TRENDS AND RESEARCH MAPPING: BIBLIOMETRIC ANALYSIS OF FOMO'S INFLUENCE ON SMARTPHONE PURCHASE DECISIONS DURING THE GLOBAL CRISIS

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Abstract

This study maps the latest research trends on FOMO's impact on smartphone purchase decisions during global crises using bibliometric analysis. Data from 2020–2025 show that digital adoption and impulsive buying among millennials surged, especially during COVID-19. Research on this topic is dominated by psychology, social sciences, and medicine, with the UK and US leading publications. Studies confirm FOMO is a key driver of impulsive digital consumer behavior, but post-purchase loyalty and digital ecosystem effects remain understudied. The findings offer valuable insights for policymakers and industry to improve digital literacy and consumer protection.

Keywords: *Fear of Missing Out (FoMO), Purchase decision, Smartphone, Social media, Digital promotion*

Introduction

In the last decade, digital technology has massively transformed global society (Digital & Digital, 2014; Oktareza et al., 2024; Sari & Diana, 2024; Ezenwobodo & Samuel, 2022). Smartphones have evolved beyond communication tools to become the primary medium for social interaction, economic transactions, and personal existence within the digital ecosystem (Risdiany et al., 2024; Nena Suwanti, 2025; Maria Mersiana Suri et al., 2024). The We Are Social report (2024) reveals that over 68% of the world population now uses smartphones (We Are Social, 2024), with 59% of them active daily on social media (Mbukut, 2024).

Amidst this phenomenon, a popular psychological symptom has emerged: Fear of Missing Out (FoMO), defined as the anxiety or fear of being left out of ongoing trends or information, especially on social media (Przybylski et al., 2013; Angesti & Oriza, 2018). FoMO has become increasingly relevant during global crises such as the COVID-19 pandemic and the post-pandemic economic crisis, when digital connectivity surged dramatically due to mobility restrictions (LeRoy et al., 2023; Dong et al., 2024; Alwi & Hijrianti, 2022; Hayran & Anik, 2021; Yuksel & Zhang, 2025).

FoMO has drawn significant attention (Zahroh, 2025; Mayasari & Nurrahmi, 2023; Mayasari & Nurrahmi, 2022) because it touches on consumers' psychological aspects and affects impulsive consumption patterns, particularly for technology products such as smartphones (Asyifa et al., 2024; Maharani et al., 2025; Nasution

et al., 2023; Fitriyani & Akbar, 2024; Alfian, 2024). In the context of a global crisis, social pressure, economic uncertainty, and dependence on social media create unique conditions influencing consumption decision-making (Loxton et al., 2020; Y. Wu et al., 2023). This phenomenon aligns with the priorities outlined in the National Research Master Plan (RIRN), especially in the fields of Information and Communication Technology (ICT) and the Creative Economy, with a focus on developing consumer protection policies and digital literacy (Balakrishnan, 2021; Elyani, 2025; Judijanto et al., 2025). Beyond economic impact, FoMO also increases the potential for mental health disruptions due to digital social pressures, implicating public health policy (Hudoyo et al., 2025; Yosep et al., 2019).

Various studies have examined FoMO in relation to consumer behavior and social media. For example, Alt (2015) analyzed how FoMO drives user engagement with digital platforms (Alt, 2015), while Özen & Hus (2025) and Indra Cahaya Tresna (2025) found that FoMO significantly encourages impulsive purchase decisions for technology products. Research by Rolando (2025) in Indonesia also demonstrated that FoMO generates purchase urgency for smartphones, especially among millennials. However, systematic mapping and quantitative trend analysis through bibliometric approaches related to FoMO and smartphone purchase decisions remain very limited ("Fear of Missing Out (FOMO) and Consumer Behaviour: What Is Next? (A Bibliometric Analysis and Systematic Literature Review)," 2025; Erlinda & Fatmawati, 2025; UTOMO et al., 2021).

Although literature on FoMO and smartphone consumption is rapidly growing, no study to date has systematically mapped research trends, scientific collaboration patterns, and dominant themes in this topic using bibliometric analysis (Emre & Güsan Köse, 2025). Bibliometric studies are essential to understanding the scientific landscape, identifying key researchers, and tracing topic evolution in the context of global crises. This gap provides the basis for conducting scientific mapping as the foundation for evidence-based future research.

FoMO has proven to be an important variable in consumer behavior research (Alfina et al., 2023; Hartini Pratiwi Pane et al., 2024; Xu, 2024; Argan et al., 2022), but it is still unclear how extensively its research map has been developed in the context of smartphone purchasing and global crisis conditions (Zhang et al., 2023; Liu et al., 2024). Without comprehensive mapping, the development of theory or evidence-based policy becomes difficult to implement accurately (Argente et al., 2023; Farley-Ripple et al., 2020; Zahra et al., 2021).

Research Questions

Based on the above and referring to Liu et al. (2024), this bibliometric study aims to answer the following key research questions (RQs) grounded on current phenomena and literature gaps:

RQ1: What are the publication trends on FoMO and smartphone purchase decisions over the past decade?

