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STREAMING SUCCESS: HARNESSING THE POWER OF FOMO IN LIVE MARKETING STRATEGIES

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Abstract:

The Fear of Missing Out (FOMO) stands as the primary psychological force which drives live marketing approaches while it controls consumer actions and determines their instantaneous decisions. A critical analysis of fundamental FOMO-based marketing principles happens in this research because academia lacks extensive theoretical analyses regarding its effects. Marketing strategies face a crucial problem when determining how to balance consumer speed with ethical values alongside giving consumers satisfaction over time. The paper merges Scopus AI analysis with peer-reviewed literature research to investigate the psychological elements of FOMO and its marketing applications as well as the resulting consumer satisfaction issues. The findings demonstrates that social influence as well as emotional appeals together with interactive engagement give rise to FOMO-based behaviors. Effective consumer-engagement marketing methods consisting of restricted offers together with social validation demonstrations and moment-to-moment contact enhance purchasing behaviors and customer engagement. Strategies employing these methods face challenges because ethical concerns with more mistakes and differing customer needs affect the techniques. The research adds theoretical value to behavioral decision-making theories with the Theory of Consumption Values by enhancing knowledge about loss aversion strategies and social validation processes in digital and live-streaming media. Marketers can use this research to generate practical marketing insights which require urgent communication while maintaining clarity and demand specific approaches for different customer groups. The research uses Scopus AI-assisted literature analysis to build a conceptual model which describes relationships between FOMO marketing methods and their impact on decision making from the consumer perspective and market demand patterns. The

research utilizes AI-driven analytical data to establish an organized framework that evaluates FOMO strategy performance levels as well as the related transparency measures and ethical dimensions. Researchers should examine how FOMO marketing affects consumer trust over time as well as its influence on brand loyalty. The research shows that FOMO delivers two functions by activating instant consumer reactions together with lasting modifications to their brand connections.

Keywords:

Commerce, Consumers, Engagement, Ethics, FOMO, Live Marketing.

Introduction

Digital marketing continues to advance rapidly since social media and live-streaming commerce changed how brands communicate with their audience. The most powerful emotional response mechanism in this market is the Fear of Missing Out (FOMO). The social pressure generating by FOMO makes customers more likely to buy impulsively and interact more frequently according to Hodkinson (2019). Brands apply this strategy specifically to engage digitally active consumers according to Kim, Lee, and Kim (2020). FOMO marketing represents an expanding force within purchase decision making because global e-commerce now reaches \$5.8 trillion while live commerce will grow to \$1.2 trillion by 2026 (Statista, 2023; McKinsey & Company, 2022).

The sales boost from FOMO marketing comes at the expense of ethical problems. When brands create artificial feeling of haste it results in consumer regret and destroys trust in businesses (Hayran, Anik, & Gürhan-Canli, 2020). FOMO marketing statistics are summarized through Table 1 which demonstrates its success rates and customer response tendencies and potential security risks.

The conceptual nature of this research project excludes the collection of primary data. The study develops its theoretical model using established literature research together with behavioral marketing concepts and empirical analytical studies. Consumer psychology together with neuromarketing research allows the examination of FOMO's impact on live commerce behavioral patterns. The approach examines four fundamental mechanisms which involve social comparison along with scarcity and urgency and biases related to decision making. The research develops a theoretical foundation that analyzes FOMO marketing functions and effectiveness while exploring its ethical dimensions for the field of digital marketing.

Table 1: FOMO Marketing and Live Commerce Statistics

Statistic	Source	Findings
Global e-commerce market value (2023)	Statista (2023)	Highlights the overall size of the e-commerce industry, demonstrating the market potential for FOMO-driven marketing.
China's live commerce sales (2023)	Statista (2023)	Shows that live commerce is a dominant force in digital sales, particularly in Asia, where FOMO-based tactics thrive.

Statistic	Source	Findings
Projected global live commerce sales (2026)	McKinsey & Company (2022)	Forecasts a rapid expansion of live-streaming commerce, reinforcing the long-term viability of FOMO marketing strategies.
60% of Gen Z consumers are influenced by FOMO in purchasing	KPMG Consumer Insights (2023)	Indicates that younger demographics are highly susceptible to urgency-driven marketing strategies.
Increase in conversion rates through FOMO-based marketing (29%)	HubSpot Marketing Report (2022)	Demonstrates the effectiveness of FOMO in driving immediate consumer actions and reducing hesitation.
69% of online shoppers abandon carts due to lack of urgency	Baymard Institute (2023)	Suggests that the absence of time-sensitive incentives discourages consumers from completing purchases.
60% of Millennials admit to making reactive purchases due to FOMO	Eventbrite (2021)	Demonstrates the prevalence of impulsive buying triggered by live marketing.
48% of consumers buy products after seeing them on live-streaming events	McKinsey (2023)	Highlights the growing influence of live commerce on purchasing decisions.
72% of Gen Z consumers feel anxious when they miss out on trending products	Statista (2022)	Shows that younger demographics are particularly vulnerable to FOMO marketing tactics.
45% of FOMO-driven purchases lead to buyer's remorse	Harvard Business Review (2020)	Suggests potential drawbacks of FOMO-based marketing, requiring a balance between urgency and satisfaction.
Brands using FOMO-based marketing see a 30% higher engagement rate	McKinsey (2023)	Demonstrates the effectiveness of FOMO in driving consumer interaction.

Source: Napkin AI (2024)

The data from the FOMO Marketing and Live Commerce Statistics table confirms that FOMO-driven marketing significantly boosts consumer engagement and conversion rates, especially in live-streaming commerce and digital sales. Younger demographics, particularly Gen Z and Millennials, are the most responsive to FOMO-based tactics. The psychological effects of urgency, exclusivity, and social proof drive impulse buying, making FOMO marketing a key strategy in e-commerce. Notably, engagement rates increase by 30%, while conversion rates rise by 29%, highlighting its effectiveness.

