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EXAMINING THE ANTECEDENTS AND THE CONSEQUENCES OF FEAR  
OF MISSING OUT

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**EXAMINING THE ANTECEDENTS AND THE CONSEQUENCES OF  
FEAR OF MISSING OUT**

**GELİŞMELERİ KAÇIRMA KORKUSUNUN OLUŞUM ÖNCÜLLERİ VE  
SONUÇLARI**

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## **Table of Contents**

<b>Acknowledgements</b> .....	<b>iii</b>
<b>ABSTRACT</b> .....	<b>xi</b>
<b>ÖZET</b> .....	<b>xii</b>
<b>Introduction</b> .....	<b>1</b>
<b>1.1 Research Purpose</b> .....	<b>4</b>
<b>1.2 Study Outline</b> .....	<b>5</b>
<b>2 Theoretical Background</b> .....	<b>5</b>
<b>2.1 Personality</b> .....	<b>5</b>
<b>2.1.1 The Five-Factor Model of Personality</b> .....	<b>10</b>
<b>2.2 Basic Psychological Needs</b> .....	<b>14</b>
<b>2.2.1 Autonomy</b> .....	<b>16</b>
<b>2.2.2 Competence</b> .....	<b>18</b>
<b>2.2.3 Relatedness</b> .....	<b>19</b>
<b>2.3 FOMO</b> .....	<b>20</b>
<b>2.4 Conformity</b> .....	<b>24</b>
<b>2.5 Conspicuous Consumption</b> .....	<b>26</b>
<b>3 Proposed Model &amp; Hypotheses</b> .....	<b>30</b>
<b>3.1 Hypotheses</b> .....	<b>30</b>
<b>3.1.1 Personality Traits and FOMO</b> .....	<b>30</b>
<b>3.1.2 Psychological Needs and FOMO</b> .....	<b>33</b>
<b>3.1.3 FOMO and Conformity</b> .....	<b>35</b>
<b>3.1.4 Conformity and Conspicuous Consumption</b> .....	<b>36</b>
<b>4 Research Design and Methodology</b> .....	<b>38</b>

4.1	<b>Data Collection &amp; Scales .....</b>	<b>38</b>
4.1.1	<b>Personality Traits Scale .....</b>	<b>39</b>
4.1.2	<b>Basic Psychological Need Satisfaction and Frustration Scale (BPNSFS) .....</b>	<b>39</b>
4.1.3	<b>FOMO Scale .....</b>	<b>40</b>
4.1.4	<b>Conformity Scale.....</b>	<b>40</b>
4.1.5	<b>Conspicuous Consumption Scale .....</b>	<b>40</b>
4.2	<b>Data Analysis Method.....</b>	<b>41</b>
5	<b>Data Analysis &amp; Results .....</b>	<b>41</b>
5.1	<b>Demographic Profile .....</b>	<b>41</b>
5.2	<b>Factor Analysis and Reliability.....</b>	<b>43</b>
5.2.1	<b>Factor and Reliability Analysis of Personality .....</b>	<b>43</b>
5.2.2	<b>Factor and Reliability Analysis of Psychological Needs .....</b>	<b>45</b>
5.2.3	<b>Factor and Reliability Analysis of FOMO .....</b>	<b>46</b>
5.2.4	<b>Factor and Reliability Analysis of Conformity .....</b>	<b>48</b>
5.2.5	<b>Factor and Reliability Analysis of Conspicuous Consumption ..</b>	<b>49</b>
5.3	<b>Correlation Analysis .....</b>	<b>50</b>
5.4	<b>Regression Analysis.....</b>	<b>52</b>
5.4.1	<b>Regression Analysis for Personality and FOMO .....</b>	<b>52</b>
5.4.2	<b>Regression Analysis for Psychological Needs and FOMO .....</b>	<b>54</b>
5.4.3	<b>Regression Analysis for FOMO and Conformity.....</b>	<b>56</b>
5.4.4	<b>Regression Analysis for Conformity and Conspicuous Consumption.....</b>	<b>58</b>
5.5	<b>Result of the Hypotheses and Final Hypothesized Model .....</b>	<b>59</b>
6	<b>Discussion and Conclusion .....</b>	<b>60</b>
6.1	<b>Managerial Implications.....</b>	<b>62</b>
6.2	<b>Limitations and Further Study .....</b>	<b>64</b>
	<b>References .....</b>	<b>65</b>

<b>Appendices .....</b>	<b>82</b>
<b>Appendix A – The scales Used in the Survey.....</b>	<b>82</b>
<b>Appendix B - The questionnaire in Turkish .....</b>	<b>86</b>

## **ABBREVIATONS**

**FOMO:** Fear of Missing Out

**CCO:** Conspicuous Consumption Orientation

**BPN:** Basic Psychological Needs

**BPNS:** Basic Psychological Needs Satisfaction

**KMO:** Kaiser-Meyer-Olkin Test

**List of Figures**

**FIGURE 3.1 - PROPOSED RESEARCH MODEL .....37**  
**FIGURE 5.1 - FINAL RESEARCH MODEL .....60**

## List of Tables

<b>TABLE 2.1 - COMMONLY USED FOMO DEFINITIONS .....</b>	<b>22</b>
<b>TABLE 5.1 - DEMOGRAPHIC PROFILE OF THE SURVEY RESPONDENTS .....</b>	<b>41</b>
<b>TABLE 5.2 -FACTOR AND RELIABILITY ANALYSIS OF PERSONALITY.....</b>	<b>44</b>
<b>TABLE 5.3- FACTOR AND RELIABILITY ANALYSIS OF PERSONALITY .....</b>	<b>45</b>
<b>TABLE 5.4-FACTOR AND RELIABILITY ANALYSIS OF FOMO .....</b>	<b>47</b>
<b>TABLE 5.5-FACTOR AND RELIABILITY ANALYSIS OF CONFORMITY .....</b>	<b>48</b>
<b>TABLE 5.6-FACTOR AND RELIABILITY ANALYSIS OF CONSPICUOUS CONSUMPTION .....</b>	<b>49</b>
<b>TABLE 5.7 - CORRELATION ANALYSIS.....</b>	<b>51</b>
<b>TABLE 5.8 -MULTIPLE LINEAR REGRESSION ANALYSIS FOR PERSONALITY AND FOMO .....</b>	<b>52</b>
<b>TABLE 5.9 - REGRESSION ANALYSIS - ANOVA RESULTS OF PERSONALITY AND FOMO .....</b>	<b>53</b>
<b>TABLE 5.10 - REGRESSION ANALYSIS - COEFFICIENTS OF PERSONALITY AND FOMO .....</b>	<b>53</b>
<b>TABLE 5.11- MULTIPLE LINEAR REGRESSION ANALYSIS FOR PSYCHOLOGICAL NEEDS AND FOMO.....</b>	<b>54</b>
<b>TABLE 5.12 -REGRESSION ANALYSIS - ANOVA RESULTS OF PSYCHOLOGICAL NEEDS AND FOMO.....</b>	<b>55</b>
<b>TABLE 5.13 -REGRESSION ANALYSIS - COEFFICIENTS OF PSYCHOLOGICAL NEEDS AND FOMO.....</b>	<b>56</b>
<b>TABLE 5.14 -MULTIPLE LINEAR REGRESSION ANALYSIS FOR FOMO AND CONFORMITY.....</b>	<b>57</b>
<b>TABLE 5.15 -REGRESSION ANALYSIS - ANOVA RESULTS OF FOMO AND CONFORMITY.....</b>	<b>57</b>
<b>TABLE 5.16 -REGRESSION ANALYSIS - COEFFICIENTS OF FOMO AND CONFORMITY.....</b>	<b>57</b>
<b>TABLE 5.17 - MULTIPLE LINEAR REGRESSION ANALYSIS FOR CONFORMITY AND CONSPICUOUS CONSUMPTION.....</b>	<b>58</b>

<b>TABLE 5.18 -REGRESSION ANALYSIS - ANOVA RESULTS OF CONFORMITY AND CONSPICUOUS CONSUMPTION.....</b>	<b>58</b>
<b>TABLE 5.19 - RESULTS OF THE HYPOTHESES .....</b>	<b>59</b>

## **ABSTRACT**

### **EXAMINING THE ANTECEDENTS AND THE CONSEQUENCES OF FEAR OF MISSING OUT**

Fear of Missing Out is a phenomenon that have been gaining significance in literature in recent years. The constant exposure of goods and services on social media platforms, tv and the social environment is putting intense pressure on individuals to always be up to date and connected. If the individuals feel like they are not connected, they experience an uneasy feeling that they are missing out. This research aims to understand the extend of experiencing FOMO based on the 5 factor personality traits and basic psychological needs theories; and examine the effect of FOMO on conspicuous consumption through conformity behavior. The results of the quantitative survey (n=434) show that all three basic psychological needs and the extraversion dimension of 5 factor personality has an effect of FOMO, and the presence of FOMO results in conformity behavior. The results of the research and analysis was not able to identify a significant link between conformity and conspicuous consumption, further research needed on this relationship. Theoretical and practical implications are discussed.

**Key Words:** Personality, Five Factor Personality Model, Basic Psychological Needs, Conformity, Conspicuous Consumption

## ÖZET

### GELİŞMELERİ KAÇIRMA KORKUSUNUN ÖNCÜLLERİ VE SONUÇLARI

Gelişmeleri kaçırma korkusu son yıllarda popülerlik kazanan bir olgu. İnsanların günlük hayatlarında birçok kanal aracılığı ile sayısız ürün ve servislere maruz kalması, tüm dünya ile devamlı bağlantıda olması tüm gelişmeleri takip etmeleri konusunda ciddi baskı yaratmaya başladı. Önemli nokta ise bireyler gelişmeler konusunda en güncel bilgilere sahip olmadıklarını, trendleri yakalayamadıkları ve diğer bireyler kadar tatmin edici deneyimler yaşayamadıklarını hissettikleri durumda kendilerini rahatsız ve huzursuz hissediyorlar. Bu araştırma Gelişmeleri Kaçırma Korkusu'nun oluşumunun üzerindeki etkilerini Beş Faktörlü Kişilik Analizi ve Basit Psikolojik İhtiyaçların karşılanması açısından anlamlandırma amacı ile oluşturuldu. Bu etkenlerin bireylerin gelişmeleri kaçırma korkusu hissetme miktarları üzerindeki etkisi analiz edildi. Gelişmeleri kaçırma korkusunun insanların tüketici davranışları özelinde tüketicinin sosyal uyumu üzerindeki etkisi araştırıldı ve bu etkinin gösterişçi tüketim üzerinde bir etkisi olup olmadığı analiz edildi. 434 kişi üzerinde gerçekleştirilen nicel araştırma basit psikolojik ihtiyaçların ve kişilik özelliklerinin dışadönüklük boyutunun gelişmeleri kaçırma korkusunun ortaya çıkması üzerinde etkili olduğu görüldü. Gelişmeleri kaçırma korkusunun tüketicinin sosyal uyumu üzerinde pozitif etkisi olduğu da örneklem üzerinde desteklendi. Tüketicinin sosyal uyumu ile gösterişçi tüketim arasında, araştırma yapılan örneklemde, önemli bir bağlantı bulunamamıştır.

**Anahtar Kelimeler:** 5 Faktör Kişilik Özellikleri, Psikolojik İhtiyaçlar, Tüketicinin Sosyal Uyumu, Gösterişçi Tüketim, Gelişmeler Kaçırma Korkusu

## **Introduction**

Social media platforms and increased internet usage provides individuals with endless social information. People from all around the world are able to stay connected and follow what everyone is doing, what are the latest trends and what is happening in different parts of the world. These platforms provide real-time information on events and conversations that are happening across the world. Keeping up with everything that is happening globally has become a daily task for majority of the people. Checking different social media platforms and news apps regularly, browsing on the shopping apps to ensure no discounts and offers are missed have entered individuals' daily to do lists and just like all the tasks (work, chores, errands, etc.) in those lists, people feel discomfort and sense of failure if they do not check the task "do not miss what everyone is doing" off their to do list.

Following these developments, a concept that has been gaining significance in marketing literature, especially in the last decade, is Fear of Missing Out (FOMO). Even though it is a relatively new phenomenon, it is widely recognized. It is fair to say that the increase in social media usage have amplified the importance of this concept, but this concept cannot be limited to online contexts only. In fact, the term FOMO was introduced to literature in 2000 by Dan Herman far before personal internet usage achieved high levels and social media took over everyone's lives.

FOMO is the psychological discomfort that individuals experience when they think other people are having enjoyable experiences that they are being excluded from. People can experience an uneasy feeling when they miss an opportunity to attend a friend gathering or feel discomfort when they spend their holiday at home just resting instead of going to a popular location their colleagues have been talking about (Herman, 2000). Even though this concept cannot be limited to social media, the constant exposure of goods and services that is owned or experienced by others increases the importance of this concept. Since social media is a place where the

users tend to share the highlights of their lives, people who browse through these platforms find themselves comparing their regular lives with those highlights which amplifies the perception that others are having more fun and experiencing much better things than they are. (Chai, Niu, Lian, Chu, Liu & Sun, 2019)

In everyday life, people are constantly bombarded, online and offline, with things that they do not have or experience. FOMO is a very impactful concept from a marketing point of view because people tend to act to get rid of that uneasy feeling, no one wants to be left behind. This psychological trigger causes individuals to make reactive purchases. People tend to make impulse purchases to protect themselves from a potential regret they would experience due to lack of action in that moment. (Keinan & Kivetz, 2008).

Of course, just like in every concept developed on psychology and consumer behavior, people do not experience FOMO the same way. Why some people experience FOMO more than others? In this research, the potential antecedents of FOMO will be analyzed with respect to personality traits and basic psychological needs.

Personality has been one of the main topics of research when trying to analyze individual's responses, actions and also how people differ from each other for many years. Even though personality can be influenced by physiological factors that exist biologically or acquired later in life, so it can be subject to change to some extent, it is a very important determinant when examining individual's behavior as consumers (Kotler, 2012). Various scales are used understanding personality, one of the most common and efficient of these scales is the "Five Personality Traits Model". The further details of the model will be discussed in detail under literature review. For this research, the effect of openness, agreeableness, neuroticism, conscientiousness and extraversion on FOMO will be analyzed.