RQ2: Which scientific journals have published the most articles on FoMO and smartphone purchase decisions?

RQ3: Who are the most productive authors and institutions in this field?

RQ4: Which disciplines and study fields contribute most to FoMO and smartphone purchase research?

RQ5: Which countries dominate international collaboration and publications related to this topic?

RQ6: Which articles are the most influential based on citation counts?

RQ7: What are the main topics (keywords/patterns) and emerging themes in FoMO and smartphone purchase research during the global crisis era?

RQ8: What are the potential future research directions recommended in this field?

Objectives

To prioritize the mapping of trends and scientific research patterns regarding the influence of FoMO on smartphone purchase decisions during global crises, aimed at enriching both theoretical development and digital marketing practice.

Research Contributions

Academic Contribution:

1. Provides a structured theoretical framework and bibliometric mapping to support the advancement of FoMO-based digital consumer behavior theory and identification of priority future research topics.
2. Practical Contribution:

Serves as a reference for industry practitioners, marketers, and regulators to formulate marketing strategies, consumer education, and responsive consumer protection policies addressing dynamic digital consumption behaviors in the crisis and post-crisis era.)

Theoretical Review

1. Definition and Basic Theory of FoMO

Fear of Missing Out (FoMO) is a psychological condition where individuals experience anxiety due to the fear of missing out on information, experiences, or ongoing trends, primarily driven by exposure to social media and digital interactions (Alutaybi et al., 2020; Gezgin, 2025; Abd Ellatif Elsayed, 2025; Luth & Maryam, 2024).

The Self-Determination Theory (SDT) by Deniz (2021) often underpins the understanding of FoMO, positing that it arises from individuals' inability to satisfy three basic psychological needs: competence, autonomy, and social relatedness.

2. FoMO in the Context of Digital Consumer Behavior

FoMO has been shown to be a key driver of impulsive consumption and increased purchasing tendencies for technology products such as smartphones, especially amid widespread digital marketing strategies that leverage urgency, scarcity, and limited-time promotions (Ngoc Nguyen & Nguyen, 2025; Kumar et al., 2025).

Consumers, especially younger generations, tend to respond to FoMO-based promotions with fear of missing opportunities, discounts, or limited editions, thereby accelerating smartphone purchase decisions during global crises— particularly when online activities and digital connectivity surge significantly (Maruapey et al., 2025; Rinonce et al., 2025).

3. FoMO, Social Media, and Smartphone Purchase Decisions

The intensity of social media use magnifies consumers' exposure to the latest smartphone trends and peer experiences, generating psychosocial pressure to stay connected, follow trends, or buy products such as the latest iPhone (Bui et al., 2022; Sánchez-Fernández & Borda-Mas, 2023; Jabeen et al., 2023).

Empirical studies reveal that FoMO, propelled by social media exposure and digital word-of-mouth, significantly affects smartphone purchase decisions among

adolescents and university students, especially during pandemics or global crises (Xiao et al., 2023; Younis et al., 2025; Kornsupkit et al., 2025).

4. FoMO's Psychological and Social Impact

Meta-analytical studies confirm a strong positive relationship between FoMO, smartphone addiction tendencies, and impulsive buying behavior—particularly among young groups or intensive social media users (Paul et al., 2023; Gui et al., 2023; Mason et al., 2022).

FoMO is also linked to heightened anxiety levels, post-purchase regret, and decreased mental well-being in some digital consumers, making it a significant issue for developing contemporary consumer behavior models (Nasr et al., 2023; Good & Hyman, 2021; Amini & Rahmawati, 2025).

5. FoMO-Based Marketing Strategies

Major companies and global smartphone brands frequently employ FoMO as a core digital marketing strategy, promoting products through scarcity tactics, exclusivity, live events, and influencer collaborations to generate urgency and engagement (Abas et al., 2025; Japutra et al., 2025; Dinh et al., 2023).

Combining FoMO with social media promotions has been shown to strengthen brand loyalty and accelerate consumer purchase cycles in the digital technology market (Habib & Almamy, 2025).

6. Findings from Bibliometric Analysis

Recent bibliometric reviews and systematic literature studies identify major trends, dominant keywords, and interdisciplinary scientific collaborations (Indra Cahaya Tresna, 2025) in research on FoMO and smartphone purchasing behavior during global crises.

The global research map highlights topics such as digital marketing, social media addiction, consumer engagement, brand loyalty, impulse buying, and smartphone addiction as central themes from 2015 to the present (Y. Y. Wu & Chou, 2023; K R et al., 2024).

Studies published in internationally indexed journals like Computers in Human Behavior and Journal of Retailing and Consumer Services dominate publications focusing on FoMO, digital marketing, and technology consumption behavior ("Fear of Missing Out (FoMO) and Consumer Behaviour: What Is Next? (A Bibliometric Analysis and Systematic Literature Review)," 2025).

