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Investigating the Role of Fear of Missing Out on Customers' Post-Purchase Dissonance through the Lens of Impulsive Buying

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ABSTRACT

The aim of the study was to study the relationship between FOMO, impulsive buying tendency and behavior, post-purchase dissonance, and shopping enjoyment. The main purpose of this research was to understand how Fear of missing out creates an impact on the behavior of consumers and the role of impulsive buying behavior in post-purchase dissonance. This study used quantitative research methodology, and surveys were used to gather data. Data were gathered using convenience sampling. A total of 300 questionnaires were distributed. SPSS was used for coding the data, and Smart PLS 4 for measurement and structural equation modeling. The study's findings indicate that FOMO has an indirect effect on post-purchase dissonance through impulsive purchasing behavior rather than a direct one. When impulsive buying tendencies strongly predict impulsive buying behavior, post-purchase dissonance starts to rise. Furthermore, data demonstrate how impulsive buying and impulsive buying tendency influence the link between FOMO and post-purchase dissonance. The moderating effect of shopping enjoyment has no effect on FOMO or impulsive buying. The results have made a great contribution to the existing theory of customer behavior by putting some limelight on indirect pathways through which FOMO affects post-purchase dissonance. With its emphasis on essential marketing strategies, conscientious purchasing practices, and customer-friendly return policies, this study is significant for marketers, consumers, and merchants.

Keywords: Fear of Missing Out, Online Shopping, Compulsive Buying, Impulsive Buying, Post-Purchase Dissonance.

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INTRODUCTION

Since everything has changed in today's world, the trade sector has also undergone significant change, more importantly because of the growth of e-commerce. Consumer behavior is significantly influenced by several factors, such as FOMO and post-purchase dissonance. According to Abbasi (2017), impulsive buying is influenced by a variety of factors, including culture, different economic cultures, individuality, timing, location, etc. When a customer buys a product, their attitude can be influenced by both internal and external factors. Intrinsic factors which stem from a person's unique qualities and attributes—have a significant impact on impulsive purchasing.

Although a lot of research has been done on how people perceive online shopping and industry trends, very few studies have tried to look at the connection between impulsive buying and post-purchase dissonance. By investigating post-purchase dissonance and the connection between impulsive buying and FOMO, this study will add to the expanding corpus of theories and research. Our research will give consumers deep insights into why they experience dissonance after making a purchase by looking at FOMO, impulsive buying, and other antecedents like post-purchase dissonance. This is of increasing interest to both academics and practitioners. A condition known as post-purchase dissonance occurs when a person's beliefs and behaviors conflict with one another, leading to tension and unease.

FOMO, or the fear of missing out on a perceived opportunity, drives people to make rash, impulsive purchases to avoid feeling excluded or deprived. FOMO can encourage impulsive purchases. Customers' rapid, rarely pleasurable reactions to outside stimuli lead to impulsive buying. A person's ability to make impulsive, unplanned purchases with little to no concern for the repercussions is known as their impulse buying tendency. It is a tendency of a person when he/she is not aware and does not want to focus on the outcome and quickly concludes buying something, not keeping in view that you will regret it afterwards or not. It is also considered to be a purchase as response to an abrupt requirement.

The factor that has been regarded as an individual characteristic is shopping enjoyment, which denotes the propensity to find shopping more enjoyable and to have more fun while shopping than others. Post-Purchase Dissonance is defined as a condition where a person's thoughts, specifically their beliefs and behaviors, are at odds with one another, which leads to tension and unease. Impulsive Buying: It is the outcome of the consumer's prompt, rarely pleasurable reaction to outside stimuli. FOMO: People who are anxious about missing out on a perceived opportunity are compelled to make rash, impulsive purchases to avoid feeling excluded or deprived. FOMO can encourage impulsive purchases.

LITERATURE REVIEW

The impulsive buying theory was deemed suitable for these investigations because it focuses on the factors that influence consumers' decisions to make impulsive purchases; Stern first proposed this theory in 1962. It emphasizes how impulsive buying can be negatively impacted by a variety of outside stimuli. According to this theory, impulsive purchases can result from a variety of external stimuli and circumstances rather than from a single factor.

This theory contradicts other academics' theories, such as Maslow's hierarchy of needs and McGregor's, which both presume that consumer purchasing decisions are usually well-thought-out and logical. According to this study, impulsive buying occurs when a person sees a product or service on sale or during a promotional offer and is unable to resist buying it. The 2022 study by İlkin Yaran Ogel investigates how consumers' cognitive dissonance and impulsive buying behavior during the Based on drive-reduction and social comparison theories, the study found

that both FOMO and panic buying significantly reduced cognitive dissonance using data from 465 Turkish respondents. The study highlights the pervasive trend of irrational consumer behaviour.