The research results uncover both favorable outcomes and possible dangerous aspects. Large numbers of consumers abandon their online shopping carts indicating that strong urgency approaches create problems while numerous consumers feel remorse after finishing purchases. The use of aggressive FOMC approaches indicates that trust and satisfaction endure long-term damage. To achieve better customer experience brands must combine the right timing with sincere transparency instead of using pressure to rush purchases. A consumer-oriented method

represents the key to sustainable FOMO marketing success rather than aiming for deceptive manipulation of shoppers.

The rising power of FOMO-based marketing warrants this research that investigates its strategic application in live marketing campaigns together with psychological effect influences and customer engagement practices and ethical aspects. The research investigates psychological processes of FOMO through loss aversion and real-time engagement along with social comparison because these factors influence the purchasing behavior and urgency of consumers. The research discovers successful methods for using FOMO which combine exclusive deals with social validation elements and interactive engagement methods to increase consumer engagement and stimulate urgent buying decisions. The analysis explores ethical implications along with customer satisfaction issues from extreme FOMO techniques because consumers may develop feelings of mistrust and regret during those aggressive promotional events.

While FOMO as a psychological concept is well-documented, its direct application in live marketing remains underexplored. Most studies focus on social media-driven FOMO and compulsive buying behaviors. However, little research has examined how real-time marketing elements—such as live-streaming, interactive promotions, and influencer collaborations—intensify FOMO triggers in digital commerce (Solaiman & Pangaribuan, 2024).

Additionally, while urgency tactics are known to drive sales, there is limited research on how ethical considerations shape consumer responses to FOMO marketing. Issues like transparency, authenticity, and manipulative sales tactics require further examination (Bright & Logan, 2018).

This study contributes to behavioral marketing literature by integrating insights from social psychology, consumer behavior, and digital commerce (Sun & Bao, 2023). It also addresses ethical concerns, offering empirical insights on how brands can refine FOMO strategies for sustainable consumer engagement and trust (Bright & Logan, 2018).

This paper is structured as follows. The next section reviews existing literature on FOMO-based marketing, focusing on its psychological foundations, strategic applications, and ethical implications. The methodology section outlines the conceptual approach used to develop a theoretical framework, integrating insights from peer-reviewed literature and Scopus AI-assisted analysis. The discussion section presents key findings on effective FOMO strategies, consumer behavior insights, and ethical challenges, incorporating the conceptual model derived from AI-driven synthesis. Finally, the conclusion provides strategic recommendations for marketers, emphasizing the need to implement FOMO-driven strategies responsibly while maintaining consumer trust and long-term engagement.

Literature Review

The Psychological Mechanisms of FOMO in Live Marketing Contexts

People experience Fear of Missing Out (FOMO) due to the fundamental human requirements for maintaining social ties with others and preserving their status. The dual features of live marketing and social media have reinforced this effect which provides people with immediate social validation Alfina, Hartini, and Mardhiyah (2023). Due to FOMO people engage in

hedonic consumption by purchasing products to escape missing out or to achieve pleasure but they end up making hasty buying decisions (Solaiman & Pangaribuan, 2024).

Live marketing motivates consumers through FOMO due to Social Comparison Theory which determines that people base their status ratings by comparing themselves to others (Festinger, 1954). Real-time promotional offers intensify feelings of consumer urgency because people experience social pressure after observing their peers and influencers using the product (Lee & Na, 2024). These comparisons drive both emotional and behavioral responses which cause people to purchase items on impulse (Blose, Xie & Pitts, 2023).

FOMO triggers the reward system in the brain to release dopamine which functions as a neurotransmitter that links to both pleasure experiences and instant satisfaction. The human brain's prefrontal cortex which governs logical thinking enters an emotional duress state whenever people experience scarcity or exclusivity (Hodkinson, 2019; Wang et al., 2022) and prepares the consumer to buy impulsively (Blose, Xie & Pitts, 2023). via its live-streaming format the neurological reaction intensifies due to instant appeal which forces consumers to make immediate buying decisions.

Through digital engagement models FOMO develops stronger psychological effects on consumers. Social and psychological factors created by time-limited sales and live Q&A sessions force consumers to make hasty purchasing decisions according to Sun & Bao (2023). The FOMO psychological power emerges through Loss Aversion Theory because its features include timers alongside real-time updates and exclusive notifications (Tversky & Kahneman, 1991).

FOMO works as an effective marketing tool because of the ways it uses social aspects in combination with neurological and behavioral elements. Brands will face ethical concerns from exploiting psychological triggers because such manipulations disregard consumer health beyond marketing campaigns.

The Effective Strategies for Implementing FOMO-Driven Campaigns

Companies achieve the most effective results in FOMO-driven marketing through successful blending of consumer psychological elements with genuine marketing materials. The scarcity marketing technique consists of brand-initiated finite offers which generate high consumer demand while reducing supply options. It promotes quick response from buyers to prevent missing opportunities by supporting the Behavioral Economics Theory on human decision-making through perceived scarcity (Thaler, 1985). The application of artificial scarcity approaches in marketing leads to consumer skepticism because people identify brands' excessive use of urgency strategies (Dar et al., 2021).