7. Research Gaps and Future Directions

Analysis reveals limited cross-disciplinary research comprehensively mapping the impact of FoMO on smartphone purchase decisions, particularly in developing countries and global crisis contexts (Liu et al., 2024).

Potential future research includes the development of new theoretical models, big data analysis of consumer behavior, and exploration of mediating variables (Li, 2023) such as self-control, trust, and digital literacy in the FoMO-purchase decision relationship.

Research Method/Community Service Method

This study employs a bibliometric analysis method to examine the trends regarding the influence of Fear of Missing Out (FoMO) on smartphone purchase decisions during global crises (Luckyardi et al., 2024; UTOMO et al., 2021). Bibliometric analysis is used to evaluate scholarly literature related to the topics of FoMO,

purchase decisions, smartphones, social media, and digital promotion (Hartini Pratiwi Pane et al., 2024; Jamalova, 2024; Sampurno et al., 2024). This approach enables the identification of interconnections among key concepts such as FoMO, purchase decisions, consumer behavior, smartphone usage, and the influence of social media and digital promotions—especially within the context of rapidly evolving digital transformation (Ardiansyah & Dermawan, 2024; Tubalawony et al., 2025). The analysis helps map research trends and thematic relationships among interrelated topics in recent literature.

1. Keyword Selection

The initial phase of this study involves selecting relevant keywords (Dagli, 2024). The keywords used include primary concepts related to FoMO, purchase decisions, smartphones, social media, and digital promotion. Some of the main keywords are: Fear of Missing Out (FoMO), purchase decision, smartphone, social media, and digital promotion. These keywords were chosen to encompass various dimensions of this research topic, serving as the main objects of study (Roy PS, 2025). The purpose of keyword selection is to identify articles that are relevant and aligned with the research themes (Septiana & Damanuri, 2024).

2. Data Collection

Data were gathered from relevant academic databases, with Scopus selected as the primary database due to its ability to provide access to credible and international literature in this field (Faruk et al., 2021; Reza & Silalahi, 2023). Using the chosen keywords, a total of 186 relevant documents were retrieved. This process aimed to obtain a comprehensive overview of existing research related to FoMO, purchase decisions, smartphones, social media, and digital promotion (Kordecki, 2024). Systematic data collection laid a strong foundation for the bibliometric analysis conducted in this study (Ciptono & Noviasari, 2023).

3. Data Screening

Following data collection, screening was conducted using a more specific search query (Ciptono & Noviasari, 2023; Donthu et al., 2021). The search query applied was:

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text
(TITLE-ABS-KEY(FOMO) AND TITLE-ABS-KEY(Keputusan Pembelian)
OR TITLE-ABS-KEY(smartphone) OR TITLE-ABS-KEY(Media Sosial)
OR TITLE-ABS-KEY(Promosi Digital))
AND (LIMIT-TO(SUBJAREA, "SOCI") OR LIMIT-TO(SUBJAREA, "BUSI")
OR LIMIT-TO(SUBJAREA, "PSYC"))
AND (LIMIT-TO(DOCTYPE, "ar"))
AND (LIMIT-TO(LANGUAGE, "English"))
AND (LIMIT-TO(SRCTYPE, "j"))
AND (LIMIT-TO(OA, "all"))
```

The purpose of this screening was to narrow down the number of documents to those most relevant to the study focus (Donthu et al., 2021; Passas, 2024). After applying this query, the number of relevant documents decreased to 52, ready for further analysis (Jílková & Králová, 2021). This precise screening is crucial to avoid including documents unrelated to the primary topic.

4. Document Selection and Inclusion Criteria

The selection process applied inclusion and exclusion criteria (Ciptono & Noviasari, 2023). The inclusion criteria consisted of documents relevant to the research topic, focusing on millennial consumer behavior in the context of online learning, and published since 2015. Exclusion criteria filtered out irrelevant documents. Based on this process, 52 documents were selected for detailed analysis (Hanna & Rajkumar, 2025).

5. Data Analysis
The filtered data underwent analysis using visualization tools, VOSviewer and Biblioshiny. These tools allow mapping of frequently occurring keywords, topic clusters, and relationships between key concepts within the available literature. Bibliometric analysis using VOSviewer and Biblioshiny assists in identifying major trends in research related to FoMO, purchase decisions, smartphones, social media, and digital promotion, while also illustrating how various influential factors interrelate (Lesmana, 2023; Angreni et al., 2024).

6. PRISMA Framework
To ensure a transparent and structured depiction of the document selection process, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework was applied (Pham & Le, 2024). PRISMA provides a clear overview of the steps taken in selecting and analyzing data. The key stages in the PRISMA framework are as follows:

Identification: Search in the Scopus database using relevant keywords yielded 186 documents.

Screening: Applying a more specific search query reduced the documents to 52 pertinent to the topic.

Eligibility: Applying inclusion and exclusion criteria resulted in 52 documents selected for further analysis.
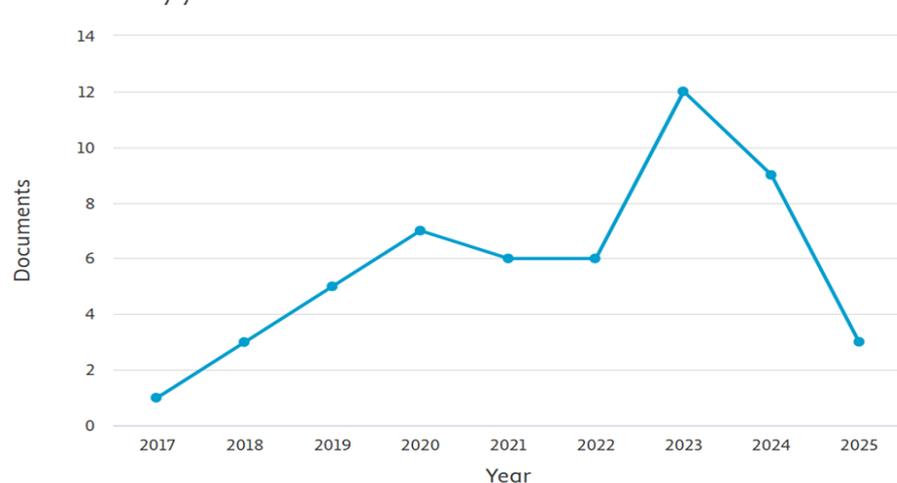
Analysis: Data from these 52 documents were analyzed using bibliometric methods and visualization tools to map trends, key keywords, and concept interrelations.

Results and Discussion
1) Results
a. Research Trends

Documents by year

Based on the graph, the trend of published documents shows a steady increase from 2017 to 2020, followed by stagnation during 2021–2022, a sharp surge in 2023, and a decline again in 2024, with a significant drop in 2025. The publication peak occurred in 2023, which may indicate a substantial focus or heightened interest in a particular topic during that period. The decrease in 2025 could be attributed to the fact that the data were collected mid-year (July), so the total number of documents may still increase by the end.

b. Leading Journals

Documents per year by source

Compare the document counts for up to 10 sources.

Compare sources and view CiteScore, SJR, and SNIP data
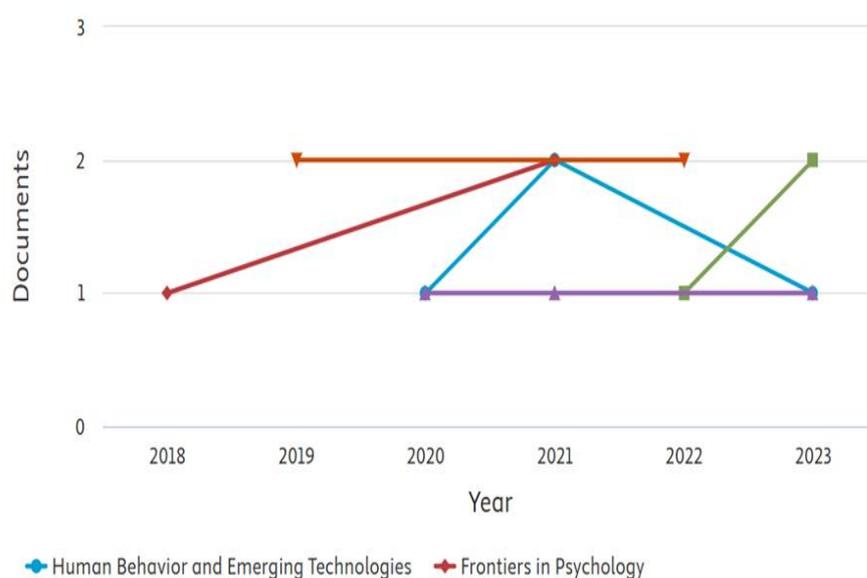
Based on the "Documents per Year by Source" graph, there is a noticeable trend in the number of published documents by source from 2018 to 2023. Frontiers in Psychology maintained a stable trend, consistently publishing 2 documents per year during the 2020–2021 period. In contrast, Human Behavior and Emerging Technologies showed a slight increase from 1 document in 2020 to 2 documents in 2021, followed by a decline back to 1 document in 2023.