H₁: FOMO directly impacts post-purchase dissonance.

If a person does not have control over his buying tendency, then this would directly lead to buying a product or service that the person would see or hear about. Marketing campaigns by different organizations use advertisements and repeated advertisements to encourage people to buy things that they don't even want. Research states that there is a direct and positive relationship between impulsive buying tendency and impulsive buying behavior (Chang & Tseng, 2014). The more the person has a tendency for impulsive buying, the more the person would buy without keeping in view the consequences that may be attached to it. Hence, from the above, the following hypothesis is concluded:

H₂: Impulsive Buying Tendency directly impacts impulsive buying behavior.

With an emphasis on cultural differences in consumer behavior, Anant's 2016 study investigates the financial effects of impulsive purchasing. Impulsive buying tendencies and self-control were found to be strongly correlated by the study, which employed an eight-item questionnaire to measure tendency. Furthermore, the study discovered a negative correlation between personality traits and impulsive purchasing tendencies.

H₃: Impulsive Buying directly impacts Post-Purchase Dissonance.

The study found a correlation between Impulsive Buying Tendency (IBT) and Emotional Intelligence (EI), with high-IBT adolescents more likely to engage in impulsive buying and high-EI adolescents less likely to engage in impulsive behaviour.

H₄: There exists a relationship between IBT and P.P.D through an IBB.

Using 57 participants and the Critical Incident Technique, this study investigates how FOMO affects consumers. It shows that FOMO frequently has negative effects even though it can encourage quick purchases and good intentions. Four categories of FOMO-prone consumers are identified by the study: Shopaholics, Devotees, Endorsers, and Butterflies. To safeguard vulnerable customers, it promotes an ethical sales approach and offers businesses insightful information about the alleged manipulation of FOMO marketing.

H₅: Impulsive purchasing behaviour is one way that FOMO affects post-purchase dissonance.

Cinjarevic and Merima (2011) investigated how fashion consciousness and hedonistic shopping motivations affected Bosnians' propensity for impulsive purchases. Impulsive buying behavior was found to be significantly correlated with adventure, pleasure, value, and concept shopping.

H₆: The association between FOMO and Impulsive Buying Tendency is moderated by the enjoyment of shopping.

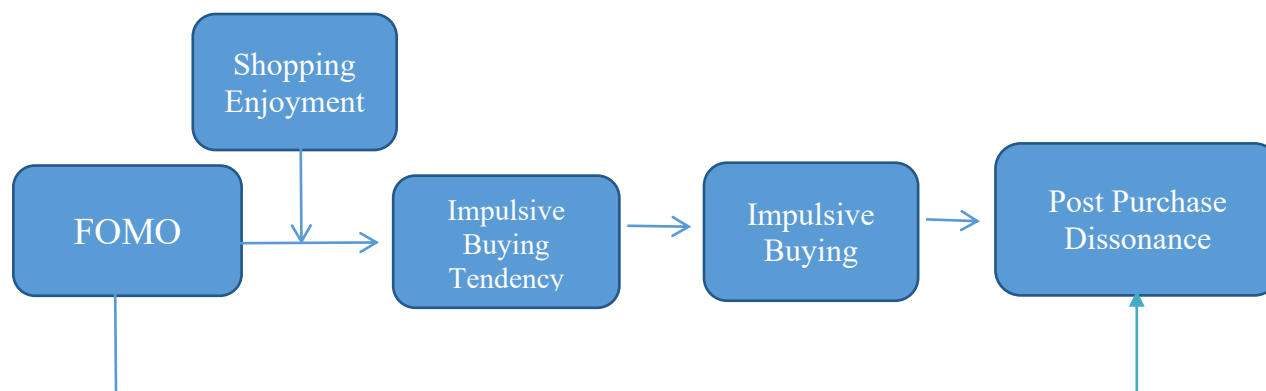


Figure 1
Schematic Diagram of the Theoretical Model

METHODOLOGY

The research design was quantitative in nature. The study collected cross-sectional data. The data were collected using convenience sampling from 300 university students who had experience buying. Among the total respondents, 80% of the data was gathered through structured questionnaires on a one-to-one basis, while 20% of the data were gathered via online platforms through emails. A 5-point Likert scale was used to collect data, where 1 indicated strongly disagree to 5 represented strongly agree. There were 22 questions in the questionnaire, and out of 300 responses, 297 were complete responses and hence were used to evaluate the data. Online and paper-based surveys were used to collect data. SPSS and Excel were used for coding. Demographics were examined using descriptive analysis, and hypotheses were tested using PLS-SEM. PLS-SEM and SPSS were used to analyze the data. The Measurement Model and the Structural Equation Model were analyzed. All the participants were informed regarding the research and its application to academia. It was also confirmed by the participants that all the data collected would remain confidential and their identity would not be disclosed.

