



FOMO and Its Effect on Gen Z Performance

Novy Fitria
Department of Management
Institut Teknologi dan Bisnis Widya
Gama Lumajang
Lumajang, Indonesia
novyfitria3@gmail.com

Fathonah Al Hadromi
Department of Management
Institut Teknologi dan Bisnis Widya
Gama Lumajang
Lumajang, Indonesia
alhadromifathonah83@gmail.com

Een Yualika Ekmarinda
Department of Management
Institut Teknologi dan Bisnis Widya
Gama Lumajang
Lumajang, Indonesia
eenyualika2@gmail.com

Abstract — *The purpose of this study is to identify and evaluate the impact of FOMO on Generation Z's performance. This research attempts to analyze several existing studies and draw conclusions from several of these studies so that it can answer the influence between FOMO and the performance of Gen Z. In order to ascertain the impact of FOMO on the performance and productivity of Generation Z, the analysis strategy in this study uses a qualitative descriptive method, which uses qualitative data and is described descriptively. The results of the research show that FOMO can cause low levels of self-confidence, decreased productivity, anxiety, depression, and other mental disorders which of course can reduce the performance of Gen Z who have made FOMO a lifestyle.*

Keywords — *FOMO, Gen Z, Performance.*

I. INTRODUCTION

The use of smartphones and especially excessive use of social media can cause dependence or addiction which makes users seem unable to be separated from smartphones[1]–[3]. This is the most significant impact of smartphone use that occurs and is experienced by most people today, especially generation Z[4]–[7]. Including one of the impacts of smartphones, especially in the use of social media, can also be interpreted and associated with a new term called FOMO (Fear of Missing Out). In simple terms, FOMO, a term that is familiar among the younger generation, can be interpreted as fear or anxiety about missing out on something that is new and happening, such as trends, news, information, and others[8]–[11]. FOMO is a desire to continue to be connected with other people around them and will feel anxious if other people are having fun without their presence [8].

Fear of missing out is an individual's fear and worry about missing out on something enjoyable and the feeling of remaining connected with other people. The need to meet one's self-esteem demands, particularly those related to social self-esteem, is what fuels fear of missing out. A person's social self-evaluation, which is generated in a social setting, is known as social self-esteem. FOMO is not a new phenomenon.

FOMO syndrome or "fear of missing out" is not a new phenomenon, but the increasing ease of people's access to other people's lives through social media has caused FOMO to become a trending issue this decade. FOMO itself consists of dissatisfaction when knowing that other people are involved in something more interesting and useful than

themselves [12]. FOMO can cause someone to feel anxious and afraid of losing something valuable if they don't follow what other people are doing on social media [8]. FOMO itself occurs because of feelings of unhappiness, loneliness, and often comparing oneself with other people. Moreover, during the pandemic, it has affected people's psychological well-being due to a lack of social interaction and ultimately led to excessive use of social media to maintain social relationships. FOMO actually existed before the rise of social media, for example in workers who had to work overtime because there was a lot of work that had to be completed that night, but other co-workers did not stay overtime and held meals and karaoke. The mind of the employee who is working overtime will slowly no longer focus on the work being done and will start thinking about the fun and excitement of friends. Feelings of envy and "missing out" become even greater when the next day colleagues tell you about the fun they missed. As stated by Abraham Maslow in the Hierarchy of Needs theory, humans live motivated by fulfilling needs (Physiological Needs) starting from the most basic, namely physiological needs to the highest, namely self-actualization. Researchers assume that FOMO is driven by the fulfillment of needs, most of which are psychological needs such as relatedness, need to belong, and self-esteem.

In other words, the "fear of missing out" stems from the need to satisfy self-esteem demands, particularly social needs. This was also found in research conducted by Utami and Aviani who said that people who are quite highly affected by FOMO tend to compare themselves with other people who are considered superior based on what they have witnessed on social media. Furthermore, this can trigger a person's level of depression

According to Dossey [13], FOMO is a type of social anxiety that is characterized by excessive worry about missing out on opportunities for social interactions, novel experiences, or other pleasurable events. It is frequently triggered by posts on social media websites. Based on the understanding of several figures above as the basis for the theory, the researcher took the definition given by Przybylski, Murayama, DeHaan, and Gladwell that Fear of Missing Out is an uncomfortable feeling of losing precious moments belonging to another individual or group where the individual cannot be present[8]. in it and is characterized by the desire to stay connected to what other people are doing via the internet or cyberspace.

In this era of digitalization, those most likely to be affected by FOMO are people born into generation Z or post-

millennials. Although FOMO can happen to anyone, this tendency appears more clearly in generation Z. Unfortunately, several characteristics of this generation are the basis for forming FOMO. First, under-influence, namely when individuals are very dependent on technology, gadgets and the internet. This dependency is one of the components of FoMO. Second, being always connected, namely the condition when an individual feels the need to continue to be connected so that he or she feels recognized or accepted. Third, digital intuitiveness, namely when individuals have the ability to predict something that could become trending, such as topics, online shopping, fashion statements, culinary and healthy lifestyles.

