

Fear of missing out moderates the effect of pressure nudges and time limits on attitudes towards the website and subjective stress

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Abstract

The present research examines the effect of pressure nudges and time limits on the attitudes towards the website and respondents' subjective stress. We also examined the moderating role of respondents' fear of missing out on the above interaction effect. In a lab experiment, we recruited students ($N = 222$, $M_{\text{age}} = 21.9$, $SD_{\text{age}} = 3.65$, 70.6% female) who selected candies from a website as a recompense after another unrelated experiment. Results showed that although the interaction effect was not significant, time limits enhanced the effect of pressure nudge on the subjective stress of the participants. In contrast, pressure nudge negatively affected the evaluation of the website. Contrary to our expectations, respondents' high fear of missing out did not enhance the effect of pressure nudges on the attitudes towards the website. No moderation effect was found regarding the subjective stress of participants. Theoretical and practical implications are discussed.

Keywords: nudge, user experience, fear of missing out

Track: Digital Marketing & Social Media

