
Streamlines of Fear of Missing Out through Young Consumer Thrifting Fashion Future Trends: A Bibliometric and Visualization Analysis

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Received 5 February 2024; Received in revised form 7 May 2024

Accepted 14 May 2024; Available online 10 June 2024

Abstract

This study examines current trends and future research on young customers' Fear of Missing Out (FOMO) and its influence on thrift shopping fashion issues within the clothes sector. This article aims to provide an all-encompassing comprehension of how FOMO aligns consumers' decision-making and conduct concerning sustainable fashion. The research utilized bibliometric and visualization analysis of fashion marketing, consumer behavior, and sustainability publications. FOMO-influenced thrifting fashion involvement through studies from 2010 to 2024. The study revealed that FOMO and digital innovation have shifted young consumers' fashion preferences towards sustainable and ethical options. It points out fashion marketing and management's expanding sustainability and the influence of digital platforms on consumer trends. Critical insights into the worldwide economic effects of these transformations on the fashion supply chain are also highlighted. Research was limited to 2010–2024 publications. FOMO, sustainable fashion, and digital marketing innovation were covered in 660 articles. The findings support fashion marketing research that reflects changing customer priorities. Fashion marketers and managers should incorporate sustainability into their marketing strategy to draw in ethical young consumers through this study. The findings show that marketing influences socially responsible consumer behavior by raising awareness and demand for sustainable fashion. This research uniquely improves fashion marketing and management by merging bibliometric analysis with FOMO, sustainability, and digital innovation. This provides fresh perspectives into the impact of these elements on fashion marketing.

Keywords

Fear of Missing Out, Thrifting Fashion Trends, Young Consumers, Bibliometric Analysis

Introduction

The emergence of data-driven marketing for the purpose of growth and profitability via social media has brought forth a myriad of advantages along with a distinctive set of challenges (Alfina et al., 2023). Conversely, the phenomenon of fear of missing out (FOMO) is frequently associated with adverse behaviors stemming from social media usage (Rautela & Sharma, 2022). These behaviors encompass excessive screen time, diminished productivity, and heightened anxiety regarding exclusion from certain social activities. From a marketing perspective, FOMO represents a significant advantage in the contemporary global market. Marketers perceive it as a strategic instrument to engage customers, leveraging their emotional and psychological triggers to influence consumer behavior and foster brand loyalty. It is important to emphasize how this approach can sway purchasing decisions by instilling a sense of urgency and exclusivity into marketing campaigns (Pradhan et al., 2023).

The potential evolution of FOMO may manifest through goods or services targeted at young adult markets, with FOMO campaigns tailored to specific age demographics (Barry & Wong, 2020). For instance, the young adult demographic typically ranges from 18 to 35 years. The discourse posits that FOMO might be more prevalent among young adults, partly due to the widespread use of social media and their developmental stage, which underscores the need for connection. The nature of relationships that engender FOMO could vary with age (Thach et al., 2021). For younger individuals, missing out on social activities with close friends could be particularly distressing. This bibliometric analysis focuses on two constructs: FOMO among young consumers and its impact on driving sustainable fashion trends and heightened interest in thrifting. This exploration of consumer behavior warrants further investigation due to its potential implications for promoting sustainability.

Nevertheless, consumer behavior has rapidly evolved, particularly on social media platforms concerning FOMO marketing activities (Chan et al., 2022). Digital social platforms are distinguished as avenues addressing substance addiction due to users' reliance on the perceived benefits of content within various topics, particularly within the fashion industry (Chetioui et al., 2020). Thus, there is an urgent need for further investigation into evidence of FOMO that can capture the detrimental impact of social media usage on users' self-perception (Zhang & Erturk, 2022). This circumstance is particularly pertinent to young adult markets in evident stages of development.

Young consumers are increasingly engaged in digital communication and online transactions. This demographic, predominantly led by Generation Z and millennials, exhibits a strong preference for virtual transactions due to their convenience, cost-effectiveness, diverse options, time-saving nature, and constant availability in real-time (Charinsarn, 2021; Djafarova & Bowes, 2021; Djafarova & Fouts, 2022). This shift in consumer behavior is evident in the significant surge in the average value of online transactions, with these

younger generations accounting for 85 percent of total online transactions (Rungruangjit, 2020). Understanding the factors influencing consumer decisions is imperative for marketers aiming to effectively deliver products and retain a customer base in this dynamic market (Gupta & Mukherjee, 2022). The primary rationale for focusing on young consumers in consumer behavior studies lies in their considerable influence as a consumer group, their inherent adeptness in utilizing the Internet, and their inclination to employ it as a primary means of shopping for fast fashion (Williams & Hodges, 2022). However, content creators or influencers possess the communication skills and knowledge necessary to elicit intent from users to adopt or wear clothing endorsed on digital platforms. The study pertains to sustainable thrifting fashion (Silva et al., 2021). The fashion industry is renowned for its innovation and creativity, where luxury and high prices coexist alongside low prices and unpredictable demand.

The global fashion industry is garnering increased attention due to its relentless focus on efficiency, productivity, and profitability, often at the expense of adequately addressing the environmental consequences of its manufacturing and consumption practices (Islam et al., 2021). The rapid fashion sector, emblematic of contemporary fashion, is characterized by its affordability and expedited design, production, distribution, and marketing of fashion products (Ruslan et al., 2023). Consequently, the rapid fashion industry has attracted scrutiny from key stakeholders due to its disregard for environmental concerns (Bläse et al., 2023). Consequently, the entire production process is undergoing thorough reassessment, from sourcing raw materials to product disposal (Kim et al., 2020).

Moreover, the latest innovative solution is gaining popularity within the recirculating fashion system, operating under an ecological cradle-to-grave approach, offering a sustainable alternative to the traditional model (Shirvanimoghaddam et al., 2020). Subsequently, the foundational principle of the circular fashion system significantly diminishes waste by embracing a reciprocity model in clothing manufacturing and utilization (Huynh, 2022; Mahmud et al., 2023). These ethically produced items undergo reuse or recycling until they reach the end of their usable life; thereafter, they are safely degraded into a biodegradable form.