Social media influencers effectively create FOMO through real-time product advertising which generates FOMO among audience members who want to stay relevant. Influencers generate social proof for their followers by demonstrating trends through their purchased items which makes followers want to participate in order to maintain rapport (Kao & Huang, 2024). The strategy matches Self-Determination Theory by emphasizing autonomous behavior as well as competence development and feelings of social connection between people (Ryan & Deci 2000). Studies demonstrate that the FOMO marketing technique powered by influencers creates powerful effects on younger audiences including Gen Z and Millennials since these

groups heavily participate in social media and online fashions (Solaiman & Pangaribuan, 2024). Despite these concerns ethical entities have expressed doubts about misleading endorsements while authorities stress the necessity of making sponsorships openly clear (Jain, 2024).

Live commerce strategies take FOMO marketing further by using live-streaming platforms for flash sales, instant giveaways, and interactive Q&A sessions, creating an engaging and exclusive shopping experience. Studies show that 48% of consumers make purchases after seeing products in live streams, underlining the power of real-time engagement on buying behavior (McKinsey, 2023). Combining AI-driven personalization with live commerce can further enhance consumer engagement, as personalized recommendations during live streams increase the likelihood of purchases and reduce decision fatigue (Kumar & Suthar, 2024).

Additionally, real-time notifications and stock alerts reinforce FOMO. Features such as low-stock alerts, recent purchase notifications, and countdown timers heighten urgency and reduce hesitation (Karimkhan & Chapa, 2021). The addition of elements influenced by gamification such as leaderboards or exclusive VIP rewards for fast purchases increases both consumer engagement and conversion rates according to research conducted by Perreault & Perreault (2020). Every increase in short-term sales by these tactics requires brands to maintain ethical transparency which protects against negative consumer reactions. Using extreme push methods repeatedly will produce unfavorable emotional responses like anxiety and regret that can hurt brand confidence with customers in the future (Schaufel et al., 2024).

The Challenges and Considerations in FOMO-Based Marketing

The effectiveness of FOMO-based marketing strategies at generating engagement and conversions coincides with ethical issues that create trust breakdowns for customers. Buyer's remorse strikes 45% of consumers driven by FOMO buying impulsively because they experience unnecessary purchasing stress (Harvard Business Review, 2020). Research has shown that the psychological stress caused by FOMO marketing produces stress and anxiety levels and decision fatigue which generates negative emotions when customers make a purchase (Solaiman & Pangaribuan, 2024). The manipulation of artificial urgency through FOMO marketing causes consumers to develop wariness toward brands which affects their long-term brand loyalty (Ferrell & Ferrell, 2021).

FOMO marketing generates dissimilar results depending on the demographics and cultural backgrounds of target audiences. Social proof-based FOMO influences people from collectivist cultures more strongly since their society emphasizes group harmony above all else (Karimkhan & Chapa, 2021). The culture of individualist societies places greater emphasis on individual freedom and thus shows greater caution toward time-sensitive marketing strategies (McKinsey & Company, 2023). Digital proficiency together with age determine consumer reactions when faced with FOMO marketing strategies. The social media-active Gen Z and Millennial consumers among younger demographics easily react to real-time promotions and social validation tactics due to their digital media consumption patterns (Statista, 2022). According to Wang et al. (2022) older consumers evaluate product specifications first since they need time to process detailed information before deciding.

As a solution brands should combine the necessity of urgency with moral marketing approaches to stop consumer outrage against their practices. Experts now demand FOMO marketing approaches to focus on consumer protection and transparent advertisement practices according to Abzug (2023). The successful FOMO marketing approach depends on delivering both actual exclusive content and valuable benefits rather than implementing deceptive time-limited promotions (Bright & Logan, 2018). Brands need to deliver precise information regarding their time-bound deals to allow customers to decide carefully while feeling free from excessive pressure (Schaufel et al., 2024). Consumers develop trust issues when influencer marketing include deceptive endorsements and overblown sense of urgency according to Jain (2024).

The combination of genuine interactions alongside clear messaging and maintain proper marketing ethics provides a foundation for FOMO marketing success that preserves customer contentment. Future research in digital commerce must investigate both psychological effects of FOMO-driven marketing strategies and their influence on brand-consumer relationships according to Solaiman and Pangaribuan (2024).

Summary of Past Research on FOMO Marketing

Table 2 summarizes key past studies on FOMO marketing, highlighting findings, theoretical frameworks, and their relevance to the present study.

Table 2: Summary of Key Past Studies on FOMO Marketing

Author(s)	Year	Key Findings	Theoretical Framework
Hodkinson	2019	FOMO triggers impulsive purchasing through emotional appeal.	Neuromarketing Theory
Sun & Bao	2023	Live-streaming enhances FOMO-driven buying by increasing engagement.	Social Comparison Theory
Wang et al.	2022	FOMO affects brain activity in regions linked to decision-making and impulse control, leading to compulsive behaviors, including impulsive buying.	Neuromarketing and Brain Reward System Theory
Kao & Huang	2024	Influencer marketing strengthens FOMO-driven purchases.	Self-Determination Theory
McKinsey	2023	48% of consumers buy products after seeing them in live commerce.	Behavioral Economics Theory
Harvard Business Review	2020	45% of FOMO-driven purchases result in buyer's remorse.	Consumer Decision-Making Theory

Source: Napkin AI (2024)

The research findings collectively demonstrate that FOMO-driven marketing strongly influences consumer behavior through emotional appeal, social validation, and urgency-based decision-making. Consumers react to scarcity, exclusivity, and real-time engagement, particularly in live-streaming and influencer marketing contexts, leading to increased impulse purchases.

Neuromarketing research shows that FOMO affects brain regions linked to impulse control, making consumers more prone to compulsive buying behaviors. Additionally, social proof and live commerce strategies significantly boost consumer engagement and conversion rates. However, ethical concerns arise, as studies report that a large percentage of FOMO-driven purchases result in post-purchase regret, raising concerns about trust and the long-term sustainability of urgency-based marketing.