Another important aspect to be considered when understanding individuals' attitudes and behaviors is their psychological well-being. According to SDT (Self-Determination Theory), psychological well-being depends on satisfaction of three basic psychological needs (autonomy, competence and relatedness) (Deci & Ryan 1991, 2000). Many of the studies previously conducted on basic psychological need satisfaction showed strong association with proactive self-regulation. Following these studies, the concept of FOMO can be described as self-regulation issue arising from dissatisfaction of the basic psychological needs depending on the context. The deficit in the three basic psychological needs can result in the feelings of being alienated, incompetent and disconnected which in response can trigger FOMO. (Przybylski, Murayama, DeHaan & Gladwell, 2013). Following this line of thought, a link between the satisfaction of basic psychological needs and FOMO can be further studied.

The rational initial reaction expected from an individual when experiencing discomfort is to get rid of that feeling or at least try to. When people feel like they are being left out, they tend to follow and imitate the consumption behaviors of others. In literature, this tendency is explained as conformity behavior. Previous studies presented that the tendency to conform is not only created by the product and the brands' attributes but also by the psychological aspect of the individuals' motivations, in particular, by the influences of other people. In some situations, regardless of the practical value of the item, people tend to purchase it. This is because if that person does not have that item; they can feel like they are being discriminated and left out. This consumption is done in result of following and imitating consumption behaviors of others. (Lascu & Zinkhan, 1999).

People do not want to be separated from the mainstream group, so they follow. The source and the motivation for such consumption behavior is the fear of being separated which falls in line with the concept of FOMO. Especially over the last few years, there has been an intense tendency for collectivism relating to consumption in which consumer behavior conforms towards seeking specific

brands. Most of the existing studies on conformity behavior in consumption context concentrate on psychological perception elements like displaying one's status and association with affluent group. These studies on conformity consumer behavior links this type of behavior to certain psychological factors like materialism, value consciousness and need for uniqueness (Kang & Ma, 2020). However, these studies fall short when understanding the reasoning behind people's desire to belong to a group and, more importantly, why they are afraid of detaching from the popular group. Existing studies on FOMO concluded that higher the FOMO level people show, greater the desire to belong to a group. (Yin, Wang & Nie, 2019; Kang, Cui & Son, 2019)

Since the decision of consumers to purchase a good is not directly connected to the intrinsic utility derived from consuming it, marketing literature developed various types of consumption patterns and concepts. In some cases, the individuals' reason behind the purchase of some goods and services is what that purchase symbolizes to others. The bandwagon effect in consumption is used to describe situations where the demand for the good increases because others are buying the same good. Most of the time, the intrinsic value derived from owning those products or experiencing such services is not enough for individuals to feel satisfied, they also want others to see that they are in the swim of things. (Kang & Ma, 2020).

Customers buy goods and brands not just for practical reasons in use but often for non-utilitarian reasons such as symbolism and increased prestige. And, in literature this need to conform by showcasing the goods and services purchased which can be explained as conspicuous consumption. (Corneo & Jeanne, 1997). Further details of the concepts will be explained in the literature review section of the research.

## **1.1 Research Purpose**

The existing literature attempts to connect personality, psychological needs with FOMO, FOMO with conformity and conformity with conspicuous consumption.

The purpose of this study is to identify the antecedents and the outcomes of fear of missing out. Firstly, this research aims to point out the effects of personality traits and psychological needs on development of FOMO, to find out the reason why some people experience this psychological stress more than others. Understand which personality traits are more predictive of FOMO and which dimensions of the basic psychological needs show more substantial effect in development of FOMO.

Following the existing literature, once the antecedents of FOMO in respect to personality traits and basic psychological needs are analyzed, FOMO's effect on conspicuous consumption through the mediating effect of conformity behavior will be investigated with the help of existing literature. By doing so, this study aims to gather these phenomena one single model to further investigate the chain-like effect between these concepts.

## **1.2 Study Outline**

This study contains six main chapters. Chapter one is the introduction part that covers the research background, purpose and the outline. Second chapter covers the literature review on the concepts that are included in the research model and the relevant topics. The proposed research model and the hypotheses are covered in chapter three. The research design and the methodology used in the research with all details relating the scales used are included in the fourth chapter. The data analysis and the results are explained and, the final research model is created in chapter five and lastly, chapter six is the discussion and the conclusion part where the results of the study, implications and the limitations will be discussed in detail.

# **Theoretical Background**

## **2.1 Personality**

Similar to almost all topics focusing on understanding human beings, there is no single definition and approach when it comes to personality. Allport (1961), defines

personality as the dynamic organization that exists in individuals that determine their thoughts and behaviors. According to Weinberg & Gould (1991), personality is the blend of attributes that creates the unique individual. Even though the definitions and approaches differ, one consistent theme in all theories is that personality is what makes individuals unique, and in order to understand humans, personality should be understood first.

In efforts to understand individuals and personality, the first personality theory was developed by Sigmund Freud in the beginning of 20th century. According to Freud's theory, the personality was very complex and involved several factors like instinctual drivers, unconscious processes and early childhood influences. Even this day, personality and mental health issues the adults are going through can usually be traced back to the first five years of individual's lives. Freud's theory had three elements; the id, the ego and the superego; the combination of these three elements is what creates the human personality. Id is the primitive and instinctive dimension which makes up the impulsive part of the human psyche that responds to basic urges and needs. The ego is the part of the personality that gets effected and shaped by the external influences, this dimension of the personality softens id by considering social norms and etiquette therefore is the decision-making dimension of the personality. The superego consists of conscience and ideal perception of oneself. Conscience controls the ego and punishes when ego fails to control the id. And the ideal self represents the aspirations and how to treat others in the society. (Freud, 1923).

Following Freud's comprehensive personality theory, the focus on personality have increased and other studies and theories have followed, some building on and some opposing the Freud's theory of personality (Schultz and Schultz, 2009). The controversy on personality definition and components have been present in the literature from the very beginning.

Different approaches have been used in efforts to describe the term personality and its effects on human behavior in literature. Even though there is not one definition, with general approach, personality can be described as attributes that determines and effects one behavior and sets one apart from the others. The personality studies have its roots on the efforts to understand one's tendencies (Wiggins, 1979). Plomin and Caspi (1998) defines personality as the core structure that shapes the relationship patterns of individuals. The notion "pattern" is carried out in different definitions of personality as well. Burger (2006) defines personality as the predicted and pattern-like behavioral signs that individuals perform. This is a very important approach to personality, especially for consumer behavior and marketing, since individuals construct their relationships with individuals who have certain personality, expecting a certain behaviors and actions. From consumer behavior and marketing point of view, the foreseeability and predicting the potential behaviors is the basic ground to take action for any marketing efforts. Psychologists and theorists have focused on different approaches to personality, while doing so they have examined the subconscious mechanisms, learning, environment, genetics, upbringing etc., each study brough a different perspective on personality.

Although there are different approaches when it comes to the development and creation of personality, just like it is with the definition, there are some factors that theorists have agreed upon. According to the studies of Parks and Guay (2009), personality carries traces from one's past, present and the future. Individuals can be future oriented but when analyzed and observed, it is seen that they tend to carry the habits and tendencies they carried from their past. In recent years, on the study of personality, the connection between genetics, developmental psychology and personality science have been receiving more attention. The collaboration of these three disciplines have really added to the literature of personality. There are also some studies that have been focusing on the idea that the personality can be hereditary (Røysamb, Nes, Czajkowski & Vassend, 2018; Hopwood, Donnellan, Blonigen, Krueger, McGue, Iacono & Burt, 2011). Even though the studies have been trying to identify if the personality characteristics of individuals could be

passed through genetics between generations, there is no scientific evidence that proves this theory. The studies and findings are limited hence, with current literature, assuming that hereditary characteristics and genetics play an important role personality formation and development would not be appropriate (Alkan, 2014).

Another important determinant of human personality according to personality science literature is socio-cultural and environmental factors. The knowledge, beliefs, value judgements, and habits of certain groups that the individual feels a connection with can all affect the development of personality and also cause changes in one's personality. One of the most influencing groups when it comes to shaping one's personality is society and individuals are heavily influenced by the society's culture. The first social group one experiences is the family. For the individuals, family forms the first social group, and it plays a very important role on the formation of personality (Larsen and Buss, 2008).

According to Allport (1961), personality is dynamic, and it constantly changes and grows. Even though there are some predispositions that affects one's behavior and creates a behavioral pattern, through learning, social factors and experiences, the actions of individual can change depending on the situation. However, the studies show that even though there might be some situational changes, distinctive behavioral features of individuals tend to remain consistent and stable (Allport, 1937). Allport created a list of 4,500 English words that could be able to describe one's personality. He classified these 4,500 traits under three categories: cardinal, central and secondary traits. A cardinal trait can be described as the most dominant trait that shapes the entire personality. The cardinal traits are fairly rare, it is not common for an individual's personality is purely based on single trait. Most commonly, individuals' personalities are composed of combination of multiple traits. Central traits are the ones that make up one's personality when combined together. Secondary traits are the traits that are not so clearly seen or consistent

when analyzing one's personality. The secondary personality traits are the ones that come to presence under certain situation and circumstances.

Of course, it was hard to go through all 4,500 traits and in efforts to make the personality traits more manageable, Raymond Cattell (1957) created a narrowed down personality traits list with 171 items. Since all of the individuals' personalities can be explained with same or similar traits, the sole classification of the traits is not enough to express one's full personality and uniqueness. When describing one's personality, analyzing only the traits is not sufficient, the degree of the expression of certain trait is what sets one apart from the others. From this point, Cattell (1957) focused on 16 personality factors (like warmth, reasoning, dominance, liveliness, sensitivity, openness to change, self-reliance, perfectionism etc.) and instead of focusing solely on identifying if a trait is present or not, he analyzed by scoring those 16 traits from high to low in order to capture and reflect individuals' uniqueness.

Hans Eysenck (1952) created a more mathematical approach to studies of personality traits, for his research, he used the pre-designed list of traits and tried to find the trait dimensions that carried the most weight through a research with thousands of people and factor analysis. In the end, he was able to narrow trait theory to four main dimensions: extraversion, introversion, neuroticism and stability. Later in his research he has revised the categories and created a personality theory with three basic personality dimensions: extraversion – introversion, neuroticism and psychoticism. Extraverted people show more social, impulsive, talkative and outgoing features while introverts are usually more passive, quiet, and reserved. Individuals who have low self-esteem, that are anxious, highly emotional and prone to depression scored high in neuroticism. Lastly, people who struggle to deal with reality, who are self-centered, cold and aggressive scored high in psychoticism.

### **2.1.1 The Five-Factor Model of Personality**

After Cattell's categorization of 16 personality factors and Eysenck's three-dimensional personality theory, continuing studies have shown that these theories can be combined and simplified. In the current literature, many psychologists agree on the main factors that shape one's personality. Costa and McCrae (1985) found out that the distinctive personality features can be analyzed under five categories. Those categories are openness to experience conscientiousness, extraversion, agreeableness, and neuroticism. Costa, McCrae, and Dye (1991) proposed that the relational, motivational, experiential and emotional attributes can be classified under the main five trait categories.

#### ***2.1.1.1 Extraversion***

Extraversion is the first factor that was developed by Costs and McCrae within this theory. This factor is defined as the individual being comfortable in social relations and contexts, it is the openness to outside world (Costa and McCrae, 2000; Lounsbury, Sundstrom, Loveland and Gibson, 2003). Extroverted individuals mostly enjoy spending time with other individuals. They are often perceived as energetic and vibrant. They like to be the social one within the group, they are usually perceived as confident and bold by the individuals around them. They tend to start the conversations, they are keen on meeting new people, and usually have a wide circle of friends and acquaintances. (Lounsbury, Sundstrom, Loveland and Gibson, 2003).

Goldberg (1990) argued that the opposite of this factor is introversion. These individuals are often quieter, have less energetic presence in social contexts and are less social. The less extrovert individuals or introverts prefer solitude, even tend to feel like their energy is drained in highly social situations, struggle to start conversations, avoid small talk, and try not to be the center of attention. A very important point is that introversion should not be mixed with shyness, meaning introverts are not afraid of socializing, they simply do not prefer to be with other people and prefer spending time alone. Introverts tend to feel over stimulated in

social contexts and need alone time to regain energy while the shyness is created by the fear of negative evaluation. The opposite of shyness is being outgoing while the opposite of introversion is extraversion.

#### ***2.1.1.2 Agreeableness***

The agreeableness trait is related to individual's concern in social harmony. Individuals that score high in agreeableness usually value getting along and living in harmony with others, these individuals are polite, considerate, helpful, friendly and understanding (Hashemi and Yusefi, 2015). According to Barrick and Mount's studies (1991) individuals in this category more easily get along with others and are easier to communicate with. Agreeable individuals care and feel empathy for others. Agreeable people tend to be successful social settings and work environments due to their heightened capacity for getting along with others and success in cooperation.

On the other hand, individuals who are low in agreeableness often gives little to no interest in others, do not pay attention to other's feelings and emotions. They tend to be less moved by their emotions. They tend to judge and belittle others and have a strong tendency to manipulate people around them to get their ways. They are usually less perceptive to the needs of others, though most of the time they still care for individuals that are close to them or they love. These individuals may struggle in work contexts where the work requires teamwork since the tasks that require collaboration tend to frustrate individuals that score low in agreeableness.

#### ***2.1.1.3 Openness***

In studies, it was concluded that people who scored high in openness are more willing to experience and try new things (Devaraj, Easley and Crant, 2008). These individuals are often more appreciative of arts. They are more prone to imagine, be curious, and be sensitive. They are usually more present and more sensitive in their relations with their environment as well. They often reject the traditional roles and expectations, tend to break or bend rules, and prefer to identify themselves as

independent and free individuals. They value diversity and different opinions and enjoy hearing about others' perspectives.

People who are low in openness dislike change and feel uncomfortable when trying out new things, they usually are not very imaginative, and they enjoy the comfort of routines. These individuals usually stick with traditions and try to avoid changes, they are usually more data-driven and pragmatic, and there can be instances where they can be perceived as dogmatic which can hinder their relationships.