The current study identifies a knowledge gap in the emergence of fashion trends, specifically FOMO and thrifting, within the young adult market. These reviews have enriched the existing body of knowledge, and the authors contend that further insights can be gleaned by conducting bibliometric and visualization analyses to address the growing need for a holistic and comprehensive discourse. Consequently, the current state of FOMO is intertwined with thrifting in the expanding niche. These approaches entail specialized examinations such as co-occurrence and co-citation network analyses that aid in mapping existing literature knowledge and identifying urgent and recently established studies in the

field. Subsequently, the authors have formulated the following research questions to be addressed in the current study:

RQ1. What is the state of the FOMO research profile of academic literature in thrifting fashion through the young adult market?

RQ2. What are the themes in the literature on FOMO and the thrifting fashion industry for the young adult market and how can they be classified?

RQ3. What are the avenues and directions for future study in FOMO and the thrifting fashion industry for the young adult market?

The present work is structured as follows: it commences with an introduction to the study's issue, followed by a description of the research methods. The bibliometric analysis is illustrated using mapping approaches for visual representation. The findings are subsequently presented, followed by conclusions encompassing the conceptual framework, implications, limitations, and potential areas for further research.

Methodology and Research Design

The study of bibliometric performance employs the structured methodology proposed by Donthu et al. (2021). This approach outlines a detailed guide for conducting bibliometric analyses, offering essential advice to researchers. The process begins with establishing the goals and boundaries of the investigation. This initial step is crucial as it sets clear boundaries for the research topic. Figure 1 in our present study illustrates this foundational phase.

The methodology is carefully selected to align with the defined research goals and scope. This ensures that the methods chosen are appropriate for the objectives of the bibliometric study. An in-depth discussion of the data collection process is provided following the selection of methodology. The data collected is then subjected to a quantitative analysis, enabling the extraction of meaningful insights.

This study employs a bibliometric analysis approach structured by Donthu et al. (2021) to systematically evaluate and map the expansive body of literature on FOMO among young consumers in the thrifting fashion industry. Bibliometric analysis is grounded in its ability to quantitatively assess large sets of data to discern prevalent trends and junctures in the evolution of this research area.

Bibliometric analysis is fundamental to this study's aim of development, which is to focus on FOMO-related research over an extensive period. Hence, systematic reviews or meta-analyses focus more on synthesizing outcomes from a predefined group of studies to address specific research questions or hypotheses, and bibliometric analysis allows for a broader examination of the field. Systematic reviews require a narrow scope and focus on answering specific questions through a detailed evaluation of selected studies. In contrast,

bibliometric analysis offers into the broader academic landscape, identifying key themes, influential studies, and shifts in research focus without the confines of a predefined hypothesis. -analysis aggregates data from related quantitative studies to calculate overall effects and outcomes. While highly informative for specific question-driven research, it must provide macro-level insights into the structure and dynamics of a research field that bibliometric analysis offers.

Donthu et al. (2021) argue that, a comprehensive bibliometric review, particularly in business research, should include an evaluation of performance and an investigation into the intellectual framework of the review field. The performance analysis should focus on scrutinizing the analysis, focusing on the publication and citation patterns of research in the review domain, including the authors, institutions, provenance, journals, and articles involved. For further development of the methodology of mapping the intellectual framework of a discipline, it is advisable to concentrate on identifying and analyzing the core themes and subjects within the field. This objective involves leveraging bibliometric tools, like VOSviewer, highlighted by Chawla and Goyal (2022) as a valuable resource. VOSviewer enables researchers to organize, scrutinize, and visually depict the interconnections among various literature. This process aids in gaining a comprehensive understanding of the field's intellectual landscape, as exemplified in Figure 1.

Utilizing VOSviewer for network visualization, we created a map of the co-occurrence of critical terms and co-citation relationships among influential publications. This visual clarified the research landscape's structural dynamics, emerging themes, and gaps within the literature. For instance, the visualization identified a cluster around ethical consumerism within the FOMO context, suggesting an area ripe for future exploration.

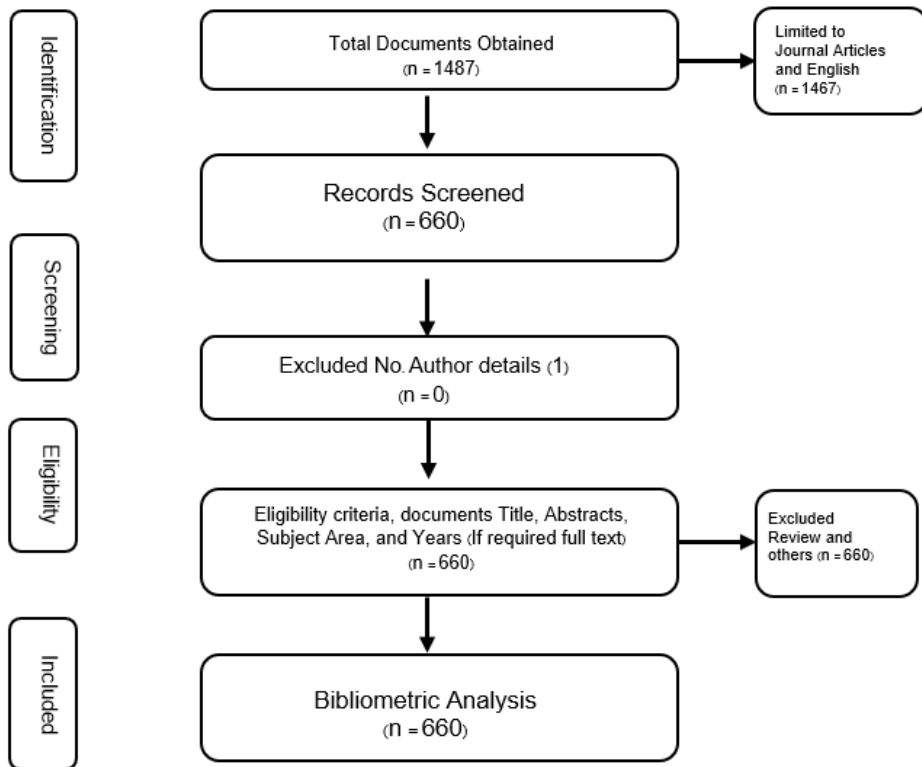


Figure 1 The PRISMA methodology flowchart
Source: (Afina et al., 2023; Kanwal et al., 2022)