Post-Purchase Dissonance: It is a condition where a person's thoughts, specifically their beliefs and behaviors, are at odds with one another, which leads to tension and unease. Four Post-Purchase Dissonance items have been extracted from Festinger's 1957 work. **Impulsive Buying:** It is the outcome of the consumer's prompt, rarely pleasurable reaction to outside stimuli. Seven items of impulsive purchasing have been extracted from Madhavaram and Laverie (2004).

FOMO: People who are anxious about missing out on a perceived opportunity are compelled to make rash, impulsive purchases to avoid feeling excluded or deprived. FOMO can encourage impulsive purchases. Four elements of FOMO have been extracted from (Good & Hyman, 2021; Hodkinson, 2016; Hodkinson, 2019).

Impulsive Buying Tendency: It refers to a person's ability to make impulsive, unplanned purchases with little to no concern for the repercussions. Rook and Fisher (1995) provided the five items of impulsive buying tendency.

Shopping Enjoyment: It is the element that has been regarded as an individual trait that reflects the propensity to enjoy shopping more and have more fun while doing it than others. Three things that make shopping enjoyable have been lifted from Arnold and Reynolds (2003).

The data collected were analyzed using partial least squares. The demographics were analyzed using SPSS after the coding was finished. After that, the coded data were moved to PLS-SEM, where the measurement model was

assessed. After examining validity and reliability in the structural equation model, hypothesis testing was conducted. Finally, the interaction term was examined.

RESULTS AND FINDINGS

In this section, the findings and analysis of the study model are described in detail, which includes the structural and measurement models. The reliability and validity of the model are evaluated by calculating Cronbach's alpha, HTMT, Fornell and Larcker, and discriminant validity. Results of data analysis and hypothesis testing are also provided. The structural model was assessed using path coefficients, t-values, p-values, and bootstrapping procedures. Mediation and moderation analyses were conducted to examine the indirect and interaction effects proposed in the research model.

Table 1

Descriptives

Variables	Frequency	Percentage
Gender		
Male	154	51.7
Female	143	48.3
Age		
Below 25	79	16.5
25-35	120	63.7
35-40	70	11.8
40+	30	8
Marital Status		
Married	124	38.3
Unmarried	176	61.7
Qualification		
Bachelors	150	50.0
Masters	118	39.3
Post graduation	32	10.7
Monthly Shopping Expenditure		
Once or less than	74	24.7
Once a month	117	39.0
Two Times a month	56	18.7
Three Times a month	33	11.0
Four Times a month	20	6.7
Store First choice		
Online experience numbers	73	24.7
Physical experience numbers	225	75.3
The Method of payment		
Bank	102	33.3
COD	198	66.7

The complete data set contained 297 responses, of which 48.3% were from women and 51.7% were from men. Four age groups of respondents were identified: those under 25, those between 25 and 35, those between 35 and 40, and those over 40. Most respondents (63.7%) were between the ages of 25 and 35. Those under 25 (16.7%), those between the ages of 35 and 40 (11.8%), and those over 40 (8%) were among the other age groups. According to the data, 10.7% of respondents have other levels of education, 39.3% have a master's degree, and 50% have a bachelor's degree. Impulsive buying is defined as spending between 6000 and 15000 rupees, 25 percent below 50,000 rupees, 16.7% between 16000 and 25000 rupees, 11.3% over 35000 rupees, and 7.7% of monthly shopping expenditures. 39.0% of people shop once a month, 24% less frequently, 18.7% twice a month, 11% three times, and 6.7% four times a month.

Measurement Model

Table 2

MM Table

Variable	Cronbach's Alpha	Reliability (rho_a)	Reliability (rho_c)	AVE
FOMO	.796	.598	.787	.553
IB	.775	.475	.791	.655
IBT	.731	.464	.776	.632
PPD	.776	.577	.779	.541
SE	.703	.804	.812	.602

Two measures of reliability used in the present research were Cronbach's Alpha and Composite Reliability. A Cronbach's alpha value of 0.7 or higher is regarded as acceptable for assessing the internal consistency of data. However, in exploratory research, scores between 0.6 and 0.7 may sometimes be deemed sufficient. All variables under study were higher than the minimum threshold of 0.7. The study also explored composite reliability, a measure of construct reliability. All the composite reliability scores were above 0.7, indicating construct reliability. Additionally, convergent validity was evaluated using Average Variance Extracted (AVE). AVE value exceeding 0.5 is an acceptable reliability level; hence, all the constructs satisfied these requirements.

