



EFFECTS OF FEAR OF MISSING OUT ON BUYING BEHAVIOR OF STUDENTS IN BALAYAN SENIOR HIGH SCHOOL

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ABSTRACT

Fear of Missing Out (FOMO) is recognized as a psychological factor that influences students' purchasing behavior and decision-making patterns. The research focused on determining the extent to which FOMO affects students' buying habits, the types of products and services most influenced by it, and its overall impact on spending behavior. FOMO influences Balayan Senior High School students' purchasing decisions, with social media and trends. The study used a quantitative survey to assess how FOMO influences students' spending habits, identifying which products are most affected and how it interacts with social comparison and peer pressure. Results show that students purchase trending items, especially food, beverages, and fashion, to feel socially included, while direct imitation is less common. Social media exposure significantly increases awareness of trends, where peer pressure has a smaller role, mainly in group shopping contexts. FOMO also has limited impact on purchase frequency and urgency. The study recommends strengthening financial literacy and responsible consumer behavior programs in the school, emphasizing the differences between wants and needs and helping students manage impulsive spending driven by FOMO. It also calls for awareness activities about how social media influences students' purchases and strategies for mindful decision-making among students.

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