In this study, we employed a bibliometric analysis with Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to enhance the systematic exploration of the sources (Afina et al., 2023; Kanwal et al., 2022). The phase involved acquiring 1,487 documents. We selected 1,487 documents from the Scopus database, known for its indexing and low duplication rate. Focusing exclusively on English-language journal articles related to business, we narrowed our corpus to 1,476 relevant articles. PRISMA guided this process to transparency and justification of our article selection, aiming to maintain a focused yet comprehensive coverage of the evolving themes of FOMO within consumer fashion behavior

Furthermore, one record was excluded from the eligibility assessment due to missing author details. The remaining 660 articles merit the predetermined eligibility criteria, which involved examining the document's titles, abstracts, subject area, and the year considered. Hence, an equal number of records (n=660) were excluded after further scrutiny, including removing reviews and other non-relevant documents, ensuring that only original studies were used for bibliometric analysis.

Meanwhile, the studies in question were subjected to bibliometric analysis, and all 660 publications were analyzed to obtain bibliometric data to understand the research impact, distribution, and trend in this topic. The approach ensured that the final analysis was conducted on relevant, high-quality articles from the Scopus index. The current study provides robust results that can be used to inform future research directions.

Scopus Syntax, a comprehensive database extensively used by researchers for bibliometric analysis across various disciplines, was the primary data source for this investigation (Li & Hasnah Hassan, 2023). Scopus was chosen for its accuracy in collecting original data, which, unlike other platforms, reduces the chances of encountering duplicate entries. The choice of Scopus minimizes the risk of retrieving duplicate articles. The year 2010 marks the starting point for this study, coinciding with the emergence of FOMO as a concept business. This prominence largely stems from the publication of two influential articles (Alfina et al., 2023) on FOMO's implications in the consumer sector. Since 2010, FOMO has become increasingly relevant in various fields, including public services and medicine, with a marked rise in research and practical applications of co-creation in business and management. This research exclusively focused on articles and reviews published in academic journals, deliberately excluding conference papers and book chapters.

A thorough bibliometric analysis was undertaken in this study to explore the selected research topics effectively. Donthu et al. (2021) stated that citation and co-citation patterns were analyzed to uncover interrelationships among scholarly works. This research incorporated several bibliometric analytical methods, including citation analysis, co-citation analysis, and author keyword co-occurrence analysis, consistent with previous studies (Chawla & Goyal, 2022; Hassan Shah et al., 2022; Noor et al., 2020). This investigation consisted of citation analysis, focusing on different units like annual publishing output, key authors, journals, organizations, and countries to study various aspects of a research topic (Rahman et al., 2023). Additionally, citations were considered a measure of influence—co-citation analysis, examining the interconnection of referenced sources. Hassan Shah et al. (2022) stated that the co-citation of two papers is significant when they share many commonly cited references. Co-citation analysis, as used in this study, helps identify major research streams by visually presenting interconnected clusters of scholarly works. The investigation referred to the simultaneous presence of author keywords, assessing frequently recurring keywords in papers' abstracts and primary texts (Donthu et al., 2021).

Table 1 A search of Scopus Data-Based Index

Data Source	Search Syntax
Search syntax on Scopus (search advanced) at https://bit.ly/resultFOMOfromscopus	("Fear-Of-Missing-Out" OR "Fear of Missing Out" OR FOMO OR "social anxiety" OR "peer pressure" OR "online engagement") AND ("Young Consumer" OR adolescents OR teenagers OR millennials OR "Generation Z") AND ("consumer behavior" OR "purchasing decisions" OR "brand engagement" OR "social media influence" OR "thrifting" OR "sustainable fashion" OR "second-hand clothing") AND PUBYEAR > 2009 AND PUBYEAR < 2025 AND (LIMIT-TO (SUBJAREA, "BUSI")) AND (LIMIT-TO (DOCTYPE, "ar")) AND (LIMIT-TO (LANGUAGE, "English")) AND (LIMIT-TO (SRCTYPE, "j"))

Notes: Authors' References

The PRISMA standards were applied to identify, classify, and determine eligibility and include research publications in the review (Phan Tan, 2022). Articles were systematically selected from the Scopus database, forming two distinct samples for co-citation and co-word analysis. Initially, the prefixes in Table 1 were used to search for articles, resulting in approximately 1,487 results. A total of 660 articles were obtained by narrowing these down to business and management journal articles published between 2010 and 2024. Articles from the top quartile of Scopus journals were retained. Additionally, a database sample for co-word analysis-based clustering was created. Rojas-Lamorena et al. (2022) stated that articles with a minimum number of citations were selected for co-citation analysis. The relevance of these articles to the core concept of FOMO was then evaluated, ensuring the primary focus remained on FOMO rather than tangentially related concepts.

Result

The figure analyzed is a bibliometric line graph from the Scopus database, showing the number of scholarly publications from 2010 to 2024 in FOMO through Young Consumer Thrifting Fashion Future Trends. The database contains data from 2010 to 2017, indicating consistent article growth. The increase in a growing scholarly focus on FOMO's impact on young consumers' thrift shopping habits. Research conducted during this period establishes the foundation and acknowledges its growing significance in consumer behavior studies.