Table 3

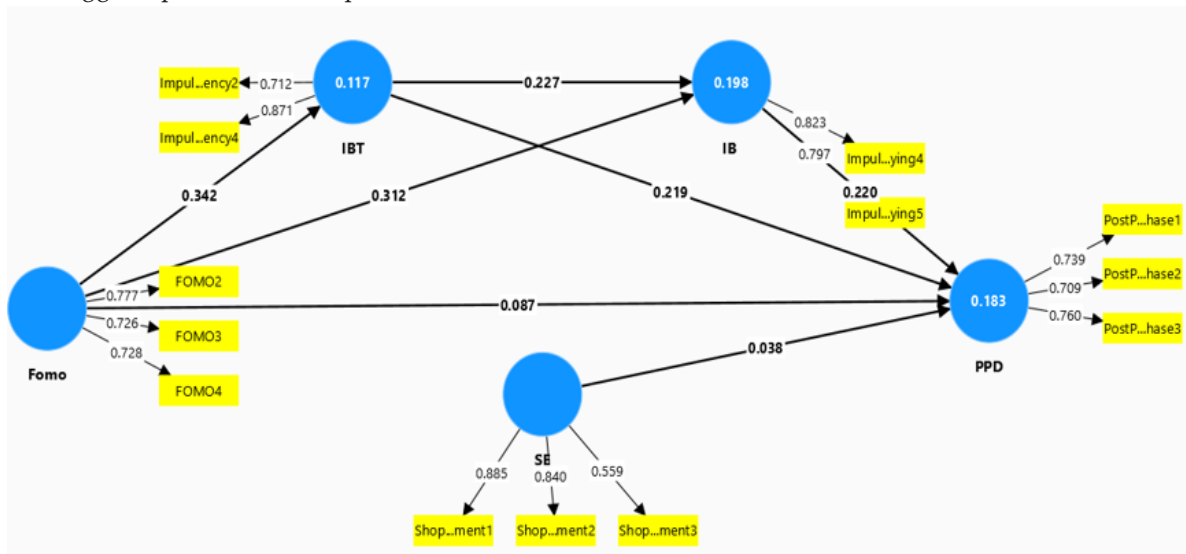
Fornell-Larcker Criterion

	FOMO	IB	IBT	PPD	SE
FOMO	0.734				
Impulsive Buying	0.390	0.810			
Impulsive Buying Tendency	0.342	0.334	0.795		
Post-Purchase Dissonance	0.262	0.342	0.342	0.736	
Shopping Enjoyment	0.360	0.374	0.512	0.264	0.775

Table 4*HTMT Values*

	FOMO	Im.B	Im.BT	Po.PD	Shop.E
FOMO					
Im.B	0.729				
Im.BT	0.655	0.714			
Po.PD	0.421	0.651	0.676		
Shop.E	0.542	0.592	0.873	0.351	

The HTMT ratio is a method for assessing discriminant validity, indicating how similar two constructs are. An HTMT value below 0.85 indicates strong discriminant validity, an HTMT below 0.90 indicates acceptable validity, and an HTMT > 0.90 may be problematic. All constructs have HTMTs below 0.85, with IBT and SE having a value slightly above the 0.85 threshold. The study suggests a possible overlap between IBT and SE, with construct HTMT values below 0.85, indicating strong discriminant validity. However, the 0.874 value slightly above the 0.85 threshold suggests potential overlap.

**Figure 2***Measurement Model*

The measurement model shows that the association between FOMO, impulsive buying, after-purchase dissonance, instant buying, and shopping enjoyment is accurately represented by latent constructs. Strong relationships are indicated by factor loadings greater than 0.7, and adequate representation is indicated by factor loadings greater than 0.7. With values of 0.823 and 0.797, the model also demonstrates strong construct validity for impulsive purchasing. Items successfully capture post-purchase regret, and post-purchase dissonance is a dependent variable. Items SE 1, SE 2, and SE 3 have high loadings, while Shopping Enjoyment 3 has somewhat lower values, making it a moderator. Path coefficients indicate how strongly, or weakly, constructs are related to one another; FOMO significantly increases Impulsive Buying Tendency, and IBT, IBT, and IB are strongly correlated, IB and PPD are strongly correlated, and SE and PPD are weakly correlated. With a path coefficient of 0.038, the impact of shopping enjoyment on post-purchase dissonance is negligible.