These findings highlight the need for a balanced approach, where FOMO marketing remains effective while prioritizing ethical transparency and consumer well-being.

Theoretical Framework of the Present Study

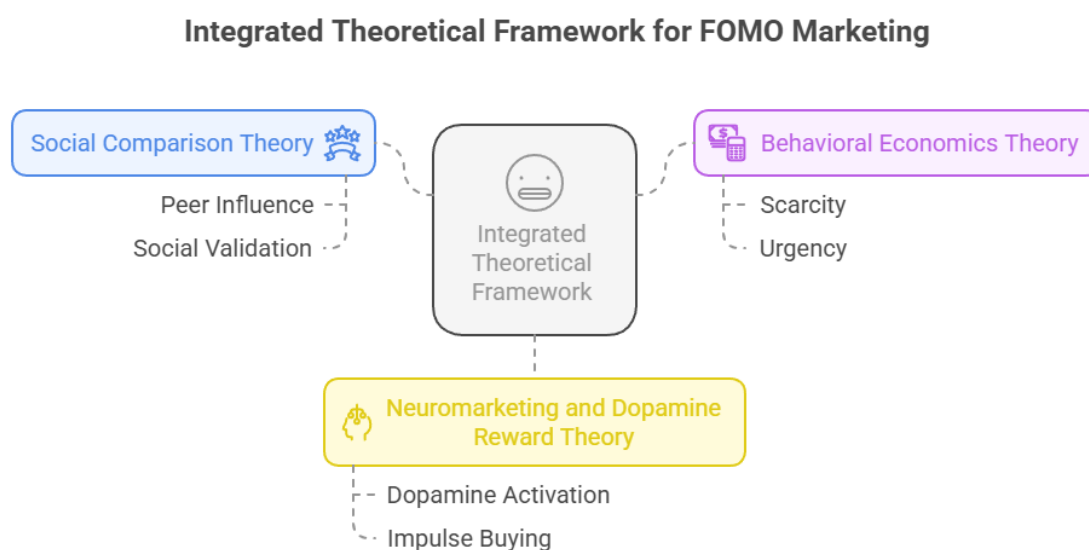


Figure 1: Integrated Theoretical Framework for FOMO Marketing

Source: Napkin AI (2025)

Figure 1, "Integrated Theoretical Framework for FOMO Marketing," illustrates the three core theories that explain how FOMO marketing influences consumer behavior and decision-making. These theories provide a structured view of the psychological, economic, and neurological drivers behind FOMO-driven marketing strategies.

According to Social Comparison Theory (Festinger, 1954) consumer FOMO-based decisions are stimulated by social validation processes and peer influence effectiveness. Customers who engage in live-streaming view others using social media platforms experience higher connection levels and excessive buying behaviors.

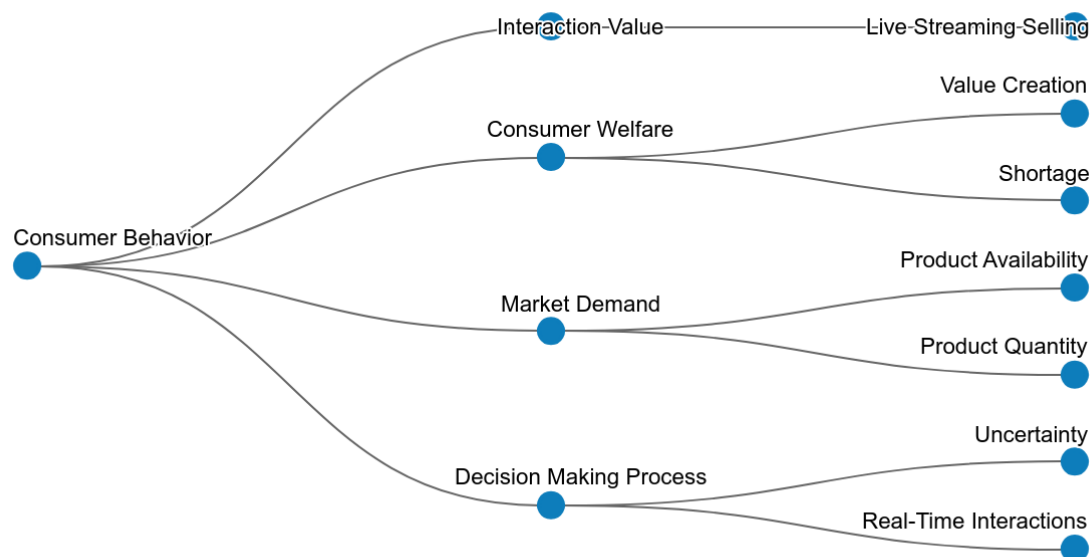
This theoretical approach from Thaler (1985) demonstrates how consumers psychologically react to perceived shortness in supply and sense of expediency during purchasing decisions. Time-dependent offers combined with exclusive deals developed by marketers create FOMO that drives consumers to make immediate purchases before the opportunity expires.

Neuromarketing and Dopamine Reward Theory by Wang et al. (2022) reveals how the brain's reward mechanism activates when people experience FOMO which results in increased dopamine release that makes consumers more likely to engage in hasty purchasing decisions. Countdown timers along with influencer promotions and live engagements utilize emotional-based strategies to manipulate neurological responses in order to speed up buying decisions.

These three theories establish a complete framework that explains the behavioral effects of FOMO marketing strategies on consumers. The model that combines psychological economic and neurological research about why FOMO works also serves as a framework to address digital commerce ethical issues.