It is important to note that the openness factor is the one trait that the theorists have hard time having consensus on. This factor is theorized differently in studies. In some approaches, the notion intelligence is used as opposed to openness, Norman uses culture, and according to McCrae and Costa, openness to development should be used instead of "openness or openness to experience". Even though the name used for this classification differs, the definitions and the personality attributes that shape this factor remains consistent in those studies.

#### ***2.1.1.4 Conscientiousness***

This factor is defined as individuals' self-discipline levels and ability control their impulses. Highly conscientious people tend to be more organized and more in control. They tend to procrastinate less and finish the work. They enjoy having a schedule and follow the plan. The details carry importance to them, they usually are very mindful of the details and try to cover every detail. They plan ahead, stick by that plan and follow the deadlines. It is important to understand that this factor is not covering the moral context of conscientiousness, the usage of this term in the trait theory is focusing on the calculated intention and approach of individuals that reflect into their behaviors. Chamorro-Premuzic (2007) listed the main features of conscientious people and stated that these attributes are the ones that are used in the formation of the concept of responsibility. These attributes are leadership, competence, dependability, productivity, goal-orientation, high awareness, and systematic.

The study on conscientiousness is more extensive especially because this factor is closely linked to one's performance in workplace and work contexts. According to Barrick and Mount (1991) individuals who score high in conscientiousness are more responsible and efficient in workplaces. These findings drew more attention to this factor from also management studies. There are also multiple studies that link conscientiousness with academic success.

People who are low in conscientiousness tend to procrastinate the tasks, even the important ones. These individuals are not keen on schedules and structures, they enjoy being spontaneous rather than planned. They usually miss or barely make the deadlines and fails to complete the tasks.

#### ***2.1.1.5 Neuroticism***

The neuroticism factor has a similar definition Eynseck's neuroticism dimension. This factor was an important trait studied under the temperament research before being adapted by Five Factor Model. Neuroticism is a personality trait that is characterized by moodiness, emotional instability and pessimism. People who are high on neuroticism is usually anxious, skeptical, depressed and vulnerable (Hashemi and Yusefi, 2015). People high in neuroticism experience emotional instability and mood swings. These individuals often experience dramatic shift in mood, struggle to bounce back after this sudden mood swings. They tend to get upset, angry or anxious easily, worries about many different things and can exaggerate the issues in the situations. They can interpret the minor problems and issued as unsolvable. The frustration and sadness experienced from such minor inconveniences can last for unusually long and affect one's overall mood (Fiske, Gilbert and Lindzey, 2009).

At the other end of the scale, individuals are more emotionally stable, cope with stress and problems more smoothly, are often feel relaxed and in control. These people with low neuroticism rarely feels sad or depressed and they are more resilient emotionally and mentally. People who score low in neuroticism experience

less negative feeling, but this should not be interpreted as those individuals experience positive feelings.

There are continuing studies on Five Factor Personality Model. The studies showed that the big five personality traits theory is universal, and they are consistent in all of the regions that the research is conducted. The researchers worked and still working on identifying the roles of genetics in presence of these traits in individuals. There are even some studies that managed to assign heritability percentage for each trait by conducting detailed research on identical twins and fraternal twins (Røysamb, Nes, Czajkowski & Vassend, 2018). There are also some studies which suggest that the scores in the trait factors can change according to the life stage and the traits are more consistent in adulthood, but this area is still open to more research (Soldz & Vaillant, 1999).

## **2.2 Basic Psychological Needs**

Needs are one's feeling of necessity of anything, these are not desired but required things that people feel necessary to survive or maintain well-being. The recognition of the needs and fulfillment is the power individuals have. A need is a physio-chemical power that one has. The needs can be derived from both internal and environmental factors (Schultz & Schultz, 2005). When explaining the concept of needs, two very different approaches to psychology of motivation was present in the literature. According to Hull (1943), in order to understand the psychology of individuals, one needs to understand the individuals' physiological needs (e.g., food, water, sex) and their surroundings because those primary needs are what pushes individuals to take action and are necessary for organism to maintain their life. But this theory falls short when explaining the motivation behind individuals' spontaneous actions, curiosity, and tendency to explore.

While the first studies in this field focused on the needs as the conditions that are essential for the one to continue its being, later it was accepted the individuals also have needs that are related to their passions, goals and values. In attempt to draw

out the potential motivations behind such behaviors Murray (1938) emphasized the need at the psychological level rather than physiological by focusing on the acquired needs rather than the primary (innate) ones, but his definition was very broad.

There are different categorization approaches when accessing the needs in terms of the necessity level. Even though the literature mostly suggests that basic needs are directly related to one's physical health, the research have shown that unmet emotional needs can also lead to diseases and harm one's not only mental but also physical health (Baumeister & Leary, 1995).

Self Determination Theory is a theory that contrasts these two traditions of psychology and further specifies the concept by creating the theory on the basis of organismic-dialectical metatheory. Edward Deci initiated the studies on the self-determination theory in 1970s, then Richard Ryan have conducted further and more detailed studies on this subject. Deci and Ryan have become the creators and major representatives of SDT. They have argued that the decisions one make are not dependent on the external forces, but they are dependent on one's behavior (1985). By the exclusion of the external forces, they have argued that the choices of the individuals are determined by their own personal beliefs and values rather than the society norms and pressure.

Humans are active organisms who actively grow, create experiences and improve themselves. These efforts are not only for individuals to become content within but also for them to become a part of the social structure. SDT aims to focus on the creation of the internal resources of personality, the cognitive processes in social encounters, and emotional development. Self-Determination Theory emphasizes the importance of innate internal resources and social conditions that allow and support the development of one's psychological health, behavioral self-regulation and personality, these resources and conditions are called "Basic Psychological Needs" within the SDT. According to the self-determination theory tradition (Deci

& Ryan 1991, 2000), psychological needs are classified as call for autonomy (will-power and self-ownership), competence (qualification), and relatedness (connectedness and relevance with others). People that can achieve all three (autonomy, competence and relatedness) can obtain the “psychological nutriment” (Ryan, 1995) needed to flourish and improve. People aim to fulfill these needs in order to feel satisfied and content with themselves and environment. The unfulfillment of these needs can translate into some psychological issues and discomforts. Humans, by nature, tend to compare themselves with others and their environment. The theory supports that people with low need satisfaction tend to experience psychological discomfort especially when comparing themselves to others (i.e., FOMO). Hogan (2015) shared that FOMO, through dissatisfaction of psychological needs, can cause decreased satisfaction of life, increased detachment from surroundings, loneliness, jealousy and decreased focus and motivation.

In 1970s, the concept of intrinsic motivation has begun to be explored. Until then, the operant theory was maintaining its strong presence in empirical psychology. Intrinsically motivated activities are the ones that individuals find interesting (Lepper, Greene & Nisbett, 1973), result in feeling of efficacy and competence (White, 1959), and competent and self-determined (Deci, 1975). These activities are usually characterized by novelty (collective stimulus properties – Berlyne, 1975) and create a form of challenge (Danner & Lonky, 1981), but these properties do not provide the sufficient interest to keep the individuals engaged in those activities. In order to maintain the engagement and keep one interested, those activities need to deliver the need fulfillment nutriment. Hence, intrinsically motivated behaviors are freely engaged behaviors that attract interest from oneself and to the degree of the engagement can be explained as a function of the satisfaction degree of autonomy and competence needs.

### **2.2.1 Autonomy**

Deci (1975) suggested that the activities that are performed in result of intrinsic motivation are the ones that people do freely and spontaneously when they feel like

they have the freedom to follow their interests. The autonomous actions are conducted willingly and voluntarily without the presence of force and pressure (Deci & Ryan, 1985). The individuals who are described as autonomous are fully aware and acknowledged of their behaviors and stand by them. According to Gagne (2003), some external effects such as information, acceptance, and encouragement are very strong in creation of autonomy through providing confidence, they can, if understood as force and pressure, hinder the feeling of autonomy.

If there are extrinsic rewards associated with intrinsically motivated behaviors, then individuals tend to perceive that situation as they are being controlled by the rewards which results in less intrinsic motivation (Deci, 1975). Even though there were argumentative comments and studies regarding decreasing effect of extrinsic motivation in establishing the connection between intrinsic motivation and autonomy, further studies have supported that the need for autonomy is essential to intrinsic motivation. Those studies focused on more specific extrinsic events like threats (Deci & Cascio, 1972) and surveillance (Lepper & Greene, 1975). People's upbringing and their early social experiences can shape their causality approach which can influence them in terms of their attitude towards being autonomously self-regulated or being regulated/ controlled by people around them or their environment. (Gagne, 2003).

Autonomy is rooted on the belief that people feel empowered and satisfied when they have the option to choose, make a decision, in other words, when their actions are volitional (Deci & Ryan, 2008). The autonomy here is different than independence; the autonomy is the presence of the feeling of sense of choice not acting alone in particular. Deci and Ryan (2000) argue that the autonomy cannot be achieved independent from the environment, on the contrary, the autonomy calls for dependence in terms of intra-community practices and reasoning.

### 2.2.2 Competence

The concept of competence was first introduced by Albert Bandura (1986) as part of the cognitive behavior framework. Competence can be defined as one's ability and belief in self-efficacy to achieve or perform a certain act. Simply put, competence is the possession of enough power and ability to carry out a certain task.

The interaction one has with the environment is the source of need for competence. This need is developed as a result on one's encounters with the environment, learning, experience and investigations.

Since competence refers to one's disposition to develop skill, and ability. "Being able" promotes the pursuit of challenging experiences which transforms into psychological growth and satisfaction (Deci & Ryan, 2008). The fulfillment of the need for competence translates into more success and confidence when learning new things and going through new experiences (Ryan & Brown, 2003). Most people have a natural tendency to improve themselves, which means they actively search for ways to develop, become the better version of themselves and reach their true capacity and potential. (Deci & Ryan 2002; Harter 1983) Even though the need for competence is considered innate, the attainment requires help and support from the environment. Since challenging experiences create the perceived competence and individuals constantly take part in exchanges with their environment, their own competence perceptions rely heavily on their environment. (Reeve, 2014)

As part of the effort to identify components behind the development of intrinsic motivation, more experiments were conducted. In one experiment, it was seen that positive feedback increased intrinsic motivation when compared to no feedback (Boggiano & Ruble, 1979). And people who received negative feedback have experienced decrease in intrinsic motivation. (Deci & Cascio, 1972). White (1959), has suggested that experiences like getting a positive feedback can increase the

feeling of effectance thus increase intrinsic motivation. Following these experiments, Deci and Cascio (1972) linked intrinsic motivation to competence.

Additional studies claimed that positive feedback can affect the level of intrinsic motivation if only the feedback taker feels responsible for that specific task and delivering the competent performance (Fisher, 1978) or when the feedback is given in a way that does not hinder the individuals' autonomy (Ryan, 1982).

### **2.2.3 Relatedness**

Even though the studies and experiments have revealed that autonomy and competence are the most powerful influences on intrinsic motivation, relatedness have also considerable effect. The role of relatedness is more of a minor one, but still the presence of relatedness is not only important to create and increase intrinsic motivation but also the maintenance of it. The importance of relatedness can first be based on the attachment theory (Bowlby, 1979). During infancy, when infants are securely attached to the parent, their intrinsic motivation can be observed as observable behavior. Across individuals' life span, intrinsic motivation is assumed to flourish more in contexts where the individual feels a secure relatedness and attachment (Ryan & La Guardia, 2000).

People are social animals that have a need to interact and connect with each other. By definition, relatedness is used to describe the feeling of connection with others, having a sense of belongingness and to care for and being cared for by people around (Baumeister & Leary, 1995). If individuals feel like they care and are being cared by others, they are taking part in meaningful relationships, feel connected, and their intrinsic motivation increases and becomes more evident in their exploratory behavior. Focusing on the individuals' need for constant growth and development, the sense of security and confidence created by the feeling of relatedness and belongingness enhances the intrinsic motivation, increases satisfaction and improves psychological well-being. People tend to feel more confident, and their personal development becomes more robust if they feel cared

for and included. Baumeister and Leary argued that people need to take part in satisfying social interactions to avoid loneliness and mental distress. The motivation behind the conformity behavior can also be grounded on individuals' need to relate since in order to belong, individuals change their behaviors and attitudes to match the desired environment.

Even though, it is believed that relatedness is less essential in the creation of intrinsic motivation, its effect and crucialness in some cases and situations is undeniable and therefore relatedness is considered as one of the main components of establishment of intrinsic motivation and, through this establishment, increase the satisfaction basic psychological needs starting from infancy and in overall individuals' lifespan. This importance will remain as long as the individuals' need to connect, interact and establish relationships with others remain.

### **2.3 FOMO**

The term FOMO or the emphasis on one's negative feelings derived from missing out was not present in the literature until 2000s. This term, that is commonly talked about and studied on in recent years, was not a focus point of prior research until 2000. The first introduction and the definition was made by Dan Herman He introduced this notion in effort to possibly understand and explain the success of limited-edition brands and products. According to his studies, individuals were trying to purchase the goods of limited-edition brands to combat the perceived scarcity created by those brands; because once sold out, there is no second chance. He also argued that, in addition to the success of the scarce, individuals were experiencing discomfort in the presence of too many as well. By this, he stated that since the number of product or service alternatives in many markets have drastically increased, individuals are faced with the hardships of making a decision. Since it is not reasonable and possible for one to exhaust all options, a sense of fear and discomfort arises from the perception that one might be missing out on other and maybe more desirable alternatives. (Herman, 2000).

Still, there was still low interest on the topic after Herman's conceptual approach. The term FOMO stayed relatively unpopular until a research was conducted by Walter Thompson on adults in efforts to understand the FOMO effect on their actions, especially in their purchase intentions. The research showed that individuals experienced an uneasy feeling when they realize that people around them, especially their family, friends and acquaintances, were in possession of things that they were not. As an advertising agency, JWT used the findings of this research as a tool for brands to use. Especially in their communications, research supported that the brands could benefit from FOMO by identifying the things that the consumers are missing while others are utilizing; and offering the solution to overcome the feeling of missing out (JWT, 2012).