Table 5*Indirect Paths*

	Beta	T-Statistics	P
FM -> IB	.076	3.163	.002
FM -> PPD	.161	4.169	.000
Im.BT -> Po.PD	0.050	2.642	0.00

To ascertain how the FOMO and the propensity for impulsive purchases are impacted by other variables through mediating variables, the entire indirect effects are analyzed. The significance of the variables is determined using path coefficients, standard deviation, p-values, and t-values. The indirect relationship between FOMO and impulsive buying (p-value = 0.002) indicates that FOMO affects impulsive buying both directly and through mediating factors. This implies that factors like the propensity for impulsive purchases are mediating the relationship to some extent. Significant effects are not directly shown by the p-values between FOMO and Post-Purchase Dissonance. It has a big indirect impact. According to the hypothesis, some mediating variables are needed to support the idea that post-purchase regret necessitates impulsive buying, meaning that post-purchase dissonance cannot occur solely due to FOMO. Customers who are more likely to purchase have a high rate of regrets.

Table 6*Total Effects*

	Beta	T statistics	P values
FOMO -> IB	.390	7.103	.000
FOMO -> IBT	.342	7.014	0.000
FOMO -> PPD	0.248	3.917	0.0000
IB -> PPD	0.219	3.426	0.001
IBT -> IB	0.226	3.626	0.000
IBT -> PPD	0.269	4.214	0.000
SE -> PPD	0.037	0.563	0.571

The total effect illustrates how FOMO affects post-purchase dissonance overall. This provides a broad view of how the enjoyment of shopping, the tendency toward impulsive buying, or the fear of missing out affect post-purchase dissonance. All things considered, FOMO significantly affects impulsive buying. This supports the notion that individuals who suffer from FOMO are more prone to make snap decisions when making purchases. We must also estimate the extent to which fear of missing out influences impulsive buying because individuals with higher impulsive propensities are more likely to make impulsive purchases. Overall, the findings indicate that while FOMO has a considerable overall influence on post-purchase dissonance, it has no direct effect on PPD. The study found that FOMO indirectly affects post-purchase dissonance (PPD) and that impulsive buying tendencies lead to post-purchase regret. Impulsive people are more likely to feel regret even before they make a purchase. Shopping pleasure, however, has no direct effect on post-purchase dissonance since it cannot reduce or increase post-purchase regret. The findings indicate that impulsive people are more likely to make snap decisions.

Table 7*Mediation Analysis*

	Beta	T stats	P values
FM -> Im.BT -> Po.PD	0.07	2.95	0.00
FM -> Im.B -> Po.PD	0.06	2.67	0.00
Im.BT -> Im.B -> Po.PD	0.05	2.64	0.00
FM -> Im.BT ->Im.B -> Po.PD	0.01	2.34	0.01
FM -> Im.BT ->Im.B	0.07	3.16	0.00

These results show the entire impact of FOMO, the propensity for impulsive buying, and the tendency for instant buying on the enjoyment of shopping. The FOMO on PPD has been significantly mediated by IBT. This analysis clarifies whether the tendency toward impulsive buying is a good mediator or whether the relationship between FOMO and PPD is strengthened or weakened by their combined effect.

The first pathway, FOMO → IBT → PPD, is not significant, indicating that impulsive buying is not the only factor mediating the relationship between FOMO and post-purchase discomfort. FOMO tendencies and post-purchase regret cannot occur unless real purchases are made before FOMO. Only FOMO - driven impulsive buying - is thought to be the result of post-purchase dissonance, according to the second path, which is FOMO → IB → PPD. FOMO increases the likelihood of post-purchase regret for the consumer.

The third pathway, IBT → IB → PPD, exhibits a significant effect, indicating that people with a higher propensity for impulsive purchases are more likely to experience more post-purchase anxiety. Additionally, it demonstrates that impulsive buying tendencies are not solely the consequence of post-purchase dissonance; impulsive buying mediators are required to demonstrate this pathway, leading to the conclusion that impulsive buying will lead to post-purchase stress.

The fourth path, FM → Im.BT → Im.B → Po.PD, shows highly significant indirect effects, indicating that an increase in FM increases the tendency to make impulsive purchases, which in turn increases post-purchase regret. The final path, FOMO → IBT → IB, demonstrates a strong correlation, indicating that the fear of missing out does not directly influence impulsive buying behavior; rather, it requires buying tendencies. It supports the notion that people are more likely to engage in impulsive purchasing behaviors and act on FOMO.