Conceptual Map

The conceptual map illustrates the key factors shaping consumer behavior in live-streaming commerce and FOMO marketing. It identifies four critical dimensions that influence purchasing decisions: interaction value, consumer welfare, market demand, and decision-making processes, each of which plays a crucial role in shaping consumer purchasing behavior.



Powered by Scopus AI, Thu Dec 12 2024

Figure 2: Consumer Behavior in Live Marketing Contexts

Source: Scopus AI (2024)

Figure 2 demonstrates how consumers engage with value-generating systems on live-streaming platforms, shaping their responses to marketing campaigns. The model evaluates product accessibility, real-time communication, and interactive engagement, helping brands understand consumer satisfaction and purchasing behavior.

The interaction value emerges from live-streaming selling platforms which let shoppers develop participatory and engaging shopping encounters. The inclusion of consumers during these events results in changed shopping practices that combine anxiety from rushing and worries about privacy breaches.

Product availability management dominates Consumer Welfare Framework as it fulfills customer satisfaction requirements by utilizing proper distribution channels for high-quality products.

Market Demand shows that product availability along with quantity directly affects consumer perceptions of scarcity allowing market patterns to develop in combination with FOMO-based tactics.

Customers move toward buying decisions through both impulsive and considered choices because of real-time and uncertain mechanisms which guide them based on their understood relevance and sense of urgency within the decision-making process.

By integrating these factors, the conceptual map provides a structured view of how FOMO-driven marketing influences decision-making in live commerce.

Linked Concept Path Summary - Consumer Behavior And Interaction Value

Consumer behavior maintains a direct link with interaction value specifically when customers use online or live-streaming platforms. Research demonstrates that interaction value which describes successful consumer-brand and consumer-to-consumer engagement shapes how customers perceive products and make their purchase decisions. Interactive communication between consumers and brands through online channels increases the estimated value of products that directly drives purchasing choices. According to Pansukum, Issariyakulkarn and Nunthapirat (2024) green products get the most promotion through interactions because these interactions establish trust and shared value between all parties. The combination of information access with social consumer interactions builds positive effects on consumer knowledge and trust which results in better buyer decisions according to Ma, Jin and Liu (2023). Interactive platforms create environments that improve customer experiences as well as behavioral results by developing meaningful consumer-to-consumer social interactions.

Through TCV investigators receive a theoretical model for studying how interaction value enhances customer enjoyment alongside their purchasing choices. Interaction value functions as a core component in TCV as described by Ding, Lin and Zhang (2021) because it brings about enhanced satisfaction combined with gratification during customer decision-making. Computer-enhanced interactions between buyers and broadcasters along with buyers and others in e-commerce live broadcasts generate stronger perceived value resulting in purchase decisions (Park, Lee & Ezell, 2010). A combination of features in e-interactivity that guarantees dialogue together with consumer engagement strengthens trust perception and value understanding alongside satisfaction and consumer loyalty according to De Xia, Yu, Zhang and Zhang (2019). The signals indicate raising meaningful relationships creates immediate purchase behaviors along with long-term customer loyalty. Interaction value enhancement from brands results in superior memorable digital encounters that satisfy contemporary consumers' space needs in digital domains.

Table 3: Overview of Research Studies on Consumer Behavior and Interaction Value

Authors	Title	Source title	Year	Cited by
Park J.; Lee S.S.; Ezell S.	The influence of online interactive service for customer relationship management strategy	Proceedings of the International Conference on Electronic Business (ICEB)	2010	0
Xia D.; Yu L.; Zhang M.; Zhang X.	Influence of Online Interaction on Consumers' willingness to the Consumption of Green Products	IOP Conference Series: Earth and Environmental Science	2019	6
Ding S.; Lin J.; Zhang Z.	The influences of consumer-to-consumer interaction on dissatisfactory consumers' repetitive purchases in network communities	Sustainability (Switzerland)	2021	9
Ma X.; Jin J.; Liu Y.	The influence of interpersonal interaction on consumers' purchase intention under e-commerce live broadcasting mode: The moderating role of presence	Frontiers in Psychology	2023	7
Pansukkom S.; Issariyakulkarn N.; Nunthapirat D.	Tastes on Wheels: Exploring Consumer Value Perceptions, Enjoyment and Choice Behavior in the Food Truck Market	ABAC Journal	2024	0

Source: Scopus AI (2024)

The presented table shows how research about online interaction effects on consumer actions has steadily expanded in multiple contexts. The research by Park et al. (2010) investigated how customer relationship management strategies benefit from using online interactive services but remains uncited by other researchers. De Xia et al. (2019) studied online interaction effects on green product purchase willingness and identified positive results which have since received six citations. The research by Ding et al. (2021) explored how network communities affect consumers who interact with one another which resulted in nine published citations. Ma et al. (2023) conducted research about how presence functions as a moderation factor in e-commerce live broadcasting and its impact on purchase intentions which received seven citations. An exploratory research on food truck market consumer value perceptions and choice behavior by Pansukkom et al. (2024) remains uncited to date. The investigated studies demonstrate how digital encounters directly create consumer participation and product acquisition choices and brand loyalty in different digital and physical spaces.

Linked Concept – Consumer Behavior and Consumer Welfare

Consumer behavior directly links to consumer welfare based on the purchasing decision processes of individual consumers who seek satisfaction through their choices of goods and services. Consumer welfare describes the satisfaction consumers experience through their choice selection and ability to acquire goods combined with services which controls their buying choices. Research from Chivu et al. (2021) demonstrates that pleasing attitudes toward buying things for social improvement both improves consumer choice fulfillment and buying

decisions. Consumer welfare operates as a foundation for antitrust laws which maintain competitive markets through protection of consumer well-being (Van Raaij, 2012). Consumer attitudes toward value measurements and fairness create a direct link between their actions and welfare-oriented government policies and ethical business conduct.