Researchers believe that people from generation Z who don't get their basic psychological needs met in real life, especially in social settings, have low social self-esteem, which makes them feel the need to constantly be online—one of the FOMO characteristics. Based on this background, researchers were motivated to see the relationship between social self-esteem and FOMO tendencies in generation Z who are active users of social media.

In carrying out its activities, each company is always oriented towards achieving the goals set by the company, while achieving high efficiency and effectiveness. The increasingly rapid development of science and technology and the arrival of the current free market era, the business world is increasingly filled with quite tight competition. Every company always hopes for high effectiveness and efficiency. Human resources are one factor that has an important role in advancing company productivity. Human resources are the main force in an organization to achieve prosperity. The increasingly rapid era of the free market means companies must be able to provide quality human resources to be able to help companies face competing companies. Kotur & Anbazhagan [14], in their research, stated that people with higher performance can carry out their tasks more easily and more efficiently than those with lower performance. With this FOMO phenomenon, it is very important to carry out research that explains the influence of FOMO on performance, especially the performance of Gen Z. The aim of this research is to see the relationship between FOMO and the performance of Gen Z to find out what effect the FOMO phenomenon has on productivity and performance.

II. DISCUSSION

Fear of Missing Out (FOMO)

Researchers have become interested in FOMO recently, particularly in the digital age. Even though FOMO is basically not a new phenomenon, with the presence of Artificial Intelligent technology, FOMO has become something quite worrying, especially when it is related to self-esteem. According to Przybylski et al. [8], FOMO is characterized as a strong sense of always being connected to other people and what they are doing. These feelings are then manifested in the form of actions. A theory that can explain individual drive is Self Determination Theory (SDT). The three psychological components that underlie a person's psychological needs are competence, autonomy, and relatedness. FOMO is believed to be the impact of a lack of satisfaction of these three needs [15].

Generation Z, which is characterized as individuals who are under-influenced and being always connected, tends to show FOMO syndrome because they try to fulfill psychological needs, especially the need for connectedness. This is also in accordance with what Przybylski et al [8] said, that those who experience FOMO on social media actually lack the satisfaction of their needs in real life, especially psychological needs. Individuals who lack satisfaction of basic psychological needs tend to engage in the use of social media with the belief that social media can be a facility for connecting with other people, practicing social skills, and an opportunity to deepen social relationships. However, they do not realize that the negative impact is that anxiety arises when they feel they are not part of the activity or are missing out on shared experiences with their friends [16]. In research conducted by Przybylski et al [8], FOMO was formed based on feelings of fear, worry and anxiety.

Generation Z (Gen Z)

People who were born between the middle of the 1990s and the beginning of the 2000s are referred to as members of Generation Z. According to Singh & Dangmei [17], Generation Z is an ethnically and technologically highly diversified generation. Generation Z has informal, individual and straightforward speaking techniques, and social networking is an important part of life. Despite their youth, Generation Z aspires to be taken seriously and approaches work differently than prior generations. Organizations will struggle to hire and retain Gen Z for long-term organizational success without a proper grasp of this generation. Technology is part of their identity and they understand technology but do not have the skills to solve problems and do not yet display the skills to view situations, place them in context, analyze and make decisions.

Stillman [18], [19] states that generation Z is the generation born between 1995 and 2012. Generation Z is also often called the iGeneration or internet generation. According to Stillman, the oldest age of generation Z is 23 years and the youngest is 6 years old with a total of 72.8 million people from the entire world population. Generation Z is known as the technology generation who started to learn about the internet when they were still small and could not speak. Generation Z was raised and cared for by their parents using internet facilities since childhood. In other words, generation Z grew up in a world where everything is connected to the internet.

Performance

According to Suci and Idrus [20], performance refers to a person's or a group's willingness to complete an activity and do it well in order to fulfill their obligations and achieve the desired results. In its simplest form, performance refers to an accomplishment made by a person while carrying out their tasks or work in compliance with the requirements and standards established for that position. Employee performance, also known as work achievement, is the end result of the quality and quantity of work that an employee completes while doing the tasks assigned to him.

Work or successful work results in performance. Performance encompasses more than simply the output of

labor; it also refers to the manner in which labor is accomplished [21]. Work achievement or performance is the outcome of a person's efforts in completing the tasks that have been delegated to him and is based on time, effort, and experience. Employee performance is the end result of the quality and quantity of work completed by an employee while carrying out his tasks in line with those assigned to him. As a result, when human resources perform their job duties, the quality and quantity of the product they produce is consistent with the tasks assigned to them. An employee's performance is evaluated in order to ascertain how well they performed the job they were assigned. The ability of a corporation to assess employee performance and use that data to make sure that performance satisfies current standards and advances over time is crucial to that organization's long-term success. Employee performance evaluation is a crucial component for businesses when evaluating the skills of their staff.

III. RESEARCH METHODS

The descriptive qualitative method was employed in this investigation. This kind of qualitative descriptive data analysis approach uses qualitative data in a descriptive manner as a research tool. It is common practice to evaluate social phenomena, circumstances, or occurrences using this form of qualitative descriptive data analysis. The purpose of the qualitative descriptive analysis is to completely and in-depth characterize the occurrence of the many phenomena under study, namely the impact of FOMO on Gen Z's performance.