From 2018 to 2023, there was a substantial rise in the frequency of publications, suggesting a heightened research emphasis. The increase could be attributed to the rising popularity of thrifting as a consumer trend and the psychological impact of FOMO (Alfina et al., 2023). This period contains substantial empirical evidence linking consumer habits with FOMO's role in promoting thrifting among young people.

The decrease in publications in 2024 should be interpreted carefully. It might suggest a decline in academic interest. However, it could also be due to incomplete data for 2024 in research focusing on new consumer trends that overshadow the current topic and are shown in Figure 2.

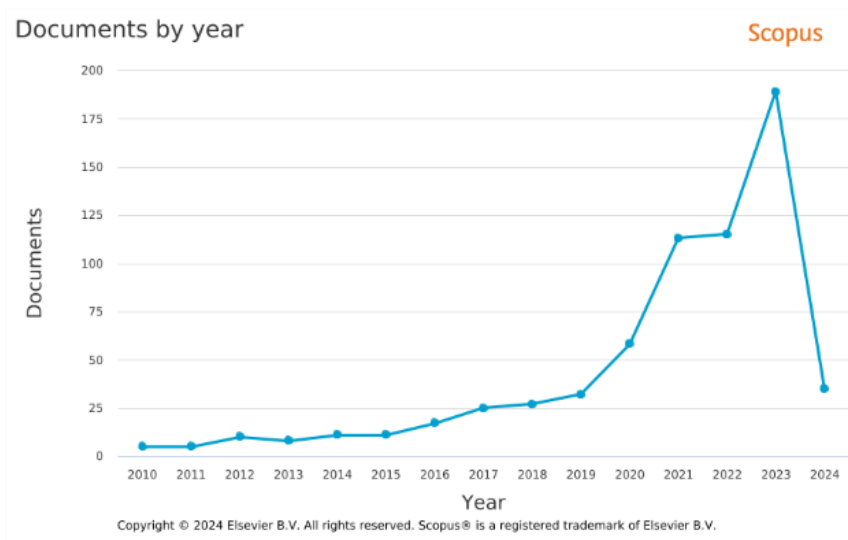


Figure 2 Document trend in 2010-2024

Source: Scopus Index 2010-2024

This study's bibliometric and visualization analyses provide this research area's key themes, authorship, institutional contributions, and citation networks. Visualization aids in understanding the structure and evolution of this field, enhancing our grasp of the academic discourse on FOMO's impact on young consumers' thrifting fashion trends, with potential implications for predicting future trends.

Research Trends FOMO into Consideration

The current statistical analysis section offers a perspective on the historical pattern of publishing high-quality articles in the Scopus database, now focusing on FOMO. As indicated in Figure 2, the earliest article related to FOMO recorded in the Scopus database dates to 2010. Since then, 660 scholarly articles have been documented for 14 years, reflecting an evolving academic interest in this area. The trend analysis reveals a steady

increase in publications until 2014, followed by a notable surge from 2020 onwards. This upward trend underscores the growing relevance of FOMO in contemporary research and discourse.

The scholarly work on FOMO is presented in various languages, including English and Spanish. However, our analysis was limited to English-language articles for conciseness and clarity. This limitation suggests that journals might consider providing English translations of titles and abstracts to broaden accessibility and understanding for a global audience (Figure 3).

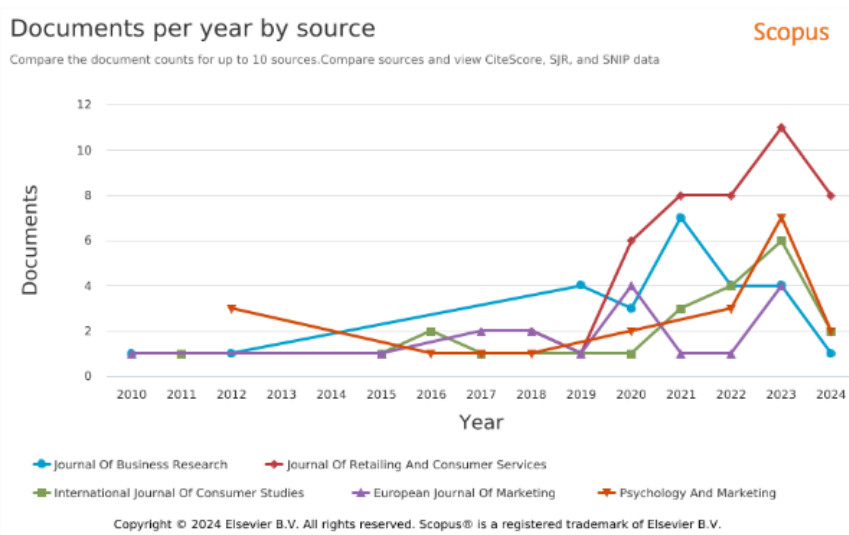


Figure 3 Document trends based on the journal.

Source: Scopus Index 2010-2024

The data provided by Scopus in the line graph illustrates the yearly document production for five academic periodicals included in the Scopus database. These journals include the "Journal Of Business Research," "Journal Of Retailing And Consumer Services (44 documents)," "International Journal Of Consumer Studies (21 documents)," "European Journal Of Marketing (17 documents)," and "Psychology And Marketing (20 documents)." Each journal is represented by a unique color, with individual data points corresponding to the number of documents published each year.

From the methodological standpoint, such a graph enables the visualization of trends in scholarly output, potentially reflecting shifts in research interests, funding, and the evolution of academic dialogue within the fields covered by these journals. Hence, the "Journal Of Business Research (25 documents)" and "Psychology And Marketing (20 documents)" exhibit a marked increase in document counts starting around the year 2020,

which could indicate a burgeoning interest in topics prevalent within these journals during this period. A considerable rise and subsequent decrease in specific journals' publication rates, especially from 2021 to 2023, could indicate external influences on research publishing, like alterations in journal editorial guidelines, the effects of worldwide events on research focus, or the inherent fluctuations in academic research patterns.