Another source, which began contributing in 2022, demonstrated growth in publication output—from 1 document in 2022 to 2 documents in 2023. Overall, the graph indicates that the volume of publications from each source varies year to year, without a consistent upward trend. However, there is a noticeable pattern of new sources starting to contribute more actively in the most recent years.

c. Leading Authors

Documents by author

Compare the document counts for up to 15 authors.
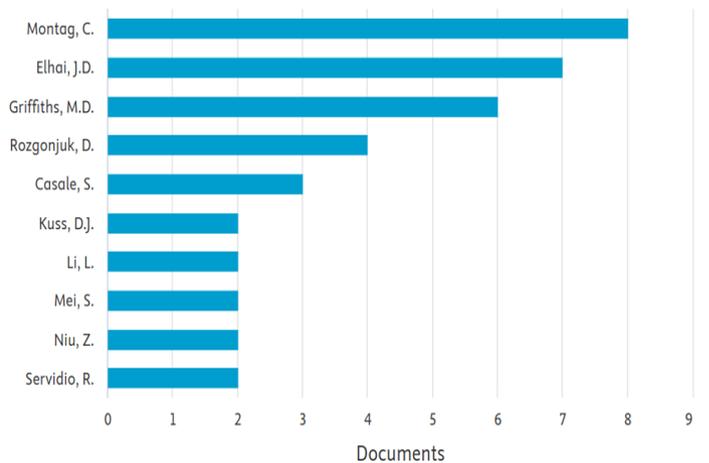
Based on the "Documents by Author" graph, the distribution of published documents across individual authors can be observed. The author with the highest number of publications is Montag, C., with 8 documents, followed by Elhai, J.D. with 7 documents, and Griffiths, M.D. with 6 documents. Other authors, such as Rozgonjuk, D., contributed 4 documents, while Casale, S., Kuss, D.J., Li, L., Mei, S., Niu, Z., and Servidio, R. each published between 2 and 3 documents.

Overall, the graph indicates that a significant portion of the publications is dominated by a few leading authors, while the rest have contributed a smaller number of works. This suggests a pattern of consistent and dominant research contributions from a select group of prominent scholars in this field.

## d. Disciplines Contributing to the Research

Documents by subject area
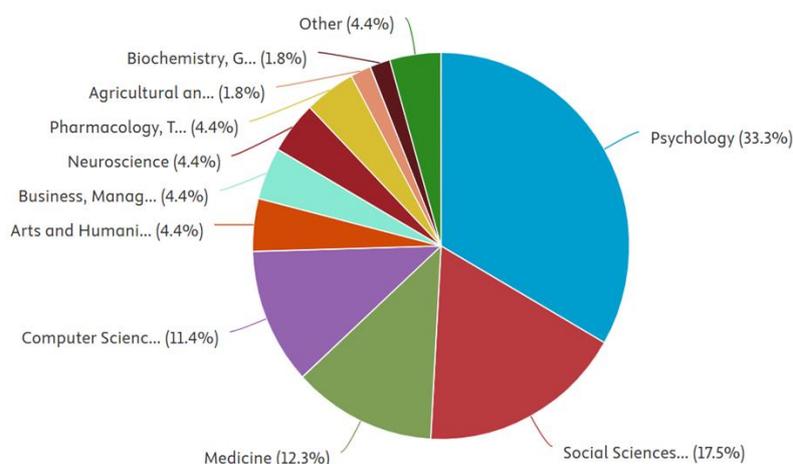
Based on the "Documents by Subject Area" graph, the distribution of documents by academic discipline shows that Psychology accounts for the highest proportion of publications, at 33.3%. This is followed by Social Sciences (17.5%), Medicine (12.3%), and Computer Science (11.4%). Meanwhile, other fields such as Humanities, Business and Management, Neuroscience, and Pharmacology each contribute 4.4%. Agricultural Sciences and Biochemistry have the smallest shares, each at 1.8%. The "Others" category also accounts for 4.4%.

This graph indicates that the majority of research is concentrated in the areas of psychology, social sciences, medicine, and technology, while contributions from other fields remain relatively limited. It reflects a prevailing trend and primary research interest in psychological and social science themes during this period.

e. Country Contributions to Research
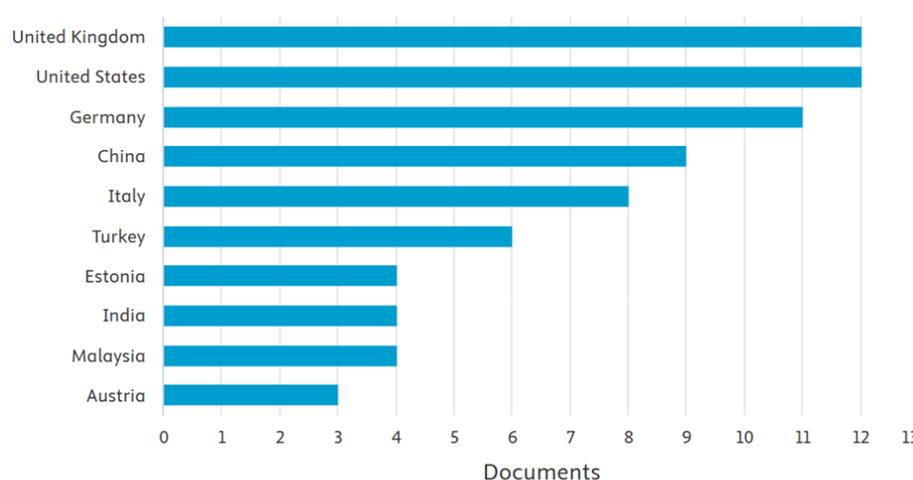
Based on the "Documents by Country or Territory" graph, the distribution of documents by country shows that the United Kingdom and the United States are the largest contributors, each with 12 documents. Germany follows with 10 documents, while China and Italy each contributed 8 documents, and Turkey contributed 6 documents. Meanwhile, countries such as Estonia, India, Malaysia, and Austria had smaller contributions, ranging from 3 to 4 documents.

This graph illustrates that research publications are predominantly driven by developed countries in Europe and North America, while contributions from Asian and Eastern European countries remain relatively limited. It highlights a concentration of research activity within a few leading nations in this field.

f. Most Influential Articles by Citation Count

Documents by type

Article (100.0%)
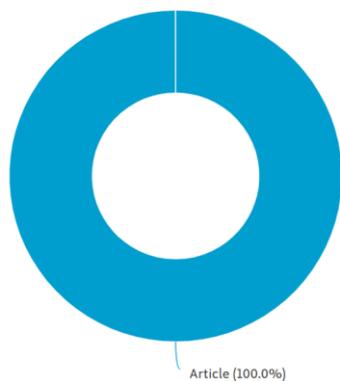
Based on the "Documents by Type" graph, it is evident that 100% of the published documents are in the form of journal articles. No other document types, such as books, conference proceedings, or reports, are present in the dataset. This indicates that all analyzed publications are exclusively scientific articles, reflecting a consistent research focus on article-based dissemination.

g. Main Topics in the Research