Consumer welfare in digital markets becomes intricate because online platforms define how consumers experience their environments. The definition of consumer welfare for digital spaces requires understanding how online interactions differently affect satisfaction and accessibility as well as trust according to Azadi et al. (2019). Consumer financial behaviors which include how they spend money and handle their savings and debt create essential conditions for achieving welfare since these behaviors define economic accessibility and long-term market stability (Burnside, 2017). Consumer welfare within healthcare exhibits dynamic behavior movements through the example of COVID-19 pandemic behavioral changes in health service decision-making (Orbach, 2011). Consumer welfare exists in multiple forms because it transforms based on how digital technology improves processes and how economic participation affects people and what societal issues require attention. Businesses and policymakers need to handle individual satisfaction alongside systemic factors which influence welfare in various contexts to fully resolve this relationship.

Table 4: Overview of Research Studies on Consumer Behavior and Consumer Welfare

Authors	Title	Source title	Year	Cited by
Orbach B.Y.	The antitrust consumer welfare paradox	Journal of Competition Law and Economics	2011	83
Van Raaij W.F.	Consumer financial behavior	Foundations and Trends in Marketing	2012	7
Burnside A.	Digital economy and consumer welfare: Bob Dylan and consumer welfare	Concurrences	2017	0
Azadi A.; Zarei A.; Tojari F.	The effect of purchasing welfare on consumer purchasing behavior: The role of mediator attitudes	Annals of Applied Sport Science	2019	0
Chivu R.-G.; Popa I.-C.; Mociu A.; Savin P.-S.; Popa R.-I.; Orzan A.-O.	Sustainable transformation of consumer behavior—Vector modeling in determining the decision to choose a medical service in the context of COVID-19	Sustainability (Switzerland)	2021	2

Source: Scopus AI (2024)

This study provides essential contributions regarding consumer welfare and its effect on purchasing actions within different market settings. Orbach (2011) conducted research about antitrust law's consumer welfare paradox which has achieved 83 citations indicating its major role in economic and legal discourse. The study conducted by Van Raaij (2012) analyzed financial consumer behavior from the standpoint of marketing trends and obtained seven

citations. The research by Burnside (2017) evaluated consumer welfare within digital economies using cultural references but the study failed to attract any citations. The study conducted by Azadi et al. (2019) investigated consumer purchasing behavior changes through market welfare analysis of mediator attitudes but has failed to achieve any citations. Two citations appeared in published publications to support the research by Chivu et al. (2021) about sustainable consumer behavior alterations when selecting COVID-19 medical services. This research shows consumer welfare contains three parts that involve financial decision-making alongside digital market operations together with legal systems and sustainable environmental practices.

Linked Concept – Consumer Behavior and Market Demand

Consumer preferences along with market actions correspond directly to market demand patterns through the steers which consumers create. Firms alter their operations by monitoring consumer behavior through dynamic pricing and inventory management systems. The application of behavioral pricing methodology integrates actual customer behavior patterns into price setting models which helps companies achieve revenue efficiency throughout periodical market shifts according to Clemons (2008). Consumer behavior has been dramatically altered by the expanding access to information which made people both informed and demanding when it comes to consumer requests. Consumer market participation now enables active consumer involvement which transforms passive market beneficiaries into market influencers for demand dynamics (Ismagilova, Danilina, Gafurov, Ismagilov & Safiullin, 2014).

Market demand evolves through time primarily because consumer behaviors are dynamic. The analysis by Hu and Nasiry (2017) demonstrates that both product value transformations and market environment adjustments impact immediate demand changes using models of consumer behavior. The signaling models reveal that initial pricing techniques together with promotional strategies drive market demand formation especially with durable products (Clemons, 2008). The competitive market environment requires businesses to focus on consumer preferences because of the effects of liberation and privatization and global business pressure (Mazhara & Kapustyan, 2022). The research demonstrates how the complex relationship between buyer conduct and market interest patterns requires businesses to adjust their strategies towards shifting user preferences and roles in market development.

Table 5: Overview of Research Studies on Consumer Behavior and Market Demand

Authors	Source title	Title	Year	Cited by
Clemons E.K.	Proceedings of the Annual Hawaii International Conference on System Sciences	Resonance marketing in the age of the truly informed consumer: Changes in corporate strategy resulting from changes in customer behavior	2008	0
Clemons E.K.	Journal of Management Information Systems	How information changes consumer behavior and how consumer behavior	2008	117

Authors	Source title	Title	Year	Cited by
Podolyan I.S.	Actual Problems of Economics	determines corporate strategy Evolution approach in market demand theory	2009	0
Ismagilova G.N.; Danilina E.I.; Gafurov I.R.; Ismagilov R.I.; Safiullin L.N.	Asian Social Science	Asymmetric information and consumer demand	2014	0
Bhushan A.	Journal of Internet Banking and Commerce	A comparative analysis of consumer behavior of Nokia and Samsung mobile users	2016	0
Olejniczak T.	Polish Journal of Natural Sciences	Post-purchase dissonance - A difficult area of research in Poland	2017	5
Hu Z.; Nasiry J.	Management Science	Are markets with loss-averse consumers more sensitive to losses?	2018	24
Mazhara G.; Kapustyan V.	Financial and Credit Activity: Problems of Theory and Practice	Modeling Dynamic Consumer Behavior in the Commodity Market	2022	2

Source: Scopus AI (2024)

A table showcases prominent market demand studies that demonstrated their discoveries regarding business decisions and information-driven corporate approaches. Research conducted by Clemons (2008) produced two different studies which measured different levels of influence in management and information systems research with 117 total citations. No published paper includes the research about the evolutionary market demand model that Podolyan (2009) presented. The analysis of consumer demand regarding asymmetric information in the study by Ismagilova et al. (2014) failed to generate additional research citing it. Bhushan (2016) investigated consumer behavior patterns between Nokia and Samsung mobile telephone markets in an uncertain research. Olejniczak (2017) researched post-purchase dissonance in consumer decision-making while attracting five researchers to their work. The comprehensive research conducted by Hu and Nasiry (2018) about loss-averse markets has attracted 24 new research studies because of its central position in behavioral economics. According to Mazhara and Kapustyan (2022) a dynamic model of consumer behavior in the commodity market extended theoretical financial and credit activities yet managed only two citations. The research findings in these works explain how information and emotional responses and market conditions shape consumer behavior and corporate choices.