Overall, the graph serves as a barometer for the scientific community's output in these areas and provides a quantitative assessment that can be further analyzed to extrapolate the implications of such trends in the respective fields of study. In utilizing this graph for a broader academic analysis, it would be useful to correlate the visual data with metadata from the Scopus database to draw more nuanced conclusions about the nature of the research being published, the citation impact of these documents, and how this relates to the global research landscape.

Co-authorship

In addition, Table 3 presents a systematic arrangement of distinguished authors who have contributed to research on FOMO. The authors are associated with different countries: Norway is represented by one author, India by two authors, South Africa by one author, and Puerto Rico by one author. The table aggregates h-index values from the Scopus database, specifically concerning publications on FOMO.

Further, it is critical to recognize that these scholars have published in various related domains, which might result in higher overall figures for their total document count, citation count, and h-index than those presented in this table. Nevertheless, the current focus is on their work on FOMO, based on articles and citations from a targeted query search string. From the data in Table 3, it is clear that Amandeep Dhir stands out. The number of publications remains at 247, which is the most, and the h-index appears to be sixty-six, which is remarkable. This work has garnered a substantial number of citations, totaling 12,684, which underscores the substantial impact of his research in FOMO.

For instance, Dhir's first cited work in this table, which contributes to his h-index, establishes a foundational understanding of the psychological implications of FOMO among social media users. The academic institution associated with Dhir is Universitetet i Agder, located in Kristiansand, Norway, indicating where this influential body of research is being conducted.

Consequently, the other authors listed, such as Amit Shankar and Abhishek Behl from India, Puneet Kaur from South Africa, and Justin Paul from Puerto Rico, also have notable h-indices and citation counts. Their work collectively contributes to a broader understanding of FOMO and its various facets in consumer behavior and psychology. Each author's affiliation with their respective academic institutions further highlights the international scope and research collaboration in this area.

Table 2 List of prolific authors in FOMO

No	Name of Authors	Author ID	Country	Articles Published	h-index	Citations	Academic Institution
1	Dhir, Amandeep	54790820000	Norway	247	66	12,684	Universitetet i Agder, Kristiansand
2	Shankar, Amit	57188841283	India	66	20	1,621	Indian Institute of Management, Visakhapatnam
3	Behl, Abhishek	56554009500	India	150	21	1,700	Management Development Institute, Gurgaon, Gurugram
4	Kaur, Puneet	57197502409	South Africa	116	47	6,487	North-West University, Potchefstroom
5	Paul, Justin	36997235800	Puerto Rico	190	58	13,508	Universidad de Puerto Rico, San Juan

Notes: Scopus Index

The Most Productive Nations

The bar chart from Scopus details the global distribution of academic documents related to FOMO, capturing data from 2010 to 2024 in Figure 4. This graphical representation offers insight into countries' research intensity and output, emphasizing the international interest in FOMO and its implications. The United States leads the chart, affirming its position as a significant contributor to the scholarly investigation of FOMO, with 159 documents. India follows with 112 documents, indicating a strong research interest in FOMO's psychological and social aspects. The United Kingdom, with 84 documents, and China, with 78, are also key players, suggesting a substantial investment in understanding the societal impact of this modern anxiety.

Furthermore, Australia, Malaysia, France, South Korea, Pakistan, and Spain also appear on the list, representing various countries from various economic backgrounds, all significantly to the already expanding corpus of literature on FOMO. The extensive geographical distribution of research activities demonstrates the global significance of FOMO in the contemporary hyper-connected society, where social media performs a crucial role in influencing social relationships and individual welfare (Figure 4).

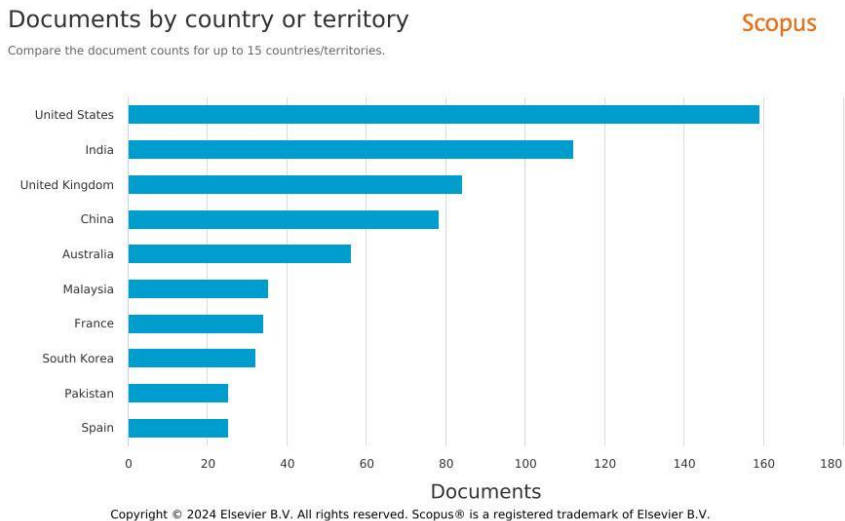


Figure 4 The most productive countries

Source: Scopus Index 2010-2024

The presence of emerging economies such as Malaysia and Pakistan, alongside developed countries, highlights the global nature of FOMO as a subject of interest. This suggests that the anxiety associated with being left out of social experiences is not confined to more affluent or technologically advanced societies but is a widespread concern. The chart underscores the importance of understanding FOMO, as it can influence consumer behavior, social dynamics, and mental health across various cultures and economies. Researchers are dedicating resources across the globe to investigate how FOMO affects individuals and societies, which is vital for developing strategies to mitigate its adverse effects. The distribution of documents by country on FOMO offers a comprehensive perspective on the worldwide academic involvement with this modern subject, showcasing the broad interest and thorough examination across all locations and cultures.

Academic Institutions

The bar chart delineates the number of documents produced by various academic institutions, visually representing each university's contribution to the corpus of knowledge on FOMO. North-West University is the leading contributor with the most documents, suggesting a concentrated scholarly interest and a dedicated research program or faculty specializing in FOMO and its implications.

