, FoMO'nun Trendyol üzerinden tüketicilerin satın alma davranışları üzerindeki etkisi istatistiksel olarak analiz edilmiştir. Ayrıca FoMO'nun satın alma davranışı üzerindeki etkisinin demografik faktörlere göre değişip değişmediği de sorgulanmıştır. Anketler online olarak cevaplanabilecek şekilde hazırlanmıştır. Olasılıksız örneklem yöntemi kullanılmıştır. Tüketicilerin FoMO'sunu ölçmek için Gelişmeleri Kaçırma Korkusu Ölçeği kullanılırken, tüketici satın alma davranışını ölçmek için Tüketici Satın Alma Davranışı Ölçeği kullanılmıştır. Ayrıca anket yoluyla cevaplayıcıların cinsiyeti, yaş grubu, eğitim düzeyi ve gelir düzeyi de sorgulanmıştır.

Araştırma modeli teorik ve kavramsal alt yapı dikkate alınarak oluşturulmuştur ve bu modelin dayandığı hipotezler aşağıdaki gibidir:

Ha1: Gelişmeleri kaçırma korkusu, tüketicilerin Trendyol'daki satın alma davranışlarını etkiler.

Ha2: Cinsiyet, tüketicilerin Trendyol'dan ürün satın alma davranışlarını etkileyen FoMO üzerinde düzenleyici bir etkiye sahiptir.

Ha3: Yaş, tüketicilerin Trendyol'dan ürün satın alma davranışlarını etkileyen FoMO üzerinde düzenleyici bir etkiye sahiptir.

Ha4: Eğitim düzeyi, tüketicilerin Trendyol'dan ürün satın alma davranışlarını etkileyen FoMO üzerinde düzenleyici bir etkiye sahiptir.

Ha5: Gelir düzeyi, tüketicilerin Trendyol'dan ürün satın alma davranışlarını etkileyen FoMO üzerinde düzenleyici bir etkiye sahiptir.

Ha6: Gelir kaynağının FoMO üzerinde düzenleyici etkisi vardır ve bu da tüketicilerin Trendyol'dan ürün satın alma davranışlarını etkiler.

Bu çalışma literatüre farklı bir bakış açısıyla yaklaşmakta ve daha önce literatürde yer almayan FoMO kavramsallaştırmasından hareketle Trendyol'un müşterilerinin satın alma davranışlarını nasıl etkilediğini veya yönlendirdiğini incelemektedir. Başka bir deyişle, halkla ilişkiler alanında FoMO konsepti kullanılarak Trendyol veya herhangi bir online alışveriş sitesinin tüketicilerin satın alma pratiklerini nasıl etkilediği irdelenmektedir. Bu bağlamda FoMO'nun yarattığı kaçırma korkusu ve daha iyi ürünlerin başkaları tarafından satın alındığı hissi, satın alma davranışını gerçekleştirmede oldukça etkilidir. Birey FoMO nedeniyle ürün satın alma eğilimindedir.

FoMO'nun kavramsal altyapısını sosyal medya oluşturmaktadır. Halkla ilişkiler uygulamaları, insanların satın alma davranışlarını farklı şekillerde etkilemeye çalışır. Bu çalışmada Trendyol'un FoMO aracılığıyla bireylerin satın alma davranışlarını etkilediği görülmüştür. Tüketiciler, başkalarının eylemlerine ve yaşamlarına bakarak bir şeyleri kaçırmış hissi yaşarlar. Dolayısıyla, gelişmeleri kaçırma korkusunun seviyeleri kişiden kişiye değişmekle birlikte, satın alma davranışını etkiler. Buradan hareketle Trendyol hem kendi uygulamasını hem de diğer sosyal medya uygulamalarını etkin bir şekilde kullanarak gelişmeleri kaçırma korkusunu tetikleyerek, tüketicileri satın alma davranışına genel olarak yöneltmektedir.