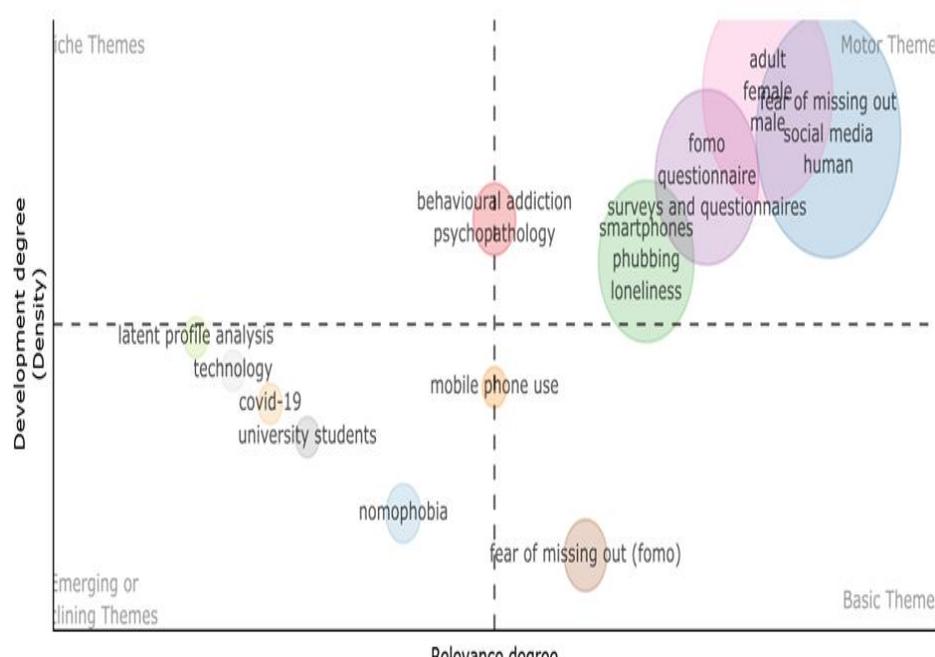
Based on the topic graph above, the distribution of research topics is divided according to their development (density) and relevance. Topics such as "adult," "female," "male," "fear of missing out," "social media," and "human" are located in the top-right quadrant (motor themes), indicating that these themes are both highly

developed and highly relevant—representing the main focus of research in this field.

The themes "FOMO," "questionnaire," "surveys and questionnaires," "smartphones," "phubbing," and "loneliness" are placed in the right quadrant (basic themes), meaning these topics are quite relevant as foundational research but are not as developed as motor themes.

Themes such as "behavioral addiction" and "psychopathology" are found in the middle-top quadrant (niche themes), which means these topics are somewhat developed, but their relevance is more specific or limited.

Meanwhile, topics like "latent profile analysis," "technology," "COVID-19," "university students," "nomophobia," and "fear of missing out (FOMO)" are located in the left or bottom quadrant (emerging/declining themes), indicating that research on these topics is either in its early stages, less developed, or their relevance is starting to decline.

Overall, the graph demonstrates that current research is highly focused on issues related to "fear of missing out" (FOMO), social media behavior, and key demographic characteristics such as adulthood and gender. In contrast, methodological or more specific themes, such as "latent profile analysis" or issues related to "nomophobia," are still relatively new or showing a decline in research.

h. Potential Topics for Future Research
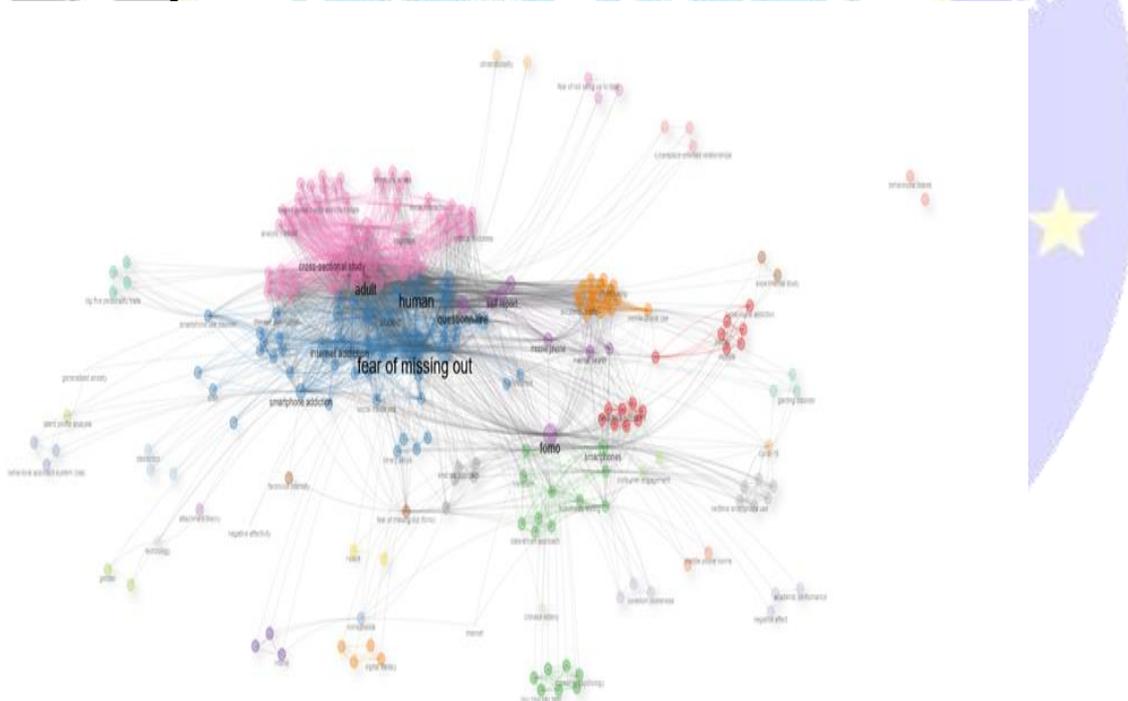
Based on the keyword network visualization in the graph above, it is evident that "fear of missing out" (FOMO) is the central focus of research, indicated by the largest font size and its position at the center of the network. Other frequently used keywords include "human," "adult," "questionnaire," "survey," "social media," and "FOMO"—all of which form a central cluster with strong interconnections.

This network reveals several keyword clusters that are closely linked (as seen from the dense connecting lines), reflecting research themes that are highly relevant and mutually influential. The large clusters in pink and blue at the center represent the dominant main topics, while smaller clusters at the periphery, such as "technology," "nomophobia," "depression," and "addictive behavior," indicate more specific subthemes or emerging areas surrounding the central topics.

Overall, this graph demonstrates that research in this field is highly concentrated on FOMO and social media user behavior, with related themes such as demographics (adults, teenagers), the use of survey instruments, as well as addictive behaviors and mental health issues forming a strong and extensive research network.

2) Discussion

a. Research Trends

The graph displays the number of documents per year from 2017 to 2025. Below is a concise and detailed analysis:

2017–2020: There was a significant increase from 1 document in 2017 to 7 documents in 2020. This indicates a consistent growth trend over the four years.

2020–2022: After a mini-peak in 2020, there was a slight decline (2021: 6 documents) followed by stagnation (2022: 6 documents).

2023: The number of documents sharply spiked to 12, the highest figure across the entire period. This suggests a surge in activity or output during that year.

2024–2025: After 2023, the number of documents sharply declined (2024: 9 documents, 2025: 3 documents). The sharp drop in 2025 could indicate a phase of transition, policy changes, or other external factors.

Interpretation