Temple University and Griffith University also demonstrate significant academic productivity in this domain, which could indicate the presence of research clusters or initiatives that focus on the psychosocial aspects of technology use and social dynamics. Universitetet i Agder and the Institute of Management Technology, Ghaziabad, have

produced moderate outputs, which may reflect either emerging interest in this research area or the development of specific research projects to understand the FOMO phenomenon within distinct cultural or technological contexts.

Further down the list, the University of Johannesburg, the University of Central Florida, the Management Development Institute, Gurgaon, Rosen College of Hospitality Management, and The Hong Kong Polytechnic University display fewer documents. This suggests that while they engage with the topic, it may not be their primary research focus, or they may be contributing to the field through collaborative projects rather than leading independent research initiatives.

Academically, this document distribution signifies the global interest span in FOMO, highlighting its relevance across different socio-cultural backgrounds and its interdisciplinary nature, intersecting psychology, sociology, technology, and media studies. The emphasis on FOMO research can be attributed to the concept's increasing importance in comprehending the psychological ramifications of online interactions and technological interconnection on individual conduct and society standards (Figure 5).

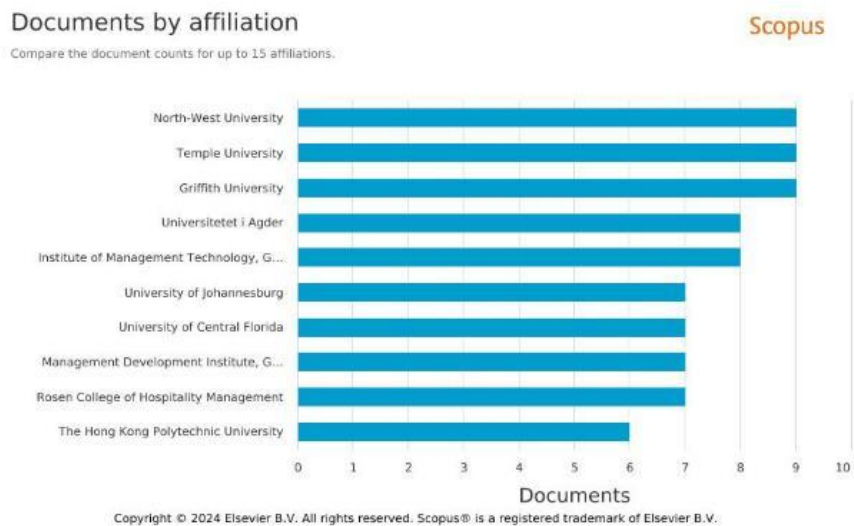


Figure 5 Academic institutions
Source: Scopus Index 2010-2024

The graphic suggests the possibility of inter-university collaboration. Partnerships across institutions could improve research by providing comparison studies that reveal detailed understandings of FOMO in various populations due to its widespread and cross-cultural character. Consequently, the chart provides quantitative data on the number of documents. However, it does not address the qualitative impact of the research, such as citation counts or the influence on policy and practice. Future research assessments might

benefit from integrating these additional metrics to better understand each institution's contribution to FOMO research.

Emerging FOMO in the Future

The concept of FOMO plays a role in consumer behavior (Hodkinson, 2019). This social phenomenon makes individuals feel disconnected from their current experiences, influencing their consumption patterns. Reisenwitz et al. (2023) and Zhang et al. (2020) observe that this fear often drives consumption choices. These choices are not just about acquiring goods or services; they also reflect a desire to enhance personal image, status, and social conformity and assert independence. Additionally, this behavior is characterized by the tendency to share these acquisitions (Argan et al., 2022; Kang et al., 2020; Rippé et al., 2023).

Expanding upon existing scholarly work, FOMO is linked to interactions with friends and family and experiences in the marketplace, including unique promotions on products or services (Bright & Logan, 2018; Dalla Chiesa et al., 2022; Gartner et al., 2022). Consumers frequently interact with brands on social media networks by expressing approval by liking a brand's page. This engagement is often driven by a desire to access exclusive offers and discounts, ensuring they take advantage of potential deals.

Furthermore, to comprehensively understand the FOMO field, we expanded our methodology to include a range of advanced bibliometric techniques. These included co-citation analysis, which helps identify the most influential works in the field; bibliographic coupling, which offers insight into the investigation's trends, is explored through the analysis of keyword co-occurrence, which helps to identify thematic patterns and emerging subjects; and thematic mapping, which visualizes the conceptual landscape of FOMO research. Additionally, we analyzed the social structure through co-authorship network mapping, which provided a detailed view of the collaborative relationships and interactions among leading researchers in the field, as highlighted in the works of Donthu et al. (2021). While our research primarily focused on FOMO and conceptual dimensions, it must be noted that this was a deliberate scope limitation. In the following subsection in Figure 6, we delve deeper into the nuanced intellectual and conceptual framework that underpins the FOMO field, offering a comprehensive overview of its current state and future potential.