Linked Concept – Consumer Behavior and Decision-Making Process

Consumer behavior depends on a decision-making process that includes problem recognition followed by information search then alternative evaluation and purchase decision and post-purchase behavior (Sandu, 2014). The different consumer actions throughout each phase are driven by psychological as well as social and personal elements. People function through

evaluation and option analysis using their perception learning and motivated attitudes which Mitchell, Hall and McIntosh (2009) and Luce (2015) describe through their research. Trust and satisfaction belong to psychological factors that hold exceptional importance during product or service quality assessment. Corporate reputation stands as a vital influence that directs customer preferences thus demonstrating how reliable brand choices impact decision-making according to Mitchell et al. (2009). The process of modern consumer behavior shows consistent evolution from purely rational choices to decisions made through intuitive and bounded rationality-based reasoning because cognitive limits and emotional elements work together in purchase situations (Luce, 2015).

The current digital environment has produced essential changes which influence how consumers make buying decisions. New media platforms provide unlimited information to consumers who use this material to develop their informedness and control their decision-making process (Darley, Blankson and Luethge, 2010). The contemporary marketplace demands new behavioral models to overcome digitization problems that make outdated consumer descriptions obsolete thereby requiring models for immediate digital resource interactions. The marketing industry uses behavioral data analysis to create personalized promotion strategies for specific products as described by Duque (2023). The decision-making process functions as a fundamental basis to analyze consumer conduct and forecast business progress toward total market participation and customer satisfaction.

Table 6: Overview of Research Studies on Consumer Behavior and Decision-Making Process

Authors	Title	Source title	Year	Cited by
Mitchell R.; Hall C.M.; McIntosh A.	Wine tourism and consumer behaviour	Wine Tourism Around the World	2009	125
Darley W.K.; Blankson C.; Luethge D.J.	Toward an integrated framework for online consumer behavior and decision making process: A review	Psychology and Marketing	2010	272
Sandu M.C.	Important elements in consumer's decision-making process	Calitatea Vietii	2014	1
Luce M.F.	Consumer decision making	The Wiley Blackwell Handbook of Judgment and Decision Making	2015	5
Leonov Y.; Nakonechnyi O.; Khalimanenko V.; Nikolaiko H.; Heraimovych V.	Analysis of the Influence of Psychological Factors on Consumer Behavior and the Decision-making Process	Economic Affairs (New Delhi)	2023	1
Salazar D.	Consumer purchase process in restaurants and cafes in the city of Quito; [Proceso de compra del	Innovar	2023	0

consumidor en restaurantes y
cafeterías de la ciudad de Quito]

Source: Source AI (2024)

The research literature includes major findings from studies about consumer conduct with their purchasing behavior while demonstrating work from different academic backgrounds through various case studies. The paper by Mitchell et al. (2009) investigated wine tourism and its impact on consumer conduct thus becoming a widely quoted work which received 125 citations respectively in tourism and consumer research publications. The review conducted by Darley et al. (2010) became the leading work in the table by synthesizing online consumer behavior and decision-making frameworks while receiving 272 citations. The consumer decision-making process elements analyzed by Sandu (2014) in his study have been cited only once. The research by Luce (2015) expanded understanding in judgment and decision sciences about consumer buying decisions through five recorded citations. Both Leonov, Nakonechnyi, Khalimanenko, Nikolaiko and Heraimovych (2023) who examined psychological factors affecting consumer decision-making and Salazar (2023) who investigated Quito restaurant and cafe purchasing received one citation. The research shows how consumer choices evolve due to psychological along with online and field-specific elements which influence purchasing decisions.

Methodology

The research implements a conceptual analysis to study FOMO-driven marketing in live commerce through existing theoretical frameworks coupled with empirical research data. The research aims to present an academic theory about how FOMO affects customers in live-streaming commerce along with corresponding strategic marketing approaches. The methodology brings together essential behavioral economic, neuromarketing and social psychological theories and empirical models to create a conceptual model for FOMO marketing approaches.

Methodology for FOMO-Driven Marketing Study

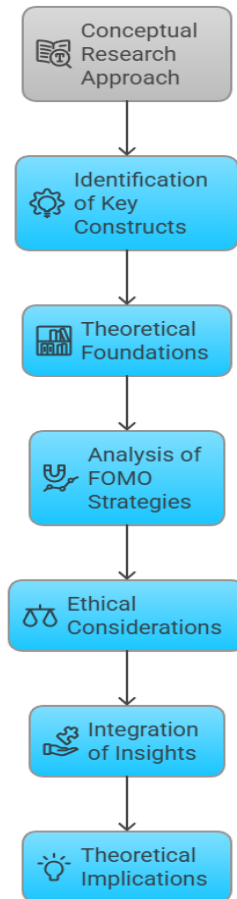


Figure 3 : Flowchart of the Methodology

Source: Napkin AI (2025)

The paper constructed its conceptual model through research of peer-reviewed literature and industry reports which Scopus AI and additional academic databases provided to the authors. The conceptual structure that linked consumer actions to market demand through decision-making processes and interaction value resulted from data processing performed by Scopus AI. Scopus AI was chosen due to its capacity to find patterns within indexed research and create construct relationship maps which improve the theoretical synthesis methodology. The incorporation of existing research in this study reveals essential connections between determinants of FOMO-driven decisions made by consumers in live-streaming commerce.