Having information and knowledge about one's environment were and still critical for survival from an evolutionary standpoint. Only the ones who can actively acknowledge their surroundings, be aware and adjust their behavior accordingly were able to survive throughout the history (Barkow, Cosmides & Tooby 1995). Now in 2000s, gaining knowledge and exchanging information is easier than ever, and due to increased internet usage and accessibility of information, the exchange is unavoidable. People are constantly aware of what's happening in their surroundings, what their peers are doing, which can also be defined as what they are missing out.

FOMO is defined as "a pervasive apprehension that others may be having rewarding experiences from which one is absent, FOMO is characterized by the desire to remain continually connected with what others are doing" (Przybylski, 2013, p.1841). Przybylski is the pioneering researcher on this topic. Following the Self-Determination Theory's emphasis on autonomy, competence and relatedness, Przybylski examined the connection between the psychological needs and the discomfort experienced by the feeling of absence. Deci and Ryan (1985) stated that the fulfillment of the psychological needs yielded to well-being while the unmet needs drastically diminished one's comfort. In Przybylski's research, he found out

that individuals whose needs are unmet experienced higher levels of FOMO. In addition to the psychological needs, individuals' social and emotional states are also effective on experiencing or avoiding FOMO.

FOMO can also be triggered if one is feeling that the others are in possession of more or something better than oneself. (Thompson, 2011). The most commonly used definitions of FOMO are listed in the Table 1, the table clearly displays that the main FOMO trigger is the individuals' comparison of themselves with others. The fear is not generated from the feeling that one is absent from very high quality or service, some product that would create a great amount of convenience in their lives but more so one is absent from benefiting from a service or a product that others have. These products or services can even be irrelevant to the consumer and it can be something they do not need or would not desire if came seen in a store, catalog or even an online add but the appeal is created and/or increased with the knowledge that other people are enjoying them (Hayran, Anik, Gurhan-Canli, 2020).

**Table 2.1 - Commonly used FOMO definitions**

<b>Author (year)</b>	<b>Definition</b>
JWT et al. (2012)	The uneasy and sometimes all-consuming feeling that you are missing out, that your peers are doing something, are in the know about, or in possession of more or something better than you.
Przybylski et al. (2013)	A phenomenon characterized by the desire to stay continually connected with what other are doing and a pervasive apprehension that others might be having rewarding experiences from which one is absent.
Riordan et al. (2015)	The uneasy and often all-consuming sense that others are having rewarding experiences from which one is absent
Salem (2015)	A kind of anxiety, a sense that you will be inadequate or left behind if you don't react
Herman (2019)	A fearful attitude towards the possibility of failing to exhaust all available opportunities and missing the joy associated with succeeding in doing so.

Majority of the studies have emphasized the effect of social media on FOMO, since the main point of FOMO was the comparison one had with others. Social media is the ultimate platform for people to showcase their possessions and experiences and it is very easy to access. Individuals are being bombarded with endless products and services others are purchasing, and if they are not in the possession of same or similar things, a discomfort and frustration arises. However, FOMO cannot be limited to social media usage or smartphone overuse (Elhai, 2016). FOMO is not only related to social media but also closely related to lower life satisfaction, feeling of isolation and loneliness, detachment from loved ones and environment, wrongful judgement of others, lack of focus, uncontrolled envy of other and even paranoia (Hogan, 2015).

While most of the studies were focusing on one's comparison of themselves with others Zhang, Jimenez and Cicala (2020) have approached FOMO from a different perspective. They argued that consumers do not only fear missing out on products and experiences others have and enjoy they also fear missing out on the products and experiences they have hope and desire for themselves. According to their conceptualization FOMO can be analyzed under two components: Social and Personal FOMO; these components are dependent on individual's self-concept, again Public and Private Self. Hayran, Anik and Canli (2020) argued that the concept is often generalized. In order for individuals to experience FOMO the experience should be perceived as favorable and desirable, the individuals should personally relate to those experiences and the experiences should be approved, liked and preferred by others. They stated that the context, self-relevance and popularity of alternatives should be the focus point when searching for the antecedents of FOMO.

FOMO can also hinder brand loyalty. Even if the consumers are satisfied with a product or an experience, they can still search and try out different alternatives next time individual faces a similar situation. The realization of other alternatives can

also create FOMO even during enjoyable experiences which can cause decreased and unfair valuation of the current activity (Hayran, Anik & Canli, 2020). In sum, comparison, but with others or one's own desires, is the source of FOMO.

On the other hand, the popularity and public desirability of one product or experience may not always create FOMO. Consumers' purchase decisions reasons can vary depending on the product/ service category or the circumstance as follows; improved social status, brand familiarity, hedonistic motivations, appreciation and being liked by others, popularity of the alternatives (Parsons, 2014). But of course, the consumers do not tend to conform to majority and popularity all the time; the purchase decision can also be shaped by the individual's desire to showcase uniqueness, effort communicate a certain identity, and desire to set them apart from the "common" (Cohen & Prinstein, 2006). Hence, the conditions that are expected to create FOMO can result in both conforming and divergent behaviors.

## **2.4 Conformity**

In the marketing literature conformity, persuasion and social influence have been used interchangeably. However, these terms have different meanings; conformity is a form of social effect/influence manifestation in which the influence is not defended or imposed (Allen, 1965), persuasion refers to the instances where one offers/defends a certain argument with the purpose of influencing (McGuire, 1968).

Allen (1965), classified conformity in two main groups; private acceptance and public compliance. Public compliance is the conformity behavior performed under the surveillance of referents (Festinger, 1953). Whereas private conformity focuses on personally acknowledged standards for satisfying and delivering one's values, expectations and beliefs. (Peterson, Rollins & Thomas, 1985). If an individual wants to gain acceptance to a certain group; public compliance and private acceptance will go hand in hand (Festinger, 1953; Allen, 1965). Kelman (1961) adds another layer in the social influence process which is internationalization,

meaning one can comply with group norms and social influence if they are in harmony with one's own beliefs and values.

People tend to conform to some groups in order to create a sense of belonging, there are different types of groups which individuals is or aspires to be a part of hence behaves accordingly. Consumer conformity can be defined as conformity to the norms of certain groups, sensitivity to group influence, and behavioral changes occurring, especially in consumption, according to reference groups (Bearden & Rose, 1990).

Since people are social animals, they feel secure when they feel like they belong to a certain group and gain acceptance which makes them more vulnerable to influences from others; this vulnerability makes is very easy for consumers to be influenced by people around them. Just as the consumers tend to comply with groups, they also seek product/brand acceptability and influence among the group they belong to or aspire to belong (Cheung & Prendergast, 2006). Since conformity can easily be stated as an "influenced by" situation; of course, the level of influence differentiates according to one's individual difference (Krech, Crutchfield & Ballachey, 1962) and also depending on the situation.

The factors effecting consumer conformity can be classified as personal characteristics, group characteristics, task/situation characteristics, and brand characteristics. Firstly, for personal characteristics, some examples could be, individuals with higher need for cognitive clarity tend to change the attitudes towards influenced direction (Kelman, 1961 & Kohler, 1959); individuals high in self-esteem and self-confidence are less likely to conform (Allen, 1965); highly assertive individuals are more likely to conform when compared to the ones that are low in assertiveness (Williams, 1984); out of all ages, adolescents are most likely to seek conformity (Claesen, Brown, and Eicher, 1986).

Group characteristics play very important role as well; the influence power of the group is higher when the group is perceived as attractive (Kelman, 1961); Rosenberg (1961) examined that the group size has a very important and tricky influence on conformity meaning small group size can led to low influence power but at the same time big group size can decrease the importance of the influence; the groups with clearer goals will be more attractive to the individuals (Berg & Bass, 1961).

The task/situation characteristics also have significant influence on individuals' conformity behavior. Festinger (1954) argued that the associated reward and punishment play a very important, in this instance the reward can be perceived group acceptance and the punishment can be exclusion. Pincus and Waters (1977) argued that if the influence groups' evaluations are more uniform the individuals tend to conform more.

Examining these literatures, even though the conformity seeking behavior can depend on the individuals' characteristics, group characteristics and the situation; people seek conformity to achieve the sense of belonging and comfort and they fear from being separated which can be explained by the FOMO concept, which is described as the feeling left out, alienated, and not being in touch with the social experiences (Kang, Cui & Son, 2019).

## **2.5 Conspicuous Consumption**

Understanding the motives and outcomes of conspicuous consumption is very important because it is one of the creating and maintaining forces of consumer society (McCracken, 1987). Veblen (1899), conceived consumption as not only consumers' attempt to satisfy physical needs but also the spiritual and intellectual needs. He introduced the term conspicuous consumption to the literature in his book *The Theory of the Leisure Class*. The book focused on the characteristics and behaviors of the new rich that was created by the second industrial revolution.

The understanding of conspicuous consumption evolved throughout the history, initially the efforts of upper-class individuals to achieve and display a higher social power and prestige; showcasing their wealth was the main conspicuous consumption behavior. As the 20<sup>th</sup> century approached, the living standards of many society went through a drastic change and improvement, the emergence of middle class completely changed the game. In efforts to increase their status, households used their wealth through purchases of goods and services that delivered little to no practical value, but these products were a symbol of richness. He approached conspicuous consumption as a function of social class-based consumerism. According to his definitions, conspicuous consumption has its roots on the labor classes that was first created in the feudal era that still traces up to modern day. The classes were not defined as the king, nobles and peasants anymore, but the distinct division between the working class and higher classes still visible (Veblen 1912, Mason 1981).

These approaches to conspicuous consumption have drew out a strict line on the consumers that performed it; conspicuous consumption was only linked to the rich. However, this limitation is not valid; research showed that conspicuous consumption behavior can also be performed by the low classes. Since poorness and low purchasing power is understood and communicated as something to be ashamed of within the beliefs of the society, low class individuals tend to try to change others' perceptions about themselves and, in order to do so, perform conspicuous consumption (Postrel, 2008). More recent economic research even propose that the conspicuous consumption is often avoided by the "rich" and it is more common in individuals with lower incomes (Scheetz, 2004).

Postrel (2008) added that one of the most important consumption motivations for a customer is to conform, live in harmony with surroundings and not to be excluded; hence conspicuous consumption should be considered as a way increasing prestige, communicating a certain image and public display of wealth.

It is a very important and effective motivation on people's purchasing behaviors and it drastically shapes the consumers' decision-making processes. The consumer decision making model includes four sub-processes; need and attitude formation, information search and evaluation, the purchase decision, and post purchase evaluation. The model was mostly built on the assumption that goods and services were purchased for their utility, the utility desired is not always practical utility of the purchases but also the image and the message they are communicating. Even though many products may appear to be purchased for their value in use, for some individuals or for some product types, the products/services are strictly purchased to display a certain image, purchasing power, and status. For a conspicuous consumer, rather than the direct utility derived from the purchased good/service, the reaction received from other people is what creates the satisfaction. (Nicosia, 1966; Tuck, 1976).

The potential influence of reference groups and social aspiration levels on the purchase of, especially for the visible products, gained importance in the literature (Jones, Shaw & McClean, 2011). The social attributes are also important variables for when linking consumers to some products. For the Nicosia model, attitude and motivation were the key elements in decision making, later, Engel-Kollat-Blackwell Model (1968) introduced a broader approach to decision making process and included perception and personality to Nicosia model. The revision made on the model introduced conspicuous consumption in a limited format as social class effect on decision process, and the model was further detailed toward the explanation of conspicuous consumption.

The introduction of social class and status-inspired consumption solely was not enough of a criterion; effort to display a taste was introduced into the model. The main limitation of this model was the specification of the consumer class that usually performed conspicuous consumption which were identified as lower-upper-class consumption behavior (Jones, Shaw & McClean, 2011).

Since conspicuous consumption is a concept revolving around a desire to display, it requires a presence of an audience (O’Cass & McEven, 2004), this is where conspicuous consumption concept separates from concept of status consumption. Consumption of status focuses on the possession of that emphasizes a certain social status while conspicuous consumption is not only performed for emphasizing public image but also for self-gratification since some people simply buy luxury products because of their personal tastes.

Conspicuous consumption concept includes some related dimensions on behavior which is used to understanding the generation of conspicuousness. Ostentation and signaling (Amaldoss & Jain, 2005) is the dimension that focuses on the emphasis on the price of the product. The price paid is the determinant of the status and the main wealth symboling tool. Uniqueness (Corneo & Jeanne, 1997) is achieved, in this context, through ownership of rare and exclusive products, because exclusivity is closely associated with high social class. Lastly, Conformity (Miller, McIntyre & Jain, 2005) is, as mentioned previously in the study, is the effort to be associated with a certain group with usage of certain products that carry a value in the group.

When one conveys his/her unique self through consumption and public display of branded products, they create self-expression. Showcasing the taste and preferences is an important act of self-expression (Mann & Sahni, 2015). Individuals’ tendency to conform to the referent group and follow social influence creates brand consciousness (Leigh & Gabel, 1992). Through this consciousness, brands are seen a tool to create personal identity, display of accomplishment, and determine the consumers’ image on others (O’Cass & McEven, 2004).

## **Proposed Model & Hypotheses**

### **3.1 Hypotheses**

#### **3.1.1 Personality Traits and FOMO**

Even though there are different approaches to personality as mentioned in the literature review section, psychologists and researchers all agree that personality can be defined as the patterns of thoughts, emotions and actions that sets individuals apart and creates the unique self. It is the mixture of characteristics and qualities of individuals. (Corr & Matthews, 2009; Sadock, Sadock & Ruiz, 2017; Eysenck, 1967).

Costa and McCrae (1985) found out that the distinctive personality features can be analyzed under five main categories: openness, conscientiousness, extraversion, agreeableness, and neuroticism. These personality traits are commonly used in studies that focus on human psychology. Since personality studies aim to understand individuals' responses, reactions and behaviors; any phenomenon that is seen to be experienced by individuals in different amounts and frequencies bring the personality to the play (Allport, 1961).