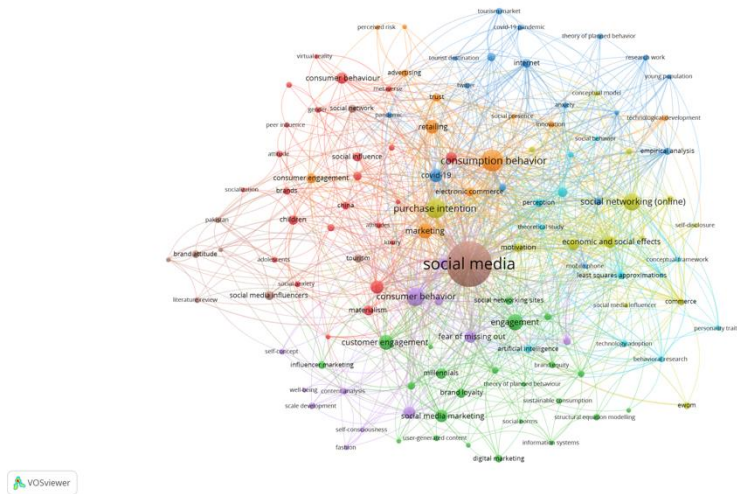


Figure 6 Co-occurrence network
Source: Scopus Index 2010-2024

This bibliometric network visualization represents a strategic tool for understanding the intricate web of scholarly discourse, exemplifying the interconnectedness of various keywords within a vast array of literature (Donthu et al., 2021). The interlinking lines display the frequency of co-occurrence of specific keywords across numerous documents. Visualizations are essential for clarifying the intricate structure and evolution of study areas and concepts and tracking the development of scholarly themes. Nevertheless, color coding in this network helps differentiate clusters of terms that are tightly related to each other based on an algorithm, making them distinct from terms outside the clusters. These clusters represent specific topic areas or sub-disciplines within the broader research spectrum.

Central to this visualization is the concept of FOMO within the green cluster. This phenomenon has seen a surge in relevance. The broad adoption of social media has given individuals unparalleled opportunities to compare their life experiences with those of others. The proximity of FOMO to keywords such as "social media marketing," "engagement," and "brand loyalty" within the green cluster underscores its significance in research exploring the consequences of social networking sites on consumer behaviors and the efficacy of marketing strategies. This network proposes that researchers investigate how FOMO catalyzes engagement with social media content, which marketers can harness to strengthen the consumer-brand nexus.

Furthermore, the connections of FOMO with terms in disparate clusters, such as the red cluster encompassing "consumer behavior" and "purchase intention," hint at its multidisciplinary implications. These linkages suggest FOMO's potential role in fostering engagement and shaping consumers' purchasing decisions, thereby underscoring its

influence in the digital economy, particularly concerning consumer decision-making processes. Analyzing this network might involve exploring the following:

- (1) *Marketing Strategies: The employment of FOMO in marketing initiatives to augment consumer engagement and promote products or experiences.*
- (2) *Consumer Psychology: The psychological mechanisms underpinning FOMO and its impact on individuals' self-perception, attitudes, and online behaviors.*
- (3) *Social Media Dynamics: Examining FOMO's role in content generation and dissemination, its effect on user-generated content, and information propagation.*
- (4) *Economic Impact: Assessing FOMO's influence on purchasing inclinations and economic ramifications, especially in online retail and e-commerce sectors.*
- (5) *Technological Adoption FOMO could contribute to embracing technologies that assure continuous connectivity and information access.*

This bibliometric network visualization offers a panoramic insight into FOMO's positioning within the extensive research landscape. A thorough examination of the literature underlying this visualization is imperative to comprehend the contexts wherein FOMO is discussed, its perceived implications on various facets of consumer behavior, and its exploitation in digital marketing strategies.

Co-Citation Network

The co-citation network visualization presented in Figure 7 offers a comprehensive overview of the scholarly discourse on FOMO among Young Consumers within the Thrifting Fashion Trend and the Future. This visualization affords an understanding of the intricate relationships between crucial research themes and authors in this field. The following descriptions delve into a specific cluster depicted in Figure 7 to provide deeper insight:

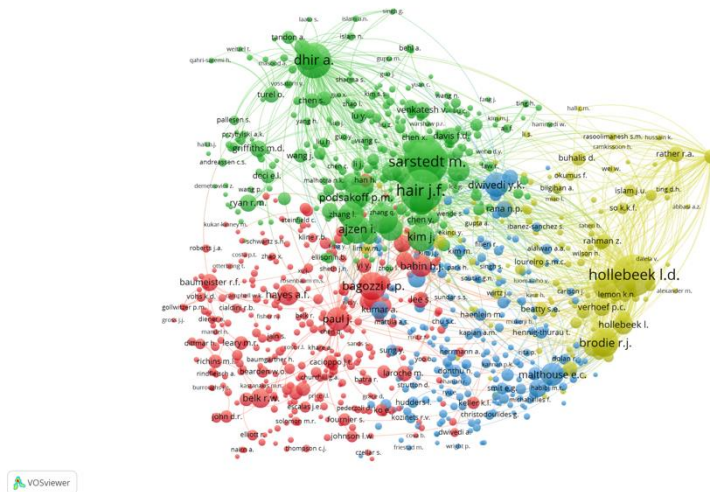


Figure 7 Co-citation Network
Source: Scopus Index 2010-2024

(1) *Green Cluster:* This section examines the psychological aspects of FOMO in young consumers in the context of thrifting for fashion. The feature critical theories and empirical research commonly referenced in this area provide a foundational understanding of the psychological drivers in consumer behavior.

(2) *Red Cluster:* This cluster explores thrifting's environmental and economic aspects. How FOMO influences the rejection of fast fashion by younger consumers and how this impacts the environment and economy. The cluster's references could reveal the complex nature of thrifting as a consumer behavior.

(3) *Blue Cluster:* This smaller cluster might focus on social media's influence on FOMO and fashion trends among young consumers. A growing research interest in how digital platforms impact consumer fashion choices.

(4) *Yellow Cluster:* This cluster predicts future trends in fashion thrifting—the innovative methods or theories to anticipate how FOMO and thrifting practices will evolve in the fashion world.

The co-citation network is multidisciplinary and interconnected, combining psychological, environmental, economic, and digital perspectives. The co-citation patterns indicate the influence and centrality of specific studies, showing how these diverse themes are intricately linked in academic discussions.

Discussion and Conclusion

FOMO in Thrifting Fashion Trends Among Young Consumers

The intersection of FOMO and thrifting fashion trends among young consumers is an emerging field that combines elements of psychology, consumer behavior, and

sustainable fashion. FOMO drives the quest for unique fashion finds and accelerates the trend cycle among this demographic. Building on the foundations laid by Reisenwitz and Fowler (2023), the significant role of social media and smartphone usage in amplifying FOMO is stated. This study extends their work by illustrating how these platforms facilitate rapid shifts in fashion trends (Argan et al., 2022; Rippé et al., 2023). Hodkinson's (2019) conceptual model describes the sort of marketing mechanisms that capitalize on FOMO, enhancing our understanding of consumer response within the thrifting market.