This study is conducted in three primary phases:

1. Identification of Key Constructs and Theoretical Foundations

The examination starts with identifying major components and theoretical frameworks by choosing basic psychological and behavioral theories which explain FOMO marketing mechanisms. The study employs Social Comparison Theory from Festinger (1954) together with Behavioral Economics Theory from Thaler (1985) and Neuromarketing with Dopamine Reward Theory from Wang et al. (2022) as its fundamental psychological and

behavioral foundations. The multi-theory framework enabled researchers to identify the spontaneous purchasing behavior response mechanisms from FOMO marketing tactics under time-sensitive social influences. The research study centered on academic publications from 2020 to 2025 about consumer behavior and FOMO marketing strategies within live commerce through peer-reviewed databases.

2. Analysis of FOMO-Driven Marketing Strategies and Ethical Considerations

This phase uses systematic research to evaluate how scarcity marketing works with influencer-driven FOMO and live commerce strategies to generate timing-sensitive consumer buy-in. The section establishes tactics for handling vital ethical factors regarding transparency while safeguarding authenticity and consumer protection measures to achieve sustainable business ethics practices.

3. Integration and Theoretical Implications

The final phase combines analysis of Scopus AI-based literature analysis concepts (Figure 2) with the previously discovered knowledge to produce theoretical conclusions. An integrated framework described by the study allows for measuring FOMO-driven live commerce marketing success. The consumer segments together with digital proficiency levels and cultural background determine how consumers interact with FOMO marketing approaches. The study examines multiple factors through which researchers gain enhanced understanding of urgency marketing effects on diverse digital consumer groups.

The strengths of Scopus AI include mapping conceptual linkages and detecting emerging patterns but its effectiveness is limited by certain factors. The AI-powered literature synthesis depends on indexed publications because it does not include relevant studies that exist outside of these research databases nor theoretical perspectives that were not properly documented. When sources are selected by algorithms biases might emerge which could restrict the range of various interpretations related to FOMO marketing approaches. The research establishment used manual literature reviews as a cross-check for AI-generated insights to strike a balance in its conceptual synthesis.

Conclusion

This study confirms that FOMO-driven marketing significantly influences consumer decision-making through social influence, emotional appeal, and interactive engagement. By analyzing how limited-time offers, social proof, and real-time interactions shape purchasing behaviour, the research meets its objectives of examining psychological mechanisms, practical strategies, and ethical considerations in FOMO marketing. While FOMO is a powerful driver of impulse buying, its ethical implications highlight the need for brands to balance urgency with transparency to maintain long-term consumer trust and satisfaction.

This study adds theoretical value to FOMO marketing investigations by applying different behavioral and marketing frameworks to develop an extensive architecture that specifies live commerce urgency-marketing audience reactions. Previous research centered on FOMO's short-term effects on buying behavior and this paper goes beyond those findings by using Social Comparison Theory, Behavioral Economics and Neuromarketing Theory to understand the connections between behavioral triggers and marketing approaches and consumer final decisions. Scopus AI integrates AI-assisted literature synthesis approaches to conceptual research by using artificial intelligence for identifying patterns among a wide range of

academic studies. The approach in this paper strengthens current FOMO marketing knowledge by creating a research framework which future experiments can use to investigate ethical effects as well as lasting consumer behaviors and local variations in FOMO strategy effectiveness.

The study provides strategic marketing recommendations which enable businesses to create FOMO-based campaigns in an effective and responsible fashion. This research uses Scopus AI as a tool to examine existing research and conceptual frameworks thus creating a systematic method of studying how FOMO techniques influence consumer interactions. The study delivers functional advice to improve time-sensitive marketing approaches such as live-streaming and influencer partnerships and interactive customer interactions that comply with marketing standards.

This analysis acknowledges and discusses the various restrictions that come alongside its substantial findings. The main restriction exists in the theoretical framework because the research depends exclusively on AI-processing theoretical research among indexed publications. This research study analyzes FOMO reaction patterns between populations but lacks comprehensive investigation of cultural and socioeconomic elements that might deliver additional understanding of urgency marketing methods perception across different consumer demographics. AI-based literature synthesis provides benefits in conceptual relationship mapping but depends on indexed articles which can prevent inclusion of non-traditional alternative theories which remain outside high-profile academic journals. AI-assisted analysis tools lack the capability to assess independently the quality context and theoretical depth of gathered studies therefore causing potential selection biases to enter the conceptual framework. Additional future research should integrate AI synthesis output with expert qualitative assessments or experimental evidence to improve FOMO marketing insights robustness.

Future studies should analyze in detail how FOMO marketing strategies affect consumer loyalty and personal well-being across lengthy timescales. Empirical studies need to verify the conceptual framework in this research by studying FOMO-driven strategies deployed within real-life consumer segments. The investigation of AI-generated urgency tactics needs research attention because the ethics of consumer engagement with these tactics should stay responsible and transparent in response to AI marketing development.

The study confirms FOMO serves as a robust marketing tool provided its ethical application leads to higher levels of consumer interaction and purchase success. Brands need to modify their FOMO strategies because rising consumer awareness demands their strategies to respect ethics and consumer perspectives. The balanced implementation of urgency, transparency and value-led consumer involvement will create lasting FOMO marketing success in digital markets that continue to change.

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