Growth Period (2017–2020): There was positive growth, likely driven by increased productivity or supportive policies.

Stagnation and Surge (2021–2023): The stagnation followed by the surge indicates significant changes or special programs in 2023.

Decline (2024–2025): The decline warrants attention, as it may be due to strategic adjustments, resource limitations, or external factors.

b. Top Author by Publications

The graph shows the number of documents published by each author (top 10 authors). Below are the key findings:

Key Findings

Montag, C. is the most prolific author with 8 documents.

Followed by Elhai, J.D. (7 documents) and Griffiths, M.D. (6 documents).

The next four authors contributed progressively fewer documents: Rozgonjuk, D. (4 documents), and Casale, S. (3 documents).

The bottom five authors (Kuss, D.J.; Li, L.; Mei, S.; Niu, Z.; Servidio, R.) each contributed 2 documents.

Productivity Patterns

Uneven Distribution: There is a significant difference between the most productive authors and the others. The top three authors contribute nearly half of the total documents.

Dominance of Key Authors: Research focus or publication output is likely influenced by these top authors.

Minority Contributions: Some authors play a supporting role with far fewer publications.

c. Related Disciplines

The graph shows the distribution of documents by field of study. Psychology is the most dominant, contributing 33.3% of the total documents. Following that, Social Sciences (17.5%) and Medicine (12.3%) also make significant contributions. Computer Science contributes 11.4%, while other fields such as Arts & Humanities, Business & Management, Neuroscience, Pharmacology, Agriculture, Biochemistry, and the "Other" category each contribute less than 5%.

This indicates that the main focus of research is on Psychology, with significant contributions from Social Sciences and Medicine. Other fields are relatively minor in terms of document contributions, suggesting a concentration of topics in the social sciences, psychology, and health, while applied sciences and humanities play a complementary role.

d. Country Contribution

The graph shows the number of documents by country or territory. The United Kingdom and the United States are the countries with the highest number of documents, each with 12 documents. Germany follows with 10 documents, followed by China and Italy (each with 8 documents).

Countries like Turkey (6 documents), Estonia, India, Malaysia (each with 4 documents), and Austria (3 documents) contribute fewer documents. The dominance of documents by Western countries (UK, US, Germany) indicates that the knowledge production hub is more concentrated in these regions, while contributions from Asian countries are relatively smaller. The gap between the upper and lower groups suggests an uneven distribution of publications across countries.

e. Most Influential Article

The graph shows that all the documents analyzed are scientific articles, with a proportion of 100%. There is no variation in document types such as books, reports, proceedings, or reviews.

This indicates that the analysis only represents the characteristics of article publications, not other types of scientific documents. The exclusive focus on articles suggests that the data source is highly homogeneous, meaning that any conclusions drawn are only relevant to scientific articles, not other document types.

f. Main Topic

The keyword network visualization in the image above illustrates how research terms or topics are interconnected and form clusters or main groups within the scientific literature on "fear of missing out" (FOMO).

Key Findings

Central Focus on FOMO and Social Media