When understanding the individual differences in experiencing FOMO, personality traits are used as an antecedent in different studies (Rozgonjuk, Sindermann, Elhai, & Montag, 2020; Stead & Bibby, 2017). Previous studies have aimed to examine if FOMO can even be explained as a manifestation of certain personality traits (Milyavskaya, Saffran, Hope & Koestner, 2018).

**H1:** Personality traits has an effect on development of FOMO

### ***3.1.1.1 Extraversion and FOMO***

Extroverted individuals mostly spending time with other individuals. They are more connected to others than the introverts. The extroverts tend to start the conversations, are keen on meeting new people, and usually have a wide circle of friends and acquaintances (Friedman & Schustack, 2016).

The higher the feeling of connectedness one experience the lower the FOMO levels. They thrive on being connected to other people hence they rarely feel alienated and left out. (Lounsbury, Sundstrom, Loveland and Gibson, 2003).

**H1a:** Extraversion has a negative effect on FOMO

### ***3.1.1.2 Openness and FOMO***

Openness can be described as an individual being comfortable in social relations and contexts, it is the openness to outside world (Lounsbury, Sundstrom, Loveland and Gibson, 2003). In studies, it was concluded that people who scored high in openness are more willing to experience and try new things (Devaraj, Easley and Crant, 2008). Correa (2010) found that openness was positively related to social media usage. Stead and Bibby, (2017) found out that openness was a significant negative predictor for emotional well-being.

Following these definitions, since people who score high in openness are the ones who enjoy trying new things and is not a fan of routines and repetition, they can experience FOMO more than the ones who score low in openness. People who score low in openness wouldn't mind missing out on the latest trends as since they usually are content with what they have and not prone to change anyway (Devaraj, Easley and Crant, 2008).

**H1b:** Openness has a positive effect on FOMO

### ***3.1.1.3 Neuroticism and FOMO***

Studies define people who are high on neuroticism is usually anxious, depressed and vulnerable (Jeronimus, Riese, Sanderman & Ormel, 2014). Neuroticism has shown to promote social media use (Tang, Chen, Yang, Chung & Lee, 2016) and internet addiction (Andreassen, 2013).

Vulnerable and anxious people tend to experience psychological discomforts in a more heightened way (Hashemi and Yusefi, 2015). Since FOMO as well is a psychological discomfort, people who are score high in neuroticism are more prone to experiencing anxiety from being left out. On the other hand, people with higher emotional and psychological stability would handle these kinds of anxieties smoother hence fight the development of FOMO. (Balta, Emirtekin & Kircaburun, 2020).

Previous studies focusing on the link between personality traits and FOMO have identified neuroticism as a predictor of FOMO (Blackwell, Leaman, Tramposch, Osborn & Liss, 2017).

**H1c:** Neuroticism has a positive effect on FOMO

### ***3.1.1.4 Agreeableness and FOMO***

Individuals that score high in agreeableness usually value getting along and living in harmony with others, these individuals are polite, considerate, helpful, friendly and understanding (Hashemi and Yusefi, 2015). According to Barrick and Mount's studies (1991) individuals in this category more easily get along with others and are easier to communicate with. These traits help individuals to be a part of different groups, establish successful relationship hence promote the feeling of connectedness which would protect the individuals from experiencing FOMO.

Sholihat, Abdul Rahman, Sudirman & Azizah (2020) have studied the link between agreeableness and FOMO while also focusing on the self-esteem of the individuals. The study showed that there is a relationship between agreeableness and FOMO. In

another study conducted by Rozgonjuk, Sindermann, Elhai, & Montag (2020) agreeableness have shown to be negatively correlated with FOMO:

**H1d:** Agreeableness has a negative effect on FOMO

### **3.1.1.5 Conscientiousness and FOMO**

According to Chamorro and Premuzic (2007) the main features of conscientious people as competence, dependability, productivity and high awareness. People who score high in conscientiousness are good at self-regulation.

Since they are more aware and systematic, and they are able to control themselves better than the individuals who score low, they would experience FOMO less because most of the time they feel like they are already on top of everything. Rozgonjuk, Sindermann, Elhai, & Montag (2020) found negative correlation between FOMO and conscientiousness.

**H1e:** Conscientiousness has a negative effect on FOMO

### **3.1.2 Psychological Needs and FOMO**

Basic Psychological Needs have been associated with FOMO in many previous studies. People aim to fulfill these needs in order to feel satisfied and content with themselves and environment. The unfulfillment of these needs can translate into some psychological issues and discomforts. The theories support that people with low need satisfaction tend to experience psychological discomfort especially when comparing themselves with others (i.e., FOMO) (Ryan & Deci, 2000, Przybylski, 2013, Van Lange, 2012).

Hogan (2015) shared that FOMO, through dissatisfaction of psychological needs, can cause decreased satisfaction of life, increased detachment from surroundings, loneliness, jealousy and decreased focus and motivation. Satisfaction of these BPNs

can enhance the individual well-being and reduce the feeling of misfit (Van Lange, 2012). The satisfaction of the needs is strongly linked to proactive self-regulation (Przybylski, 2013). Thus, in Przybylski's research (2013), he further concluded that individuals whose needs are unmet experienced higher levels of FOMO. Further studies also tried to investigate satisfaction of BPN as a protective factor for fear of missing out (Xie, Wang, Wang, Zhao & Lei, 2018).

**H2:** Basic Psychological Needs has an effect on FOMO

### ***3.1.2.1 Autonomy and FOMO***

Deci (1975) suggested that the activities that are performed in result of intrinsic motivation are the ones that people do freely and spontaneously when they feel like they have the freedom to follow their interests. The autonomous actions are conducted willingly and voluntarily without the presence of force and pressure (Deci & Ryan, 1985). Since people who satisfy the need for being autonomous do not behave in accordance with the effects of others, they are less like to experience a discomfort that is created by being separated from the others.

Autonomous people feel satisfied with themselves as long as their actions are not controlled by others and their perceptions. Satisfaction of the need for autonomy appears to be protective against relative deprivation (Xie, Wang, Wang, Zhao & Lei, 2018).

**H2a:** Autonomy has a negative effect on FOMO

### ***3.1.2.2 Competence and FOMO***

Competence can be defined as one's ability and belief in self-efficacy to achieve or perform a certain act (Albert Bandura, 1986). If an individual feels competent as she/he is, they tend feel less motivated to follow others and feel like they are missing out on anything.

According to the intrinsic motivation theory, the need for competence can lead to the efforts to be satisfied through social media usage and imitating others. (Przybylski, Weinstein, Ryan, & Rigby, 2009; Reinecke, Vorderer, & Knop, 2014). As the individual's perceived competence decreases, their addiction to social media increases (Tunc-Aksan & Akbay, 2019). Thus, satisfaction of the need for competence shown to be a protective factor against FOMO (Xie, Wang, Wang, Zhao & Lei, 2018).

**H2b:** Competence has a negative effect on FOMO

### ***3.1.2.3 Relatedness and FOMO***

By definition, relatedness is used to describe the feeling of connection with others, having a sense of belongingness and to care for and being cared for by people around (Baumeister & Leary, 1995). And FOMO is highly associated with the feeling of being discriminated and left out. These the concepts are the complete opposites even by their definitions (Przybylski, 2013). Previous studies concluded that people with dissatisfaction of relatedness need develop a more prominent desire for belonging, which is positively correlated with fear of missing out (Beyens, 2016; Lai, 2016)

**H2c:** Relatedness has a negative effect on FOMO

### **3.1.3 FOMO and Conformity**

Consumer conformity can be defined as conformity to the norms of certain groups, sensitivity to group influence, and behavioral changes occurring, especially in consumption, according to reference groups (Bearden & Rose, 1990). People seek conformity to achieve the sense of belonging and comfort and they fear from being separated which can be explained by the FOMO concept, which is described as the feeling left out, alienated, and not being in touch with the social experiences. Since

FOMO arises from the feeling of being left out, in order to combat that feeling, individuals can behave in a way that would conform to others.

Consumers may follow the purchases made by their social connections to keep up with what others have achieved through the product. Previous studies have focused on how social connections and interactions can be source of individuals' behaviors (Bao & Mandrik, 2004).

According to Aral and Walker (2017), social connections can increase the popularity of certain goods and services. Thus, social interactions and anxiety of being left out can result in conformity behavior. (Ranaweera & Jayawardhena, 2014; Aral & Walker, 2017; Stanovich, 2015)

**H3:** FOMO has a positive effect on conformity behavior.

#### **3.1.4 Conformity and Conspicuous Consumption**

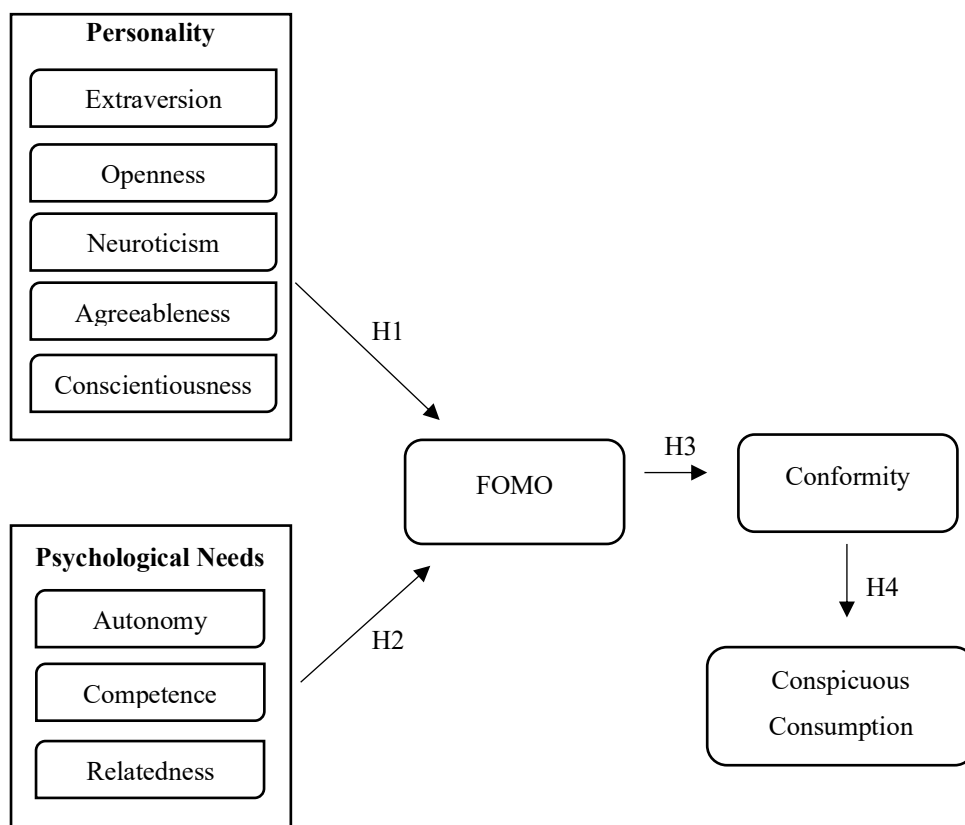
Previous studies have identified a positive relationship between conformity and conspicuous consumption. In some situations, individuals' efforts to conform do not satisfy them until they are certain that the group that they want to conform to is also aware. In order to create that awareness, individuals perform purchase behaviors to communicate their conformance to the aspired group or status (Bao & Mandrik, 2004). Consumers who are prestige sensitive purchase certain brands, products and services not because of the attributes of those products/services but to affect the perception of relevant others' and communicate their social economic status (Bao & Mandrik, 2004).

The bandwagon effect in consumption is the situations where the demand increases/occurs because others are demanding that product/services as well. Most of the time, the intrinsic value derived from owning those products or experiencing such services is not enough for individuals to feel satisfied, they also want others to see that they are also in the swim of things. (Kang & Ma, 2020).

**H4:** Conformity behavior has a positive effect on conspicuous consumption.

In order to understand the effect of psychological needs and personality traits on FOMO, the effect on FOMO on conformity and the effect of conformity on conspicuous consumption the proposed model presented in Figure 3.1. was created.

*Figure 3.1 - Proposed Research Model*



## **Research Design and Methodology**

The main purpose of this research is to identify the chain effect between personality, psychological needs, FOMO, conformity and conspicuous consumption. The aim is to understand the effect of personality traits and psychological need on development of Fear of Missing Out (FOMO). Then, the effect of FOMO on conformity behavior and the effect of conformity behavior on conspicuous consumption.

### **4.1 Data Collection & Scales**

When conducting a research in social sciences through a sample; representativity, sampling technique, and size is very important for the reliability of the results. The sample chosen should be able to accurately reflect the approaches of the population, meaning the sample should be able successfully represent the population. The size of the sample is the main tool for ensuring representativity. Bigger the sample size is, it is more likely to capture more accurate data and information which improves the statistical power of the analyses that further will be conducted. (Goodhue, et al., 2006).

Online survey method through Google Forms was used for information and data collection. The survey was distributed to Turkish/ Turkish-speaking people without any age, education and occupation limitation. In total, 435 respondents completed the online survey. The survey responses were anonymous.

The questionnaire was prepared in two main parts. The first part of the questionnaire included questions about gender, age, education, occupation and monthly income. This part was designed to identify the demographical characteristics of the respondents.

In the second part of the survey, scales for personality traits, psychological needs, FOMO, conformity and conspicuous consumption were used. There are 67 questions in the questionnaire and the responses, except the demographic questions, were measured with a 5-point Likert scale. (1 = Strongly disagree, 2 = Disagree, 3 = Neither Agree Neither Disagree, 4 = Agree, 5 = Strongly Agree). When filling out the survey, all questions were required, and the answers for each question were limited to one in order to ensure all questions were answered and respondents could not select more than one answer for any of the questions. The response time of the survey was approximately 8-10 minutes.

#### **4.1.1 Personality Traits Scale**

The Big Five Inventory (BFI) initially created by John, Donahue, & Kentle in 1991 as an extremely short instrument. They created 44 short-phrase items, which would take around 5 minutes to answer, that were argued to be sufficient to measure the Big Five dimensions of personality.