IV. RESULTS AND DISCUSSION

According to research done by Mandas [22], there is a strong negative correlation between FOMO and social self-esteem. According to the findings of this study, FOMO and social self-esteem have a bad association. This implies that an individual has less FOMO the greater their social self-esteem. On the other hand, FOMO is increased by a person's weaker social self-esteem. This is if we relate the influence to the performance of Gen Z who are exposed to the FOMO phenomenon, then indirectly Gen Z can be said to have low individual self-esteem, indirectly this will also negatively influence the performance of Gen Z who do experience FOMO at high levels. People with low levels of social self-esteem will have difficulty working together in groups. This can make it difficult for Gen Z in the world of work, where skills in groups are generally needed.

Akbar et al [23] in their research stated that individuals who experience FOMO tend to find it difficult to get away from their smartphone. This is motivated by fulfilling psychological needs, namely relatedness. Unconsciously, when trying to fulfill the need for relatedness, self-evaluation is actually taking place, where individuals compare themselves with other people on social media. This self-evaluation forms self-esteem. Individuals with low self-esteem tend to feel anxious if they are not better than others, which triggers them to continue to be connected to social media [16]. The widespread use of social media means that Gen Z cannot be separated from their gadgets. Of course, everyone wants to look good on social media, therefore they maintain their image or self-esteem on social media. Fear of missing out can also cause social media multitasking, because of the fear of being separated from social media while doing an activity which could cause someone to miss important

social events or information [24]. Unwise and excessive use of social media can make a person easily obsessed and stressed. Researchers have proven that teenagers who experience FOMO tend to be more susceptible to mental disorders such as anxiety and depression and other mental disorders. By comparing themselves unfairly with other people and also the attitude of continuously using social media will clearly influence the behavior of Gen Z in carrying out their duties or activities. The focus that should be directed towards activities or tasks that can be productive will ultimately lose that focus because it is divided because Gen Z who are intensely exposed to FOMO will constantly try to use social media so as not to miss out on existing trends. This clearly has a negative effect on work performance and productivity.

Uram shows that there is a positive effect of life satisfaction on FOMO[25]. Individuals who always want to participate in other people's activities have a low level of life satisfaction. This is because feelings or the need to always be connected to other people can cause a cognitive and emotional burden on a person, which ultimately results in dissatisfaction in life. Dissatisfaction with life can clearly trigger fatigue in carrying out daily activities. This will of course also affect the productivity and performance of Gen Z who are significantly exposed to FOMO.

Halpern & Katz [26] indicate that FOMO has the potential to cause greater conflict and jealousy in relationships. It is conceivable that the consequences of FOMO can create poor relationships between one individual and another individual due to conflict and jealousy resulting from feelings of inadequacy or unworthiness as a result of comparing oneself to others. This causes a person to compare themselves with others and results in a feeling of lack of self-confidence. Because he thinks that other people's lives are more perfect than the life he has. If this happens continuously, it is possible that someone will experience stress and even depression. If the other person has something that they don't have, it will give rise to jealousy which can result in mutual dislike or even conflict. You can imagine if this happened in the world of work, it could happen between one employee and another employee who should be working together but instead end up bringing each other down as a result of the FOMO lifestyle. This is a portrait of an incident that could occur as a result of the FOMO that is currently hitting Gen Z.

Chotpitayasunondh & Douglas [27] explain that FOMO corresponds to the idea of ignoring someone in a social environment, when people prefer to look at their phones rather than pay attention to or talk to that person. Because the increasing feeling of fear or FOMO can stimulate someone to always look at their cellphone. This causes a person's productivity to decrease. It is said that FOMO behavior is understood as a paradoxical relationship, because when individuals are connected to the world via smartphone, they are disconnected from the real world (which is physically present) [28]. Gen Z will find it difficult to concentrate while working or studying, because they are too focused and engrossed in their gadgets and activities in cyberspace so they are always up to date and not out of date. Smartphones actually make the user become low and their productivity level decreases, whether in work, studying or other activities. So you can see how dangerous it is if we suffer from FOMO. Victims of FOMO will experience low

levels of self-confidence, decreased productivity, anxiety, depression, and other mental disorders which of course can reduce the performance of Gen Z who have made FOMO a lifestyle.

V. CONCLUSION

Given the description above, it can be argued that, as shown by the research above, FOMO can be stated to have a relationship with and influence the behavior of Gen Z. FOMO syndrome caused by excessive intensity of social media use has an impact on life satisfaction and other psychological problems, such as low levels of self-confidence, decreased productivity, anxiety, depression, and other mental disorders which of course can reduce the performance of Gen Z. have indeed made FOMO their lifestyle. Based on the findings of the data analysis and the conclusions drawn above, it is suggested that future researchers deepen the Fear of Missing Out (FOMO) variable utilizing quantitative research methodology and mixed methodologies.

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