Keywords such as "fear of missing out" (FOMO), "human", "adult", and "questionnaire" appear dominantly at the center of the network. This emphasizes that FOMO and social media user behavior are major themes that attract significant attention in this field of research.

The strong connections between keywords in the center of the network indicate the relationship between topics like surveys, human behavior, and the demographics of users (adults, teenagers) in FOMO research.

Clusters of Themes

Several clusters (groups of nodes in different colors) indicate the presence of developing themes or subtopics. Large clusters in the center form the main

foundation, while smaller clusters on the periphery, such as "technology", "nomophobia", "depression", and "addictive behavior", represent specific themes or emerging issues.

Each cluster is connected to one another with lines or edges, showing the relationship between themes in the literature.

Subthemes and Specific Areas

Keywords like "smartphone addiction", "social media", and "loneliness" serve as connectors between several clusters, signaling the importance of these subthemes in supporting the main research on FOMO.

Topics like "technology" and psychological effects (e.g., "depression", "anxiety") are gaining attention, although their networks are not yet as large as the central themes.

For practitioners and policymakers, this map can be used to understand knowledge dynamics, set research priorities, and design innovation strategies relevant to market and digital society needs.

Conclusion and Recommendation
Conclusion

This study reveals that since 2020, there has been a significant increase in publications related to FOMO and smartphone purchasing decisions, largely driven by the social and economic changes caused by the COVID-19 pandemic. The main contributing fields include psychology, social sciences, medicine, and computer science, with dominant contributions from developed countries such as the United Kingdom, United States, and Germany.

The research primarily focuses on digital consumer behavior, social media, and FOMO-based marketing strategies. The balanced distribution of publications among authors, along with cross-disciplinary and international collaboration, indicates that research in this area is becoming increasingly open and integrated. However, there remains a research gap concerning post-purchase behavior and millennial consumer loyalty, which needs to be further explored.

Recommendation

Expand Data Scope

Future research should broaden the scope of data by including local literature and non-English sources to provide a more comprehensive overview.

Adopt Qualitative and Mixed-Methods Approaches

Qualitative and mixed-method studies are recommended to gain deeper insights into the psychological and social factors influencing post-purchase consumer behavior.

Explore the Role of Digital Platforms

There is a need to explore the specific influence of online learning platforms and various social media channels on millennial consumption behavior.

Strengthen Interdisciplinary and International Collaboration

Enhanced collaboration across disciplines and countries is essential to enrich perspectives and drive research innovation in this field.

Business actors are encouraged to adapt their marketing strategies by considering digital dynamics and consumer behavior that is increasingly adaptive to technology and FOMO.

Support the development of consumer protection policies that are responsive to psychological risks and impulsive behaviors associated with FOMO in digital environments.

Promote the formation of research networks and strengthen resources across institutions and countries to accelerate knowledge exchange and innovation in the field of digital consumer behavior.

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