Later, other scales have been constructed to measure five traits of personality. Big five personality traits scale that is used as a main scale for this research was initially developed by Rammstedt and John (2007), the original scale consisted of 10 items. This scale was adapted to Turkish culture in 2017 by Horzum, Ayas and Padir. The Turkish adapted scale also consists of 10 items, and for every factor (Openness, agreeableness, neuroticism, extraversion and conscientiousness) there are two items.

#### **4.1.2 Basic Psychological Need Satisfaction and Frustration Scale (BPNSFS)**

BPNSFS developed by Chen, Vansteenkiste (2015) includes 24 items that account for a multidimensional structure of BPN, as described in Self Determination Theory (SDT) of Deci and Ryan.

This scale includes straightforward and reverse coded items to analyze the satisfaction and frustration of needs of the three basic psychological needs (autonomy relatedness and competence). For each factor there are 8 items in the scale.

#### **4.1.3 FOMO Scale**

Przybylski et al. (2013) items were translated and measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). All ten items were included in the survey to create an overall FOMO score. People indicate how true each of the statements is based on their everyday experience.

#### **4.1.4 Conformity Scale**

The Conformity Scale was developed by Mehrabian and Stefl (1995) as part of a study of the interconnection among loneliness, shyness, and conformity.

The used Conformity Scale was developed to explore conformity within the PAD Temperament Model. The characteristics of conforming people include mimicking others, following groups and/or trends, depending on others' recommendations and guidance, or being easily influenced. The items were developed according to these characteristics and a total of 11 items were included in the scale. 4 of the items used were reverse coded.

#### **4.1.5 Conspicuous Consumption Scale**

Conspicuous Consumption Orientation Scale (CCO Scale) that was developed by Chaudhuri, Majumdar, & Ghoshal (2011) was used when measuring the conspicuous consumption tendencies of the respondents. The initial CCO Scale consisted 60 items in total. Through factor reliability analysis the CCO Scale was reduced to 11 items in 2011. The final 11-item version was used for this research.

## 4.2 Data Analysis Method

Following the collection of survey responses from online questionnaires, IBM's SPSS program version 27 was used to process and analyze the collected data. First of all, raw data was directly transferred to SPSS, prepared for analysis. Then the validity and reliability of each dimension was measured through factor analysis and reliability tests in order to conduct a valid research. Analysis of the data was carried out by Independent-Samples t-test, One-Way Analysis of Variance (ANOVA), Regression, and Pearson's Correlational Analysis.

## Data Analysis & Results

### 5.1 Demographic Profile

The descriptive statistics that are used for this questionnaire were gender, age, education level, occupation and net monthly income.

*Table 5.1 - Demographic Profile of the Survey Respondents*

Characteristic	Frequency	Sample
Gender		
Female	224	51.6%
Male	210	48.4%

Age		
18-25	176	40.6%
26-35	146	33.6%
36-49	61	14.1%
50-65	47	10.8%
65 and above	4	0.9%
Education		
High school	28	6.5%
Bachelor's	350	80.6%
Master's or PhD	56	12.9%
Occupation		
Unemployed	15	3.5%
Retired	24	5.5%
Housewife	5	1.2%
Self-Employed	66	15.2%
Private/Public Sector	207	47.7%
Student	117	27.0%
Net Monthly Income		
3.000 ₺ and lower	128	29.5%
3.000 ₺ - 5.999 ₺	117	27.0%
6.000 ₺-8.999 ₺	96	22.1%
9.000 ₺-11.999 ₺	32	7.4%
12.000 ₺ and above	61	14.1%

Out of the 434 respondents 51.6% of them are females and 48.4% of them are males. The age distribution of the participants is as follows; 40.6% between the ages of 18 and 25, 33.6% between the ages of 26 and 49, 14.1% between the ages of 36 and 49, 10.8% between the ages of 50 and 65, and finally 0.9% of the participants 65 and older.

Education level of the respondents vary from high school to doctorate degree where, 6.5% were high school graduates, 80.6% holds bachelor's degree, 12.9% hold master's and/or doctorate degree. Majority of the respondents are university graduates. None of the respondents hold degrees lower than high school.

The last question regarding the demographical information on the respondents was about their monthly income. They were asked to select the appropriate range for their net income per month. 29.5% of the respondents earn less than 3.000₺, 27% between 3.000-5.999 ₺, 22.1% between 6.000-8.999₺, 7.4% between 9.000-11.999₺ and 14.1% earns 12.000₺ and more.

## **5.2 Factor Analysis and Reliability**

In order to check construct validity and reliability of the scales exploratory factor analysis and reliability analysis were applied (Kim & Mueller, 1978; Bolarinwa, 2015).

### **5.2.1 Factor and Reliability Analysis of Personality**

Kaiser-Meyer-Olkin test of sampling adequacy was .531 which is slightly above the suggested lower limit when analyzing the suitability of the data according in respect to the KMO results (Hair et al. 2010).

The results (KMO=0.531, Bartlett test = 822.149, df=6,  $p < 0.001$ ) were adequate. When the Anti-image correlations were analyzed, the scores of three items were below 0.5. Two items removed were the items of neuroticism and the third item that was removed due to the anti-image correlation score was Agreeableness2, with this item removed the other item for the agreeableness factor had to be removed as well since single item under a factor is not suitable for a reliable factor analysis.

Following these measurements, component analysis and varimax rotation was performed.

When reliability test was performed, Cronbach's alpha coefficients for the constructs displayed in Table 5.2.1. were determined as 0.919 and 0.783, respectively.

As the result, factor analysis of Turkish adapted 10-item 5-factor personality scale showed two dimensions, and its total variance explained is 87.801% according to the survey responses of the sample. The reliable factors and items are presented in the Table 5.2.1. below.

**Table 5.2 -Factor and Reliability Analysis of Personality**

Factor Name	Items	Factor loadings	Cronbach Alpha	Variance explained
Extraversion	Extraversion1	.953	.919	%46.660
	Extraversion2Rev	.959		
Openness	Openness1	.885	.783	%41.141
	Openness2Rev	.917		
Total				%87.801
Kaiser Meyer Olkin Measure of Sampling Adequacy				.531
Bartlett's Test of Sphericity			Approx. Chi-Square	822.149
			df.	6
			Sig.	< .001

### 5.2.2 Factor and Reliability Analysis of Psychological Needs

Kaiser-Meyer-Olkin test of sampling adequacy was .922. The results (KMO=0.922, Bartlett test =5299.691, df=153, p=0.000) were adequate. When the Anti-image correlations were analyzed, the scores of all items were above 0.5, all items were used in the factor analysis.

Following these measurements, component analysis and varimax rotation was performed. One item from Autonomy and four items from Relatedness were removed when their factor loadings were examined.

When reliability test was performed, Cronbach's alpha coefficients for the constructs displayed in Table 5.3. were determined as 0.940, 0.883 and .829, which indicate that all scales have good internal consistency.

All three dimensions of Basic Psychological Needs scored reliable, and the total variance explained is 68.043%. The remaining factors and items are presented in the Table 5.3. below.

**Table 5.3- Factor and Reliability Analysis of Personality**

Factor Name	Items	Factor loadings	Cronbach Alpha	Variance Explained
Competence	CMPT1	.795	.940	%31.410
	CMPT2	.808		
	CMPT3	.765		
	CMPT4	.872		
	CMPT5_REV	.838		
	CMPT6_REV	.793		

	CMPT7_REV	.811		
	CMPT8_REV	.762		
Autonomy	AUT2_REV	.699	.883	%21.343
	AUT3	.621		
	AUT4	.731		
	AUT5_REV	.851		
	AUT6_REV	.829		
	AUT7_REV	.791		
Relatedness	RLT1	.797	.829	%15.290
	RLT2	.830		
	RLT3	.846		
	RLT4	.724		
Total				%68.043
Kaiser Meyer Olkin Measure of Sampling Adequacy				.922
Bartlett's Test of Sphericity		Approx. Chi-Square	5299.691	
		df.	153	
		Sig.	.000	

### 5.2.3 Factor and Reliability Analysis of FOMO

Kaiser-Meyer-Olkin test of sampling adequacy for the factor analysis is .749. The results (KMO=0.749, Bartlett test =1237.790, df=6,  $p < 0.001$ ) were adequate. When the Anti-image correlations were analyzed, the scores of all items were above 0.5, all items were used in the factor analysis.

Following these measurements, component analysis and varimax rotation was performed. Five items were removed when their factor loadings were examined. When reliability test was performed, FOMO6 item was also removed because the Cronbach's alpha coefficient yielded to a higher score when this item was deleted.

Reliability analysis of the scale showed that the scale has good internal consistency with Cronbach's  $\alpha = .749$ . The total variance explained is 76.965% according to the survey responses of the sample. The reliable factors and items are presented in the Table 5.4. below.

**Table 5.4-Factor and Reliability Analysis of FOMO**

Items	Factor loadings	Cronbach Alpha	Variance explained
FOMO1	.892	.898	%76.965
FOMO2	.891		
FOMO3	.904		
FOMO4	.813		
Total			%76.965
Kaiser Meyer Olkin Measure of Sampling Adequacy			.749
Bartlett's Test of Sphericity	Approx. Chi-Square	1237.790	
	df.	6	
	Sig.	< .001	

#### 5.2.4 Factor and Reliability Analysis of Conformity

Kaiser-Meyer-Olkin test of sampling adequacy for the factor analysis is .818. The results (KMO=0.818, Bartlett test =674.761, df=21, p=<0.001) were adequate.

When the Anti-image correlations were analyzed, the scores of all items were above 0.5, all items were used in the factor analysis. Following these measurements, component analysis and varimax rotation was performed. During the factor analysis 4 items were removed. The factor analysis showed that the conformity can be analyzed in single dimension.

Reliability analysis of the scale showed that the scale has good internal consistency with Cronbach's  $\alpha = .777$ . The total variance explained is 43.297% according to the survey responses of the sample. The reliable factors and items are presented in the Table 5.5. below.

**Table 5.5-Factor and Reliability Analysis of Conformity**

Items	Factor loadings	Cronbach Alpha	Variance explained
Conformity1	.639	.777	%43.297
Conformity3	.657		
Conformity4	.592		
Conformity5	.740		
Conformity6	.708		
Conformity7Rev	.584		
Conformity8	.671		
Total			

Kaiser Meyer Olkin Measure of Sampling Adequacy		.818
Bartlett's Test of Sphericity	Approx. Chi-Square	674.761
	df.	21
	Sig.	< .001

### 5.2.5 Factor and Reliability Analysis of Conspicuous Consumption

Kaiser-Meyer-Olkin test of sampling adequacy for the factor analysis is .818. The results (KMO=0.739, Bartlett test =674.761, df=21, p=<0.001) were adequate.

When the Anti-image correlations were analyzed, the scores of all items were above 0.5, all items were used in the factor analysis. Component analysis and varimax rotation was performed.

When reliability test was performed, Cronbach's alpha coefficients for the constructs displayed in Table 5.6. were determined as 0.849 and .768 respectively, which indicate that factors have good internal consistency. The total variance explained is 74.013% according to the survey responses of the sample. The reliable factors and items are presented in the Table 5.6. below.

**Table 5.6-Factor and Reliability Analysis of Conspicuous Consumption**

Items	Factor loadings	Cronbach Alpha	Variance explained
Conspicuous6	.821	.849	%45.284
Conspicuous8	.853		
Conspicuous11	.828		

Conspicuous12	.780		
Conspicuous1	.885	.768	%28.729
Conspicuous2	.894		
Total			%74.013
Kaiser Meyer Olkin Measure of Sampling Adequacy			.739
Bartlett's Test of Sphericity	Approx. Chi-Square	1047.054	
	df.	15	
	Sig.	< .001	

### 5.3 Correlation Analysis

Correlation analysis shows the relationship between two variables. According to the literature, between constructs, the correlation shouldn't exceed 0.85 when there is a discriminant validity at the constructs (Kline, 2005). But Hair et al. (2010) accepted the values that are higher than .85 when analyzing correlations if they can be supported by other analyses. According to the correlation analysis results, r value is usually wanted to be higher than 0,70. For the r values that that are 0.70 and above, it can be safely said that there is a valuable correlation between those constructs.

The Pearson correlation results of the constructs are shown in the Table 5.7.



## 5.4 Regression Analysis

To observe the effects of the independent variables on dependent variables, regression analyses were conducted. So as to find the relationship between the constructs given in research model and to test the hypotheses previously proposed, stepwise Linear Regression Analyses were performed.

### 5.4.1 Regression Analysis for Personality and FOMO

FOMO as the dependent variable and personality as the independent variable, a linear regression analysis was performed and VIF and tolerance values were calculated.

In the theory, five personality traits are extraversion, conscientiousness, neuroticism, openness and agreeableness. During the factor analysis conscientiousness, neuroticism and agreeableness were removed. As reflected in Table 5.8., regression analysis showed there is a relationship between extraversion and FOMO. The relationship between openness and FOMO was not significant, therefore that dimension is removed from the below tables. The overall explanatory power of model is 6.9% ( $R=0.263$ ;  $R^2=.069$   $F=32.092$ ,  $p < 0.001$ ).

Since the Coefficient of determination is .069, in our model, 6.9% of FOMO is explained by extraversion dimension of personality.

**Table 5.8 -Multiple Linear Regression Analysis for Personality and FOMO**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
(Constant)	.263 <sup>a</sup>	.069	.067	.939

a. Predictors: (Constant), Extraversion

**Table 5.9 - Regression Analysis - ANOVA Results of Personality and FOMO**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	28.306	1	28.306	32.092	< .001 <sup>b</sup>
Residual	381.033	432	.882		
Total	409.339	433			

b. Predictors: (Constant), Extraversion

According to Table 5.9., only Extraversion has a statistically significant effect on FOMO construct ( $\beta = -.257$ ,  $p = 0.000$ ). There is a negative moderate relationship between Extraversion and FOMO.

After the factor analysis, two reliable for further analysis factors were extraversion and openness. Since stepwise linear regression analysis was performed, openness construct in the model has shown to have no effect since the significance scores were above .005; therefore, removed from the tables.