Visualization of Thrifting Trends and Young Consumer Behaviors

The present research employs visualization techniques to map out thrifting trends, offering a new lens through which to view the dynamic nature of fashion consumption among youth. This approach supplements traditional research tools and provides a more straightforward representation of how trends propagate and recede in response to consumer behaviors driven by FOMO (Kim et al., 2020; Dursun et al., 2023). These visualizations bridge empirical data and theoretical analysis, facilitating a deeper understanding of the motivations behind consumer choices in the thrifting context.

This research extends the theoretical framework surrounding the intersection of consumer behavior, psychology, and technology use, mainly through the lens of FOMO and sustainable fashion. Additionally, the foundational work of Reisenwitz and Fowler (2023) illustrates the substantial role of social media and smartphone usage in magnifying FOMO among young consumers. This extension is crucial as it links behavioral psychology directly to technological advancements and their impact on fashion trend dynamics, offering an understanding of how digital environments influence consumer decisions. Hodkinson (2019) stated that the conceptual model within the thrifting context integrates psychological triggers with consumer behavior theories, the discourse on marketing strategies, and consumer response mechanisms. This study's visualization techniques mark a methodological advancement, providing a new tool for researchers to map and analyze consumer behavior.

From a managerial perspective, the findings of this study are invaluable for formulating effective marketing strategies that capitalize on the psychological phenomenon of FOMO to drive consumer engagement and promote sustainable fashion consumption. A sense of exclusivity and urgency in marketing thrifted fashion items can amplify consumer interest and purchasing behavior. This strategy is particularly effective in promoting sustainable products, where the perceived rarity and limited availability can be leveraged to enhance the attractiveness and desirability of eco-friendly fashion options. The study suggests that understanding consumer choices' emotional and psychological underpinnings allows managers to craft marketing campaigns that appeal to consumers' desire to be trendy and align with their environmental values. This dual approach helps retain customers and foster a loyal consumer base by increasing their emotional investment and satisfaction with

the brand. Notably, this research assists managers in navigating the complex landscape of consumer behavior, enabling them to implement strategies that encourage more environmentally conscious purchasing decisions and sustainable fashion practices.

Implications for Sustainable Fashion Consumption and Marketing Strategies

The influence of FOMO on sustainable fashion consumption and marketing strategies is critical. Good and Hyman (2020) stated the emotional antecedents of FOMO, its influence on consumer purchase likelihood, and the intricacy of customer involvement in sustainable fashion expenditure (Good & Hyman, 2020). These dynamics are vital for developing marketing strategies catering to trendsetting, thrifting fashion, and promoting sustainability. With the exclusivity of sustainable fashion items, marketers can effectively leverage FOMO to spark interest in these products. The consumers perceive an item as rare or in limited supply, they are more likely to act quickly to obtain it, fearing they might miss out otherwise. This strategy not only boosts the attractiveness of sustainable products but can also increase their consumption, promoting sustainability in the fashion industry.

Implementing a marketing approach that creates a sense of urgency and exclusivity around thrifted items can significantly enhance consumer engagement. When consumers feel they are part of an exclusive opportunity, their emotional investment in the purchase increases, leading to more robust consumer loyalty and consistent, sustainable purchasing practices. This approach helps retain customers and encourages them to make more environmentally conscious choices, aligning their purchasing behavior with sustainable practices. These strategies suggest that understanding and manipulating the psychological triggers related to FOMO can be a powerful tool for marketers aiming to increase sustainable consumption within the fashion sector. By focusing on sustainable products' unique and limited nature, companies can create a marketing environment that encourages more thoughtful and environmentally friendly purchasing decisions.

Limitations and Future Research Opportunities

This investigation represents a pioneering effort to conduct bibliometric analysis concerning FOMO's influence on young consumers' thrifting fashion trends. Despite its comprehensive approach and relevance, the study has encountered limitations that merit acknowledgment. The primary limitation is the reliance on a single database for the collection and synthesis of data. While using a single database is expected in bibliometric studies to prevent duplication, this approach potentially omits significant studies available in alternative database servers, such as Web of Science, PubMed, Scopus, and Google Scholar, which could offer valuable insights into the FOMO phenomenon in fashion trends.

Nevertheless, another area for improvement is the study's inability to fully discern the contextual nuances within the citation structures of the analyzed literature. Although the

study effectively outlines the general patterns of citations in the literature on FOMO and thrifting fashion trends, it needs to delve into the specific contexts or intentions behind these citations. Subsequently, there are several promising directions for subsequent investigations. Initially, this study focuses on the phenomenon known as FOMO in the context of thrifting fashion trends within consumer behavior and psychology, however, the phenomenon spans a broader range of disciplines. Future research should explore FOMO in thrifting fashion trends from multiple disciplinary perspectives. Therefore, continuous research in this area is essential, considering the evolving nature of consumer behavior and fashion trends. Regular bibliometric analyses, conducted every five to seven years, would keep the research current and further the development of this field.

Moreover, while our bibliometric analysis effectively delineates general citation patterns, it needs to include more of the specific contexts or intentions behind them. Future research should contextualize these citation structures to provide a more comprehensive understanding of the field. As the landscape of consumer behavior continues to evolve, ongoing research is essential. We recommend conducting regular bibliometric analyses every five to seven years to keep abreast of new developments and refine our understanding of FOMO's impact on consumer behavior and fashion trends. Additionally, experimenting with various bibliometric techniques in future studies could uncover more profound insights into the dynamics of FOMO and its implications for marketing and sustainable fashion practices.

Acknowledgment

In the present investigation, there is no occurrence of conflicting interests.

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