

The Corelation between Fear of Missing Out (FoMO) and Consumptive Behavior on
Fashion Trends in Yogyakarta Private University Students Online Shop Users

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ABSTRACT

Consumptive behavior is the behavior of buying goods excessively not considering rationally but to fulfill desires and emotions. Factors that can influence consumptive behavior are joining in with other people and always wanting to have things that are trending or caused by the Fear of Missing Out (FoMO) phenomenon. This study aims to determine the relationship between consumptive behavior and Fear of Missing Out (FoMO) in Yogyakarta Private University students who use online shops. This research is a correlational quantitative research. The premise of this research is that there will be a positive correlation between consumptive behavior and Fear of Missing Out (FoMO). Participants in this study totaled 205 people with an age range of 18-24 years, 57 men and 148 women. The measuring instrument in this study uses two scales, namely the Consumptive Behavior Scale Fromm, 1995 (Faradila, 2018) and the Fear of Missing Out (FoMO) Scale (Kang et al, 2019). The data analysis technique uses the Spearman rank correlation technique. Based on the data, it was obtained that the correlation coefficient was $r = 0.826$ ($p = 0.001 < 0.05$) meaning that the hypothesis was accepted. This study shows that consumptive behavior has a positive relationship with Fear of Missing Out (FoMO).

Keywords : consumptive behavior, fear of missing out