**Table 5.10 - Regression Analysis - Coefficients of Personality and FOMO**

Model	Unstandardized Coefficient B	Standardized Coefficient Beta	t	Sig.	VIF
(Constant)	3.176	.212	14.410	<.001	
Extraversion	-.224	-.257	-5.406	<.001	1.000

#### 5.4.2 Regression Analysis for Psychological Needs and FOMO

FOMO as the dependent variable and psychological needs as the independent variable, a linear regression analysis was performed and VIF and tolerance values were calculated. As presented in Table 5.11., regression analysis showed there is relationship between Competence, Relatedness, Autonomy and FOMO. The overall explanatory power of model is 25.5% ( $R=.505$ ;  $R^2=.255$   $F=49.012$ ,  $p < 0.001$ ).

*Table 5.11- Multiple Linear Regression Analysis for Psychological Needs and FOMO*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.452 <sup>a</sup>	.204	.202	.868
2	.488 <sup>ba</sup>	.238	.235	.850
3	.505 <sup>c</sup>	.255	.250	.842

a. Predictors: (Constant), Competence

b. Predictors: (Constant), Competence, Relatedness

c. Predictors: (Constant), Competence, Relatedness, Autonomy

**Table 5.12 -Regression Analysis - ANOVA Results of Psychological Needs and FOMO**

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	83.624	1	83.624	110.912	< .001 <sup>b</sup>
Residual	325.715	432	.754		
Total	409.339	433			
Regression	97.611	2	48.805	67.479	< .001 <sup>c</sup>
Residual	311.728	431	.732		
Total	409.339	433			
Regression	104.305	3	34.768	49.012	< .001 <sup>d</sup>
Residual	305.034	430	.709		
Total	409.339	433			

*b. Predictors: (Constant), Competence*

*c. Predictors: (Constant), Competence, Relatedness*

*d. Predictors: (Constant), Competence, Relatedness, Autonomy*

According to the standardized regression coefficients, the relative importance order of the predictive variables on the FOMO is Competence ( $\beta$ : -.294), Relatedness ( $\beta$ : -.190) and Autonomy ( $\beta$ : -.153).

When the significance level of the parameters in the model was examined, it was seen that all three dimensions of Basic Psychological Needs - Competence, Relatedness and Autonomy- had a significant negative effect on FOMO.

**Table 5.13 -Regression Analysis - Coefficients of Psychological Needs and FOMO**

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
(Constant)	4.720	.212		20.394	<.001	
Competence	-.590	.041	-.452	-10.531	<.001	1.000
(Constant)	5.847	.342		17.091	<.001	
Competence	-.486	.060	-.372	-8.114	<.001	1.188
Relatedness	-.357	.081	-.201	-4.398	<.001	1.188
(Constant)	6.050	.345		17.526	<.001	
Competence	-.384	.068	-.294	-5.653	<.001	1.559
Relatedness	-.337	.081	-.190	-4.167	<.001	1.197
Autonomy	-.196	.064	-.153	-3.072	.002	1.424

### 5.4.3 Regression Analysis for FOMO and Conformity

Conformity as the dependent variable and FOMO as the independent variable, a linear regression analysis was performed. As reflected in Table 5.14., regression analysis showed there is a relationship between FOMO and Conformity.

The overall explanatory power of model is 18% ( $R=0.424$ ;  $R^2=.180$   $F=94.520$ ,  $p < 0.001$ ).

Since the Coefficient of determination is .180, in our model, in 18%, Conformity can be explained by FOMO.

**Table 5.14 -Multiple Linear Regression Analysis for FOMO and Conformity**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
(Constant)	.424 <sup>a</sup>	.180	.178	.613

a. Predictors: (Constant), FOMO

**Table 5.15 -Regression Analysis - ANOVA Results of FOMO and Conformity**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.529	1	35.529	94.520	< .001 <sup>b</sup>
Residual	162.386	432	.376		
Total	197.915	433			

b. Predictors: (Constant), FOMO

According to Table 5.16., FOMO has statistically significant positive effect on Conformity ( $\beta=.424$ ,  $p= <0.001$ ).

**Table 5.16 -Regression Analysis - Coefficients of FOMO and Conformity**

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.765	.076		23.137	<.001
Conformity	.295	.030	.424	9.722	<.001

#### 5.4.4 Regression Analysis for Conformity and Conspicuous Consumption

Conspicuous Consumption as the dependent variable and conformity as the independent variable, a linear regression analysis was performed. The stepwise linear regression analysis showed no results. As reflected in Table 5.17., linear regression analysis showed there is no significant relationship between conspicuous consumption and conformity for the research sample.

The overall explanatory power of model is .2% ( $R=0.41$ ;  $R^2=.002$  and  $p=0.390$ ). Following these analysis, conspicuous consumption was removed from the research model.

**Table 5.17 - Multiple Linear Regression Analysis for Conformity and Conspicuous Consumption**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
(Constant)	.041 <sup>a</sup>	.002	-.001	.814

a. Predictors: (Constant), Conformity

**Table 5.18 -Regression Analysis - ANOVA Results of Conformity and Conspicuous Consumption**

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	.491	1	.491	.741	.390 <sup>b</sup>
Residual	285.989	432	.662		
Total	286.480	433			

b. Predictors: (Constant), Conformity

## 5.5 Result of the Hypotheses and Final Hypothesized Model

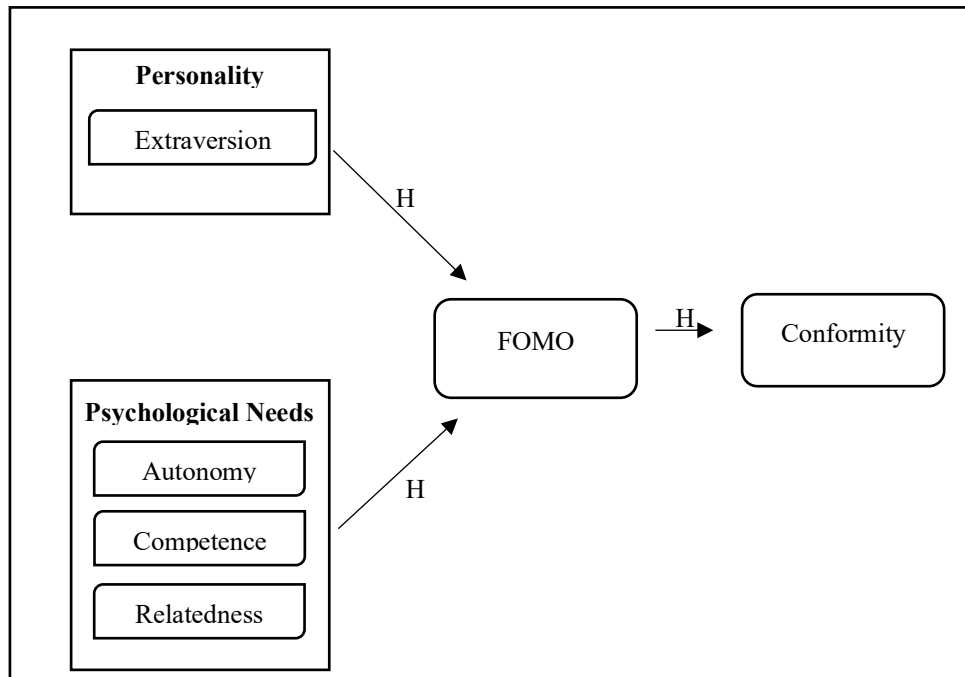
The results of the regression analysis for each hypothesis are in the Table 5.19.

*Table 5.19 - Results of the Hypotheses*

Hypotheses	Result
<b>H1:</b> Personality traits has an effect on FOMO	Supported
<b>H1a:</b> Extraversion has a negative effect on FOMO	Supported
<b>H1b:</b> Openness has a positive effect on FOMO	Not Supported
<b>H1c:</b> Neuroticism has a positive effect on FOMO	Not Supported
<b>H1d:</b> Agreeableness has a negative effect on FOMO	Not Supported
<b>H1e:</b> Conscientiousness has a negative effect on FOMO	Not Supported
<b>H2:</b> Psychological Needs has an effect on FOMO	Supported
<b>H2a:</b> Autonomy has a negative effect on FOMO	Supported
<b>H2b:</b> Competence has a negative effect on FOMO	Supported
<b>H2c:</b> Relatedness has a negative effect on FOMO	Supported
<b>H3:</b> FOMO has a positive effect on conformity behavior.	Supported
<b>H4:</b> Conformity behavior has a positive effect on conspicuous consumption.	Not Supported

Since analysis supported the hypotheses H1, H2 and H3, the model was revised according to these results. Openness, Neuroticism, Agreeableness and Conscientiousness were removed from the model as the factor and reliability analysis showed that these factors were not reliable to conduct regression analysis. Only extraversion out of 5 personality traits remained in the model. Conspicuous Consumption was also removed from the final research model as the results indicated that the relationship between conformity and conspicuous consumption

was not significant. The final research model was drawn in accordance with these analysis results which can be seen in Figure 5.1.



*Figure 5.1 - Final Research Model*

## **Discussion and Conclusion**

This study was designed to identify the relations between basic psychological needs, personality traits, FOMO, conformity and conspicuous consumption. Main goal was to identify the effects of the personality traits and satisfaction of basic psychological needs on FOMO and FOMO's effect on conformity. Another important aspect of this research is to find out if a link between FOMO and conspicuous consumption through a mediating role of conformity exists.

The results of the model that was initially developed around the existing literature and the research aim is shown in Figure 3.1.

The primary objective of the study was to identify the effects of the personality trait on the development of FOMO. As hypothesized, the research and the analysis supported that there is a relationship between personality traits and FOMO. Previous studies suggested that extraversion (Lampe, 2009) and neuroticism (Amichai-Hamburger, 2002) have an effect on FOMO. The result of this research partially supports the previous findings. People that are more outgoing struggle less when socializing, the higher feeling of connectedness can explain their lower FOMO levels (Lampe et al, 2009). Even though previous studies found out that neuroticism, extroversion and openness were closely correlated with the FOMO individuals experienced, no evidence was found that any personality traits other than extraversion was correlated with FOMO.

During this study, the factors were measured on a sample with 434 participants. A relatively weak relationship between personality traits and FOMO was identified. The failure to support the hypotheses H1a, H1b, H1c and H1d is likely to be caused by the usage of a short scale that was previously adapted to the Turkish culture. The 10-item scale that included two items per factor could have limited the success of the measurement of the linkage between personality and FOMO. The 10-item scale used was proven to have adequate validity and reliability, so its usage is justifiable. Nonetheless, a more detailed and longer questionnaire could have provided a more reliable research outcome.

Secondly, the results of the research have supported that the satisfaction of psychological needs negatively predicts fear of missing out. The results showed that the satisfaction of competence and autonomy needs appear to have negative affect on FOMO than the satisfaction of relatedness. This shows that the satisfaction of social and connectedness needs is not as important protective factor as the individual's feeling of autonomy and competence against FOMO.

Conformity in the consumer behavior context is commonly explained through the characteristics of the product and individual motivations. In this study FOMO is investigated as the motivation behind such behavior. Moreover, this study proposed that the individuals' efforts to conform is strengthened in the presence of others following and individual feeling left out. The results indicate that FOMO is a predictor of conformity behavior.

FOMO and conformity have positive correlation meaning the higher levels of FOMO results in higher levels of conformity. FOMO is explained as the desire to belong and staying connected, meaning that people who are experiencing FOMO feel the need to develop attachments with their surroundings and get rid of the anxiety of isolation, and for that, they will adjust their behavior to stay connected and up to date. In order to combat FOMO and get rid of the feeling of being left out, individuals tend follow others and get influenced by their family, friends, colleagues and other influential groups. FOMO has a significant positive effect on conformity.

Another goal of this study was to find out whether conspicuous consumption is linked to FOMO through the mediating effect of conformity. Previous studies and the literature propose that conspicuous consumption can be explained through two main pillars: conformity and snobbism. Since this study attempted to show the relationship between FOMO and conformity, it also aimed to see if that conformity behavior can also result in conspicuous consumption response. Even though the results of the study supported that FOMO, in fact, predicted conformity behavior, interestingly, there was no evidence of a mediating relationship between FOMO and conspicuous consumption with respect to conformity for this research sample.

## **6.1 Managerial Implications**

Burger (2006) defines personality as the predicted and pattern-like behavioral signs that individuals perform. This is a very important approach to personality, especially for consumer behavior and marketing, since individuals construct their

relationships with not only individuals but also brands accordingly and consumers'' behaviors are mainly shaped by their personalities. From consumer behavior and marketing point of view, the foreseeability and predicting the potential behaviors of consumers is the basic ground to take action for any marketing efforts.

In everyday life, people are constantly bombarded, online and offline, with things that they do not have or experience. FOMO is a very impactful concept from a marketing point of view because people tend to act to get rid of that uneasy feeling. This psychological trigger causes individuals to make reactive and impulse purchases. FOMO marketing appeals are already commonly used by brands like limited edition products, time limited offers etc. This study further step and opportunity by understanding personality traits and need deprivation so the brands can adapt their marketing efforts even further.

Fear of Missing out can create problems for the brands as well. FOMO can create threat to customer satisfaction and loyalty. Since individuals experience FOMO when they feel like they are missing out, this feeling can arise when consumers became aware of other alternatives even if they were happy with the choice, they made hence lead to decreased valuation of the experience. In efforts to exhaust all potential alternatives, even if they were satisfied with a certain brand, FOMO can motivate switching motivation and consumers can decide to try other brands when faced with similar situations which will pose threat to customer loyalty.

Finally, since the study showed that FOMO leads to conformity behavior, brands can utilize from these results by showcasing the popularity of them among others. They can communicate that once the consumers purchase their products or services they will not feel like they are alienated anymore.

## **6.2 Limitations and Further Study**

The link to the questionnaire was sent out the respondents through different mediums without any filters and limitations. The exact situation and the surroundings of the attendees while filling out the questionnaire is unknown. Especially, when it comes to a research on FOMO, the state of the respondents can affect the responses. Their replies can be totally different for the same question if they completed the survey having just returned from a fun meeting with their friends or being at home for a while or going through a very busy period of time with their work.