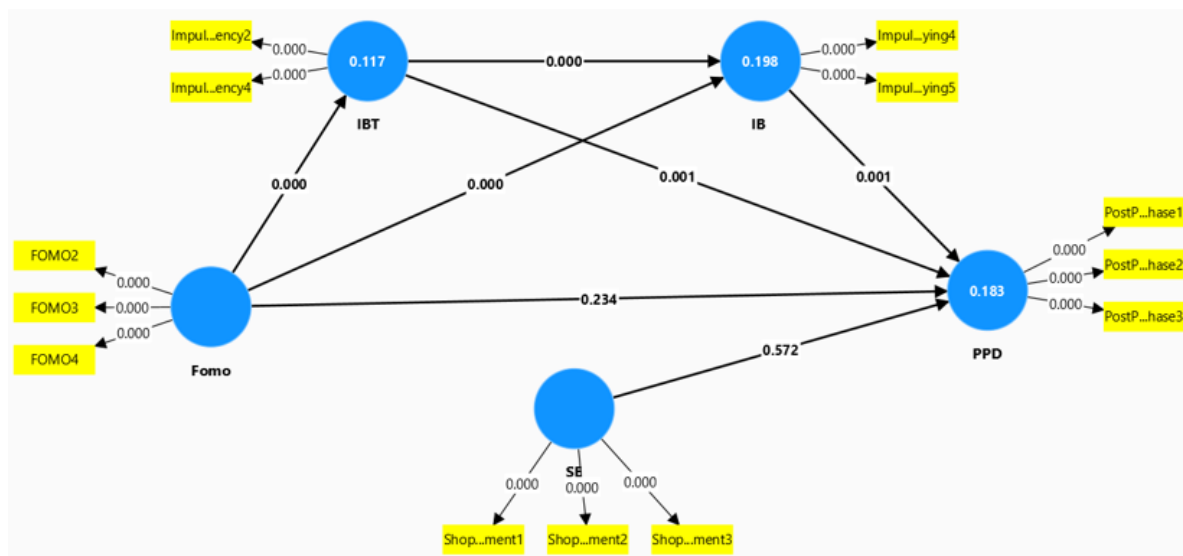


Figure 3
Structural Model

Table 8
The Total Effects

	Beta	T	P
FM -> Im.B	0.313	5.101	0.000
FM->Im.BT	0.181	7.016	0.000
FM->Po.PD	0.090	1.192	0.001
Im.B -> Po.PD	0.224	3.423	0.000
Im.BT -> Im.B	0.225	3.626	0.000
Im.BT -> Po.PD	0.276	3.438	0.000
Shp.E -> Im.B	0.099	3.084	0.002
Shp.E -> Im.BT	0.439	9.203	0.000
Shp.E -> Po.PD	0.142	2.220	0.027
SE x FM ->Im.B	-0.003	0.240	0.810
SE x FM ->Im.BT	-0.013	0.251	0.802
SE x FM ->Po.PD	-0.003	0.24	0.80

T-value of 5.101 is higher than 1.96; FOMO and IB demonstrate a significant relationship, indicating a direct impact and bolstering the hypothesis. The relationship between FOMO and IBT is significant, as indicated by the T-value of 7.019, which is greater than the threshold of 1.96.

The relationship between FOMO and PPD is not significant and does not directly affect one another, as indicated by their interaction coefficient of 1.191. Since IB's t-value of 3.427 is greater than the threshold of 1.967, indicating a significant relationship between IB and PPD, we can conclude that impulsive buying directly affects post-purchase dissonance. However, the mediation analysis was subsequently conducted to determine whether FOMO indirectly influences post-purchase dissonance through impulsive buying behavior.

The t-value of 3.78 above the threshold indicates that the relationship between the IBT and IB is significant and that people can only engage in impulsive buying when they have a propensity to do so. Given that the t-value for the relationship between IBT and PPD is 3.34, which is higher than the threshold, we can conclude that people with higher tendencies are likely to experience more post-purchase regrets. Since its t-value is higher than its threshold, we can infer that when consumers shop for pleasure, they engage in impulsive buying. This indicates that shopping enjoyment and impulsive buying are directly correlated. SE and IBT are also important because they show that people like shopping when they are more likely to make impulsive purchases. Since their p-values are higher than 0.005, we can conclude that the moderating effects of shopping enjoyment, anxiety about missing something, and impulsive buying do not have significant statistical effects. Since their t-values and p-values (0.810, 0.802, and 0.805) are below the threshold, SE, FOMO, and IBT are likewise not significant.

