

# A Cognitive-Affective Framework of Fear of Missing Out (FOMO): Bridging Trait and State Perspectives

**Miriam Etz**

Aalto University

**Tomas Falk**

Aalto University

**Siggi Gudergan**

James Cook University

**Jan Klein**

IESEG School of Management

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## **Abstract**

Fear of Missing Out (FOMO) holds significant interest for marketing scholars and practitioners due to its prevalence in society. While marketers see potential in utilizing FOMO to engage customers, existing literature predominantly stresses its adverse effects on consumer well-being. Our conceptual paper aims to reconcile these contrasting perspectives by synthesizing insights from a comprehensive review of 238 articles on FOMO across various academic disciplines. We find that the fragmented views on FOMO mainly stem from its assumption as either stable trait or momentary state. Drawing upon cognitive-affective processing system (CAPS) theory, we develop an integrative framework that illustrates how FOMO manifests as both trait and state variable, and how these are interconnected. We thereby extend previous knowledge by providing a more nuanced understanding of FOMO, its triggers, and its consequences. Theoretical and managerial implications of this integrated view are discussed.

**Subject Areas:** *Cognition, Consumer Behaviour, Decision-Making*

**Track:** Marketing Strategy & Theory