It is also important to take into consideration that this study was conducted during COVID-19 pandemic, and the while the responses were being collected, partial lockdown was being implemented and the social places (like restaurants, cafes, malls, etc.) were closed. It would be interesting to further investigate if the level of FOMO felt would be amplified depending on the situational factors or FOMO is more continuous temperament experienced by certain individuals regardless of the situation. Individuals' response regarding the questions to conspicuous consumption could also be influenced by the pandemic.

Since the respondents were under lockdown during this study, the notion of purchasing goods and services to show off to others and display their possessions to others in order to communicate certain messages about themselves might seem irrelevant with the current situation.

As another variable within the scope of the research, measuring the effect of social media on these dimensions can be useful and more explanatory. And finally, the effect of demographic factors may be analyzed as potential predictors in future research and studies.

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## **Appendices**

### **Appendix A – The scales Used in the Survey**

#### **Personality**

1. I consider myself as an introvert
2. I generally consider myself as a reliable person.
3. I see myself as someone who tends to move slowly.
4. I consider myself as an extrovert and a social person
5. I tend to get angry quite easily.
6. I consider myself as someone who can get the job done.
7. I tend to find the mistakes of others quite often.
8. I consider myself to be someone with very little artistic interest
9. I am a relaxed person and I am able to cope with stress.
10. I consider myself a creative person

#### **Psychological Needs**

11. I feel a sense of choice and freedom in the things I undertake
12. Most of the things I do feel like “I have to.”
13. I feel that my decisions reflect what I really want.
14. I feel I have been doing what really interests me
15. I feel forced to do many things I wouldn't choose to do
16. I feel pressured to do too many things
17. My daily activities feel like a chain of obligations
18. I feel my choices express who I really am

19. I feel confident that I can do things well.
20. I feel capable at what I do.
21. I feel competent to achieve my goals
22. I feel I can successfully complete difficult tasks
23. I have serious doubts about whether I can do things well
24. I feel disappointed with many of my performances.
25. I feel insecure about my abilities
26. I feel like a failure because of the mistakes I make.
27. I feel that the people I care about also care about me
28. I feel connected with people who care for me, and for whom I care
29. I feel close and connected with other people who are important to me
30. I experience a warm feeling with the people I spend time with
31. I feel excluded from the group I want to belong to
32. I feel that people who are important to me are cold and distant towards me
33. I have the impression that people I spend time with dislike me
34. I feel the relationships I have are just superficial.

### **FOMO**

35. I'm afraid my friends have more fulfilling experiences than mine
36. I get anxious when I find out that my friends are having fun while I'm away
37. I feel anxious when I don't know what my friends are doing.
38. It is important for me to understand the 'jokes and conversations' of my friends.

39. Sometimes I wonder if I spent too much time keeping track of what's going on.
40. It is important for me to share the details of it online when I have a good time.
41. It bothers me to miss an opportunity to meet my friends
42. I'm afraid others have had more fulfilling experiences than mine.
43. I keep following what my friends are doing when I go on vacation
44. It bothers me to miss a planned meeting.

### **CONFORMITY**

45. I often rely on, and act upon, the advice of others
46. I would like to be the last one to change my opinion in a heated argument on a controversial topic.
47. Generally, I'd rather give in and go along for the sake of peace than struggle to have my way
48. I tend to follow family tradition in making political decisions
49. . Basically, my friends are the ones who decide what we do together
50. A charismatic and eloquent speaker can easily influence and change my ideas
51. I am more independent than conforming in my ways.
52. If someone is very persuasive, I tend to change my opinion and go along with them.
53. I don't give in to others easily

54. I tend to rely on others when I have to make an important decision quickly.

55. I prefer to make my own way in life rather than find a group I can follow

### **CONSPICUOUS CONSUMPTION**

56. It says something to people around me when I buy a high priced brand

57. I buy some products because I want to show others that I am wealthy

58. I would be a member in a businesspeople's posh club

59. Given a chance, I would hang a Hussain painting in my room

60. I would buy an interesting and uncommon version of a product otherwise available with a plain design, to show others that I have an original taste

61. Others wish they could match my eyes for beauty and taste

62. By choosing a product having an exotic look and design, I show my friends that I am different

63. I choose products or brands to create my own style that everybody admires

64. I always buy top-of-the-line products

65. I often try to find a more interesting version of the run-I-mill products, because I want to show others that I enjoy being original

66. I show to others that I am sophisticated

## Appendix B - The questionnaire in Turkish

Sevgili Katılımcılar,

Bu çalışma İstanbul Bilgi Üniversitesi'nde Pazarlama Bölümü yüksek lisans bitirme tezi kapsamında Türkiye'de gerçekleştirilen bir araştırmadır. Araştırmamıza destek olduğunuz için çok teşekkür ederiz.

Lütfen,

\*anket formundaki soru ve ifadeleri dikkatlice okuduktan sonra size en uygun olan şıkkı işaretleyiniz.

\*\* bütün sorulara cevap veriniz. Bazı sorular birbirine çok benziyormuş gibi, ya da biraz ilginç görünebilir ama bütün sorular araştırma içeriği için gereklidir.

Araştırmada doğru ya da yanlış cevap yoktur, sadece sizin dürüstlikle kendi bakış açınızı paylaşmanız önemlidir.

Cevaplarınız tamamen akademik amaçlar için kullanılacak ve kesinlikle üçüncü şahıslarla paylaşılmayacaktır. Tüm anket sonuçları anonim olarak toplanacaktır. Çalışmamız ile ilgili başka sorularınız olursa bizlere İstanbul Bilgi Üniversitesi İşletme Fakültesi'nden ulaşabilirsiniz.

Çalışma 8-10 dk sürecektir.

Desteginiz için çok teşekkür ederiz.

Q1 – Cinsiyetiniz

- Kadın
- Erkek

Q2 – Yaşınız

- 18-25
- 26-35
- 35-49
- 50-65
- 65 ve üzeri

Q3 – Eğitim Durumunuz

- İlkokul
- Ortaokul
- Lise
- Üniversite
- Yüksek Lisans veya Doktora

Q4 – Lütfen şuanki çalışma durumunuzu belirtiniz.

- Maaşlı Çalışan
- İş Sahibi
- Çalışmıyor
- Ev Hanımı
- Emekli
- Öğrenci

Q5 – Lütfen aylık net gelirinizi belirtiniz.

- 3.000 ₺ altı
- 3.000 ₺ - 5.999 ₺ arası
- 6.000₺ - 8.999 ₺ arası
- 9.000 ₺ - 11.999₺ arası
- 12.000 ₺ ve üzeri

Q6 - Günlük yaşantınızla ilgili olarak aşağıdaki ifadelerin sizin için ne kadar doğru olduğunu belirten düşüncenizi uygun seçeneği işaretleyerek cevaplandırınız.

	1 Strongly Disagree	2 Agree	3 Neutral	4 Disagree	5 Strongly Agree
1. Kendimi içine kapanık biri olarak görüyorum					
2. Kendimi genellikle güvenilir biri olarak görüyorum .					
3. Kendimi yavaş hareket etme eğiliminde olan biri olarak görüyorum.					
4. Kendimi dışa dönük, sosyal biri olarak görüyorum					
5. Kendimi kolay sinirlenen biri olarak görüyorum.					
6. Kendimi bir işi tam yapacak biri olarak görüyorum.					
7. Kendimi başkalarının hatasını bulma eğiliminde biri olarak görüyorum.					
8. Kendimi çok az sanatsal ilgisi olan biri olarak görüyorum.					
9. Kendimi rahat ve stresle başa çıkabilen biri olarak görüyorum.					

10. Kendimi yaratıcı biri olarak görüyorum.					
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Q7- Günlük yaşantınızla ilgili olarak aşağıdaki ifadelerin sizin için ne kadar doğru olduğunu belirten düşüncenizi uygun seçeneği işaretleyerek cevaplandırınız.

	1 Strongly Disagree	2 Agree	3 Neutral	4 Disagree	5 Strongly Agree
1. Üstlendiğim işlerde seçim yapabildiğimi ve özgür olduğumu hissediyorum.					
2. Yaptığım şeylerin çoğunda kendimi yapmaya "mecburum" gibi hissediyorum.					
3. Kararlarımın gerçekten ne istediğimi yansıttığımı hissediyorum.					
4. Gerçekten ilgimi çeken şeyleri yaptığımı hissediyorum					
5. Yapmayı tercih etmeyeceğim birçok şeye mecbur bırakıldığımı hissediyorum					
6. Çok fazla şey yapmak için baskı altında hissediyorum					

7. Günlük aktivitelerim bir zorunluluk zinciri gibi geliyor					
8. Seçimlerimin gerçekte kim olduğumu ifade ettiğini hissediyorum					
9. Bana verilen işleri iyi yapabileceğimden eminim.					
10. Yaptığım işlerde kendimi yetenekli hissediyorum.					
11. Hedeflerime ulaşmak için kendimi yetkin hissediyorum					
12. Zor görevleri başarıyla tamamlayabileceğimi hissediyorum					
13. İşleri iyi yapıp yapamayacağıma dair ciddi şüphelerim var					
14. Ortaya koyduğum birçok performansa dair hayal kırıklığı hissediyorum					
15. Yeteneklerim konusunda kendimi güvensiz hissediyorum					
16. Yaptığım hatalardan dolayı kendimi başarısız hissediyorum					

17. Önemmediğim insanların da beni önemseydiğini hissediyorum					
18. Beni önemseyen ve önemseydiğim insanlar ile kendimi bağlantılı hissediyorum					
19. Benim için önemli olan diğer insanlarla yakın ve bağlantılı hissediyorum					
20. Birlikte zaman geçirdiğim insanlara karşı sıcaklık hissedirim.					
21. Ait olmak istediğim gruptan dışlanmış hissediyorum					
22. Benim için önemli olan insanların bana soğuk ve mesafeli olduğunu hissediyorum					
23. Birlikte zaman geçirdiğim insanların benden hoşlanmadıklarına dair bir izlenimim var					
24. Sahip olduğum ilişkilerin yüzeysel olduğunu hissediyorum.					

Q8- Günlük yaşantınızla ilgili olarak aşağıdaki ifadelerin sizin için ne kadar doğru olduğunu belirten düşüncenizi uygun seçeneği işaretleyerek cevaplandırınız.

	1 Strongly Disagree	2 Agree	3 Neutral	4 Disagree	5 Strongly Agree
1. Arkadaşlarımın benimkilerden daha doyurucu deneyimler yaşadığından korkarım					
2. Arkadaşlarımın ben yokken eğlendiklerini öğrendiğimde endişelenirim					
3. Arkadaşlarımın neler yaptığını bilmediğimde kaygı hissederim.					
4. Arkadaşlarımın 'aralarındaki şakaları, muhabbetleri' anlamak benim için önemlidir					
5. Bazen neler olup bittiğini takip etmek için fazla zaman harcayıp harcamadığımı merak ederim.					
6. İyi bir zaman geçirdiğimde bunun detaylarını online olarak					

paylaşmak benim için önemlidir					
7. Arkadaşlarımla buluşmak için bir fırsatı kaçırmış olmak canımı sıkıyor					
8. Başkalarının benimkilerden daha doyurucu deneyimler yaşadığından korkuyorum.					
9. Tatile çıktığımda arkadaşlarımla ne yaptığını takip etmeye devam ederim					
10. Planlanmış bir toplantıyı kaçırmak canımı sıkıyor.					
11. Sık sık başkalarının tavsiyelerine güvenirim ve ona göre hareket ederim					
12. Tartışmalı bir konu üzerine hararetli bir tartışmada fikrimi değiştiren son kişi olmak isterim.					
13. Genel olarak istediğimi elde etmek için					

mücadele etmektense teslim olmayı ve çatışmadan kaçınmayı tercih ederim					
14. Siyasi kararlar alırken aile geleneğini takip etme eğilimindeyim					
15. Çoğunlukla birlikte ne yapacağımıza arkadaşlarım karar verir.					
16. Karizmatik ve anamlı bir konuşmacı fikirlerimi kolayca etkileyebilir ve değiştirebilir					
17. Kararlarımda başkalarına uymaktansa bağımsız olmayı tercih ederim.					
18. Eğer birisi çok ikna ediciyse fikrimi değiştirme ve onunla birlikte hareket etme eğilimindeyim.					
19. Başkalarına kolayca teslim olmuyorum					

20. Hızlı bir şekilde önemli bir karar vermem gerektiğinde başkalarına güvenme eğilimindeyim.					
21. Takip edebileceğim bir grup bulmaktansa hayatımda kendi yolumu yapmayı tercih ederim					

Q9- Günlük yaşantınızla ilgili olarak aşağıdaki ifadelerin sizin için ne kadar doğru olduğunu belirten düşüncenizi uygun seçeneği işaretleyerek cevaplandırınız.

	1 Strongly Disagree	2 Agree	3 Neutral	4 Disagree	5 Strongly Agree
1. Yüksek fiyatlı markalardan satın aldığım zaman bu, çevremdekilere benim hakkımda bir şeyler anlatır.					
2. Bazı ürünleri insanlara varlıklı olduğumu göstermek için alırım.					
3. İş insanlarının üyesi oldukları					

lüks bir kulübün üyesi olmak isterim.					
4. İmkanım olsa evime ünlü bir ressamın resmini asmak isterim.					
5. Özgün bir zevke sahip olduğumu göstermek için standart versiyonları da olan ürünlerin yaygın olmayan ve farklı versiyonlarını satın almaya çalışırım.					
6. Çevremdekiler benim güzellik ve zevk anlayışıma sahip olmak isterler					
7. Egzotik bir görünüm ve tasarıma sahip olan ürünleri seçerek arkadaşlarıma farklı olduğumu gösteririm.					
8. Seçtiğim ürün ve markalarla herkesin hayran olduğu kendi stilimi yaratırım.					

9. Bir ürün kategorisi içerisinde her zaman en iyisini satın alırım.					
10. Genellikle ürünlerin daha ilginç türlerini bulmaya çalışırım, çünkü diğer insanlara orijinal olmaktan hoşlandığımı göstermek isterim.					
11. Diğer insanlara ne kadar sofistike olduğumu gösteririm.					