Table 9*The Path Coefficient*

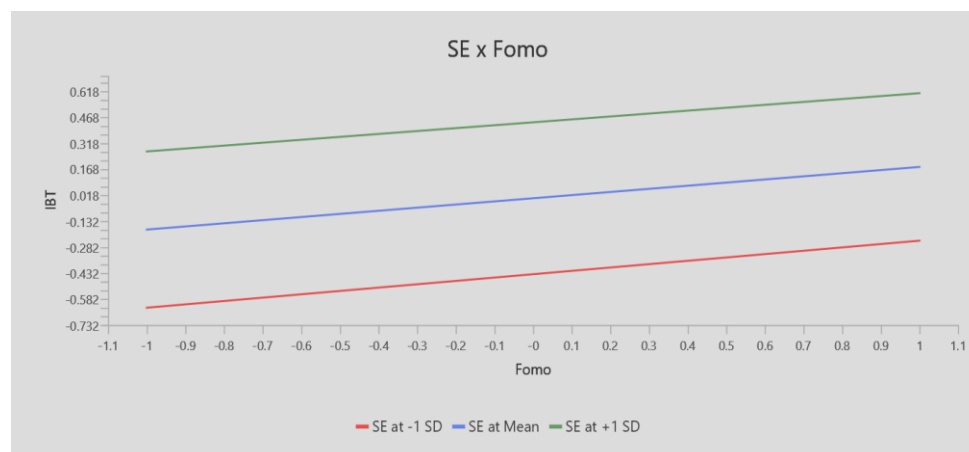
	Beta	T stats	P values
FOMO -> Im.B	0.313	5.101	0.000
FOMO->Im.BT	0.181	7.013	0.000
FOMO->Po.PD	0.090	1.189	0.218
Im.B -> Po.PD	0.224	3.426	0.001
Im.BT -> Im.B	0.225	3.626	0.000
Im.BT -> Po.PD	0.226	3.438	0.001
Shp.E -> Im.BT	0.439	9.203	0.000
Shp.E -> Po.PD	0.021	0.290	0.772
SE x FM ->Im.BT	-0,012	0.249	0.801

Table 4 demonstrates that impulsive buying is significantly impacted by FOMO, with those who experience it being likely to engage in impulsive buying.

The second step demonstrates that consumers who exhibit characteristics such as FOMO are more likely to make impulsive, habitual purchases. FOMO's effect on PPD is not directly significant, suggesting that it requires some mediating factors, such as the propensity for and behaviour of impulsive buying, to have a direct impact.

According to the fourth step, impulsive buying greatly increases post-purchase dissonance, which means that people who make more impulsive purchases are more likely to feel regret afterward. People with greater purchasing power or inclinations are more likely to make impulsive purchases, according to the strong correlation between the two trends.

The strong correlation between impulsive buying tendencies and post-purchase dissonance suggests that those who exhibit impulsive buying tendencies are more likely to experience regret after making a purchase. Here, shopping enjoyment is viewed as a moderator, and we are examining how it influences FOMO and IBT. The relationship between FOMO and IBTs and shopping satisfaction is not statistically significant. This indicates that spending pleasure has no moderating effect on the relationship between FOMO and the propensity for impulsive buying; rather, it demonstrates that shopping pleasure has little bearing on FOMO-driven impulsive buying.

**Figure 4***Interaction Graph*

This figure displays the results of the moderation study, which looked at whether the enjoyment of shopping mitigates the relationship between impulsive buying tendencies and anxiety about getting lost. The findings imply that the SE $\times$ FOMO interaction term on IBT is not significant. It states that the strong point of the association is not statistically significantly altered by shopping enjoyment. The plot's visual representation illustrates the three levels of the relationship between FOMO and IBT. The three levels are low, average, and high. Green indicates a higher degree of shopping enjoyment, blue indicates a mean level, and red indicates a low level. There is a positive correlation between FOMO and IBT across all shopping enjoyment levels. It also implies that customers who experience FOMO about their height are more likely to engage in impulsive buying. However, almost parallel lines show that SE has no moderating effect on this relationship.

DISCUSSION AND CONCLUSION

The findings indicate that post-purchase dissonance is directly influenced by mediators like impulsive buying behaviors and tendencies, rather than FOMO. This study found that people with higher impulsive buying tendencies significantly experience post-purchase dissonance. Moreover, the pleasure of shopping is not found to be the strongest moderator of the association between FOMO and impulsive spending. There is no correlation between impulsive inclinations and enjoyment level.

These results contribute to the study of behavior by influencing the role that impulsive buying plays in post-purchase regret. In terms of understanding and reducing impulsive purchasing, the study has significant implications for consumers, marketers, and retailers. To get more results, future research can use more longitudinal designs and include more moderating variables.

The following is the summary of the findings. The first hypothesis was rejected, as its p-value was not significant; this implies that FOMO is not directly influenced by post-purchase dissonance. The p-value of the second hypothesis is significant, concluding that the hypothesis is accepted, indicating that impulsive purchasing propensity has a substantial impact on impulsive purchase behavior. The hypothesis that buying has a substantial impact on post-purchase dissonance is supported since the p-value is 0.001, hence concluding that the hypothesis is accepted. Given its p-value of 0.001, H4 argues that impulsive buying tendencies influence post-purchase dissonance. The p-value of 0.001 supports the hypothesis that FOMO indirectly affects post-purchase dissonance.

through impulsive buying behavior. The hypothesis was rejected with a p-value of 0.572, indicating that the link between FOMO and impulsive purchase tendencies is not moderated by the enjoyment of shopping.