REFERENCES

- Abel, J. P., Buff, C. L., & Burr, S. A. (2016). Social media and the fear of missing out: Scaled development and assessment. *Journal of Business & Economics Research (JBER)*, 14(1), 33-44.
- Argan, M., & Tokay Argan, M. (2019). Toward A New Understanding of FoMO: 'FOMSUSERISM'. *Pazarlama Teorisi ve Uygulamaları Dergisi*, 5(2), 277-302.
- Asna, A. (1993). *Public relations*. İstanbul: Der Yayınları.
- Beyens, I., Frison, E., & Eggermont, S. (2016). "I don't want to miss a thing": Adolescents' fear of missing out and its relationship to adolescents' social needs, Facebook use, and Facebook related stress. *Computers in Human Behavior* (64), 1-8. Retrieved from 10.1016/j.chb.2016.05.083
- Błachnio, A., & Przepiorka, A. (2018). Be aware! If you start using Facebook problematically you will feel lonely. *Social Science Computer Review*. doi:10.1177/0894439318754490
- Black, D. (2001). Compulsive buying disorder: definition, assessment, epidemiology and. *CNS Drugs*, 15(1), 17-27.
- Byun, S. E., & Sternquist, B. (2011). Fast fashion and in-store hoarding: The drivers, moderator, and consequences. *Clothing and Textiles Research Journal*, 29(3), 187-201.
- Castells, M. (2001). *The internet galaxy*. New York: Oxford University Press.
- Chan, T. K., Cheung, C. M., & Lee, Z. W. (2017). The state of online impulse buying research: A literature analysis. *Information & Management*, 54(2), 204-2017.
- Creswell, J. W. (2014). *Nitel, nicel araştırma deseni ve karma yöntem yaklaşımları*. (S. B. Demir, Çev.) Ankara: Eğiten Kitap.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). *Effective public relations*. Englewood Cliffs, NJ: Prentice-Hall.
- Çelik, I. K., Eru, O., & Cop, R. (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*, 10(3), 124-138.
- Dal, N. E., & Şahin, Ö. (2018). Elektronik ticarete güven oluşturan faktörlerin satın alma niyeti ile ilişkisi: Trendyol alışveriş sitesi müşterileri ile bir araştırma. *Avrasya Sosyal ve Ekonomi Araştırmaları Dergisi*, 5(12), 240-259.
- Dawson, S., & Kim, M. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), 20-34.
- Doğan, Ş. (2021). Dijital pazarlamada internet arama motorlarının kullanımı: Morhipo ve Trendyol sitelerinin karşılaştırmalı analizi. *İNİF E- Dergi*, 6(1), 123-139.
- Dykman, A. (2012). *The fear of missing out*. 30.11.2021 tarihinde <https://www.forbes.com/sites/moneybuilder/2012/03/21/the-fear-of-missing-out/?sh=12dcba9046bd> adresinden alındı
- Elhai, J. D., Levine, J. C., Alghraibeh, A. M., Alafnan, A. A., Aldraiweesh, A. A., & Hall, B. J. (2018). Fear of

- missing out: Testing relationships with negative affectivity, *Computers in Human Behavior*, 89, 289-298. doi:<https://doi.org/10.1016/j.chb.2018.08.020>.
- Fuchs, C. (2015). Power in the age of social media. *Heathwood Journal of Critical Theory*, 1(1), 1-29.
- Gil, F., Chamarro, A., & Oberst, U. (2015). Addiction to online social networks: A question of "fear of missing out"? *2nd International Conference on Behavioral Addictions* (s. 1- 66). Budapest, Hungary: Journal of Behavioral Addictions .
- Gökler, M. E., Aydın, R., Ünal, E., & Metintas, S. (2016). Dijital ortamlarda gelişmeleri kaçırma korkusu ölçeğinin Türkçe sürümünün geçerlilik ve güvenilirliğinin değerlendirilmesi (Determining validity and reliability of Turkish version of Fear of Missing out Scale). *Anadolu Psikiyatri Dergisi* (17), 53.
- Griffiths, M. D., & Kuss, D. (2017). Adolescent social media addiction. *Education and Health*, 35(3), 49-52.
- Grunig, J. E. (1984). *Managing public relations*, holt. New York: Rinehart and Winston. Grunig, J. E. (2005). *Halkla ilişkiler ve iletişim yönetiminde mükemmellik*. (E. Özsayar, Ed.)
- Gürbüz, S. (2019). *AMOS ile Yapısal Eşitlik Modellemesi, Temel İlkeler ve Uygulamalı Analizler*. Seçkin Yayıncılık.
- Hato, B. (2013). Mobile phone checking behavior out of a fear of missing out: Development. *Psychometric Properties And Test-Retest Reliability of a C-FoMO-Scale ANR*, 610304.
- Herman, D. (2000). Introducing short-term brands: A new branding tool for a new consumer reality. *Journal of Brand Management*, 7(5), 330-340.
- Hodkinson, C. (2016). Fear of missing out' (FoMO) marketing appeals: A conceptual model. *Journal of Marketing Communications*, 1-24.
- Hutjens, M. (2012, k). *The Influence of Fear on the Buying Behaviour of Consumers in Case of an Animal Disease Outbreak*. Retrieved 01 14, 2022, from Wageningen University
- İşlek, M. (2012). *Sosyal medyanın tüketici davranışlarına etkileri: Türkiye'deki sosyal medyakullanıcıları üzerine bir araştırma*. (Yayımlanmamış yüksek lisans tezi). Karamanoğlu Mehmetbey Üniversitesi, Sosyal Bilimler Enstitüsü. Retrieved from (Yayımlanmamış yüksek lisans tezi).
- JWTIntelligence. (2012). *Fear of missing out (FOMO)*. Retrieved 14.12.2021, from <https://www.slideshare.net/jwtintelligence/the-fear-of-missing-out-fomo-march->
- Kanjer, H., & Bhatia, S. (2018). Impact of online shopping expertise on consumers' online shopping behavior. *Sansmaran Research Journal*, 1-7.
- Karasar, N. (2005). *Bilimsel araştırma yöntemi*. Ankara: Nobel Yayın Dağıtım.
- Karasar, N. (2009). *Bilimsel araştırma yöntemi: Kavramlar-ilkeler-teknikler*. Nobel Yayın Dağıtım.
- Kaya, M. (2020). Satın alma davranışında yorumların rolü: Trendyol müşterileri üzerinden bir değerlendirme. *Maltepe Üniversitesi İletişim Fakültesi Dergisi*, 7(1), 49-67.
- Kılıç, S. (2016). Cronbach's alpha reliability coefficient. *Psychiatry and Behavioral Sciences*, 6(1), 47-48.
- Koran, L., Faber, R., & Aboujaoude, E. (2006). Estimated prevalence of compulsive. *American Journal of Psychiatric* (163), 1806-1812.

- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement, 30*(3), 607-610.
- Lenhart, A. (2013). Young adults, mobile phones and social media: Technology and the transition to adulthood, health. *Safety&Well-Being of Young Adults Symposium May 7*. 23.10.2019 tarihinde <http://pewinternet.org/Presentations/2013/May/Young-AdultsMobile-Phones-and-Social-Media.aspx>. adresinden alındı
- Manchiraju, S., Sadachar, A., & Ridgway, J. L. (2016). The compulsive online shopping. *International Journal of Mental Health and Addiction, 14*(6), 1-15.
- Manovich, L. (2001). *The language of new media*. Cambridge: MIT Press.
- Miller, S. (2012). *Fear of missing out: Are you a slave to FOMO?* Retrieved from ABC News. Retrieved 01 12, 2022, from https://abcnews.go.com/health/wellness/fear-missing-slave-fomo/story?id=16629972&singlePage=true#.T_Tg48015.wF.
- Morford, M. (2010). *Oh my god you are so missing out*. www.sfgate.com/entertainment/morford/article/Oh-my-God-you-are-so-missing-out-2536241.php adresinden alındı
- Pazarlis, P., Katsigiannopoulos, K., Papazisis, G., Bolimou, S., & Garyfallos, G. (2008). Compulsive buying: A review. *Annals of General Psychiatry, 7*(1), 273.
- Phillips, D., & Young, P. (2009). *Online public relations: A practical guide to developing an online strategy in the world of social media*. London: CIPR.
- Podoshen, J. S., & Andrzejewski, S. A. (2012). An examination of the relationships between materialism, conspicuous consumption, impulse buying, and brand loyalty. *Journal of Marketing Theory and Practice, 20*(3), 319-334.
- Przybylski, A., Murayama, K., DeHaan, C., & Gladwell, V. (2013). Motivational, emotional and behavioral correlates of fear of missing out. *Computers in Human Behavior, 29*(4), 1841-1848. doi:<https://doi.org/10.1016/j.chb.2013.02.014>.
- Reagle, J. (2015). Following the Joneses: FOMO and conspicuous sociality. *First Monday, 20*(10).
- Roberts, D., Manolis, C., & Tanner Jr, J. F. (2008). Interpersonal influence and adolescent materialism and compulsive buying. *Social Influence, 3*(2), 114-131.
- Rozgonjuk, D., Elhai, J. D., Ryan, T., & Scott, G. G. (2019). Fear of missing out is associated with disrupted activities from receiving smartphone notifications and surface learning in college students. *Computer&Education, 1*, 40. doi:<https://doi.org/10.1016/j.compedu.2019.05.016>.
- Stead, H., & Bibby, P. A. (2017). Personality, fear of missing out and problematic internet use and their relationship to subjective well-being. *Computer in Behavior, 76*, 534-540. doi:10.1016/j.chb.2017.08.016
- Steinfeld, C., Ellison, N., Lampe, C., & Vitak, J. (2013). Online social network sites and the concept of social capital. F. L. Lee, L. Leung, J. S. Qiu, & D. Chu içinde, *Frontiers in new media research* (s. 115-131). New York: Routledge.
- Şahin, E., Çağlıyan, V., & Başer, H. H. (2017). Sosyal medya pazarlamasının tüketici satın alma davranışına

etkisi: Selçuk Üniversitesi İ.İ.B.F. örneği. *Ömer Halisdemir Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*.

Tanrıkulu, E., & Bakır, N. O. (2021). Tüketicilerin çevrimiçi alışverişteki faydacı ve hedonik alışveriş değerinin algılanan fayda ve risk üzerindeki etkisi: Trendyol ve Zara tüketicileri üzerine bir araştırma. *Öneri Dergisi*, 16(56), 634-667.

Tomczyk, Ł., & Selmanagic-Lizde, E. (2018). Fear of Missing Out (FOMO) among youth in Bosnia and Herzegovina—Scale and selected mechanisms. *Children and Youth Services Review*, 88, 541-549.

Trendyol. (2019). Retrieved 14.12.2021, from <https://cdn.dsmcdn.com/ty101/web-static-pages/yilda-200-milyon-urun-satisi-gerceklestirdigini-aciklayan-trendyol-un-one-cikan-sayilari.pdf>

Trendyol. (2020). Retrieved 14.12.2021, from https://cdn.dsmcdn.com/web/static-pages/Trendyol_un_2020_de_istihdam_etkisi_1_1_milyon_kisi.pdf

Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). The effects of personality traits and website quality on online impulse buying. *Procedia-Social and Behavioral Sciences*, (175), 98-105.