The data shows a comprehensive understanding of FOMO by highlighting the lack of a direct link between FOMO and post-purchase discomfort. FOMO always sets off impulsive buying, which results in dissonance after the purchase. People who are more afraid of missing anything are more likely to make impulsive purchases. Post-Purchase Dissonance is simply the result of buying anything; when someone buys something without careful consideration or planning, they experience dissonance.

The study shows that impulsive buying greatly increases customers' regret and highlights the importance of emotional control in purchasing behaviors. Impulsive purchases are characterized by unrestrained, emotion-driven decision-making when objective evaluation follows spontaneous gratification. This lack of reflection often leads to post-purchase discord, state of discontent or mental discomfort which occur when customers think back on hasty decisions taken by them and feel that a more careful assessment might have yielded better outcomes.

Impulsive tendencies are exacerbated by the encouragement to put instant emotional gratification ahead of careful buying. Existed studies suggest that enjoyment could encourage impulsive buying. Our findings indicate that shopping has no direct bearing on the association between impulsive buying and FOMO (Beatty & Ferrell, 1998). This study demonstrates that, contrary to what was previously believed, the retail environment has less of an impact on impulsive purchases driven by FOMO. The fear-induced desire to buy is so strong that it outweighs any advantages of having a fun shopping experience, which is one reasonable explanation for this result.

Customers are forced to make simultaneous purchasing decisions when they experience a sense of urgency brought on by their fear of missing out. Shopping enjoyment becomes an option when a desired product or deal takes precedence over the decision-making process. Furthermore, the lack of a direct correlation between the large moderate variable of shopping satisfaction and immediate purchase behavior challenges the notion that a pleasant shopping environment increases such behavior. It has been noted that impulsivity and satisfaction may be related to the type of goods, the process by which FOMO is triggered, or individual FOMO contrasts. Future research could look at the elements of shopping pleasure that could act as moderators.

To reduce post-purchase dissonance, the study highlights how important it is to understand impulsive buying and FOMO (Fear of Missing Out). It counsels marketers to avoid misrepresenting their products and to provide positive feedback to manage consumer expectations, encourage loyalty, and encourage repeat business. By employing strategies like follow-up emails, satisfaction surveys, and customer service support, marketers can lessen post-purchase dissonance. To make clients feel appreciated, they can also employ limitations like package discounts and personalized recommendations. By producing videos, images, or videos and documenting customer feedback, educational content about the product can help lessen post-purchase dissonance.

Because they lessen buyer dissonance, return policies are essential to the growth and expansion of businesses. Customers can discover that making snap decisions isn't always a good idea and that they can make sensible purchases. Customers can make better decisions about their needs if they postpone purchases for 24 to 48 hours. By creating budgets and assessing themselves before making a purchase, consumers can prevent overspending and impulsive purchases. Impulsivity can be decreased by making a shopping list and planning your purchases. Frequent customers can offer unique product reviews, which can lessen regret after a purchase.

By offering entertaining experiences on social media and suggesting the best products, retailers can improve customer experience. Decision-making can be enhanced by a well-designed product display, simple navigation,

and product recommendations. To reduce dissonance and help solve issues both before and after the purchase, customer support teams are crucial to businesses. Retailers should create loyalty programs that reward thoughtful and planned purchases rather than impulsive ones. Future studies can use moderators like personality traits and brand loyalty, as well as mediators like regret and self-control, to evaluate how FOMO affects post-purchase dissonance. Further research on the differences in consumer behaviour by demographic and cultural factors is warranted. Longitudinal and experimental methods are useful for better understanding causal effects. These methods or attributes are useful for enhancing marketing plans and reducing the effect of hasty purchases.

DECLARATIONS

Ethical Considerations: This study strictly adhered to the Declaration of Helsinki and relevant national and institutional ethical guidelines. All procedures performed in this study were consistent with the ethical standards of the Declaration of Helsinki. The study was conducted according to ethical and clinical standards for research. Ethical approval for the survey was obtained. Participation was voluntary, and respondents were informed about the study's purpose, confidentiality, anonymity, and their right to withdraw. Informed consent was obtained before questionnaire completion.

Data Availability: The data and research questionnaire are available from the corresponding author upon reasonable request, subject to institutional and ethical restrictions.

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