

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

Bui My Duyen ^{*1}, Tran Dinh Quoc², Nguyen Trinh Hong Anh³

¹Faculty of Business Management, University of Greenwich, London, UK, orcid: <https://orcid.org/0009-0002-3191-1598>

²Fairfax Christian School, Virginia, USA, orcid: <https://orcid.org/0009-0000-1632-8308>

³Le Quy Don High School for the gifted students, Vung Tau, VIETNAM, orcid: <https://orcid.org/0009-0003-8977-4116>

ABSTRACT: The emotional, visual, psychological, and value factors shaping consumer shopping behavior (CBB) in a digital marketing environment are investigated in detail in this study. The relationship between emotional engagement, visual arousal, fear of missing out (FOMO), and perceived value on CBB is analyzed through the theory of the stimulus-oriented response (S-O-R) model and the communication probability model (ELM). Accordingly, Consumer Cognitive Processing (CCP) is identified as a moderating variable that plays a mediating role. Data was collected through a questionnaire from 412 Vietnamese consumers who shopped online; the data utilized a 5-point Likert scale. The results of the regression indicate that emotional engagement has here proved to be the strongest factor influencing CBB ($\beta = 0.51$), followed by perceived value ($\beta = 0.44$), visual stimulus ($\beta = 0.42$), and FOMO ($\beta = 0.38$). More thoughtful consumers were more likely to respond to visual elements as the association between visual stimulus and CBB ($\beta = 0.33$) significantly strengthened. This study theoretically enhances our understanding of how emotional, cognitive, and psychological mechanisms interact to shape consumer behavior. According to the findings, marketers should employ value-based pricing, emotive storytelling, eye-catching imagery, and urgent messages that are specific to the cognitive traits of each consumer group. The development of personalized marketing campaigns should be guided by the depth of customer psychology. Future research should focus on tracking behavioral changes over time and evaluating applicability in other cultures through longitudinal or experimental research methods.

KEYWORDS: Consumer Buying Behavior, Emotional Engagement, Visual Stimulus, FOMO, Perceived Value, Cognitive Processing.

1. INTRODUCTION

Consumer purchase behavior is a process influenced by emotions, knowledge, and specific contexts. Many studies have emphasized the role of emotions in marketing, especially the use of stories and emotional messages to build strong connections between brands and consumers (Plasman et al., 2012). Brand recognition and recall are enhanced through visual elements in advertising, from colors and images to patterns, which enhance purchase intention (Ware, 2019). Another psychological factor, fear of missing out, can motivate consumers to make quick decisions when messages emphasize scarcity or urgency (Przybylski et al., 2013). However, the way each individual processes information is different, which leads to instability in the effectiveness of this strategy. According to Kahneman's (2011) Dual Process Theory, consumers in system 2 are more likely to think rationally and logically than to be drawn to feelings and images. Therefore, marketers should tailor their messages to the cognitive style of each consumer group.

Previous studies have analyzed in depth the influence of emotional attachment, visual stimuli, FOMO, and perceived value on consumer purchase behavior. Emotional marketing strengthens brand loyalty and increases purchase intention (Vrtana & Krizanova, 2023). Visual elements such as color and design have a significant impact on consumers' attention and decision-making process (Zhang & Huang, 2024). FOMO often increases impulsive buying behavior by stimulating the fear of missing out (Alfina et al., 2023). Perceived value in pricing strategies contributes to shaping consumer decisions (Zeithaml, 1988). However, most studies have not fully considered the moderating role of cognitive processing style. Whether consumers process information intuitively or analytically can significantly affect the effectiveness of marketing interventions, but this aspect has been neglected. This paper addresses these limitations by examining the moderating effect of cognitive processing on the relationship between visual stimuli and purchase behavior, thereby providing a deeper understanding of consumers' decision-making mechanisms.

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

To deepen the theoretical insight into this topic, the study seeks to explore the following research questions:

1. How does emotional engagement in marketing influence consumer buying behavior?
2. What is the impact of visual stimuli in advertising on consumer buying behavior?
3. How does the fear of missing out (FOMO) in advertising affect consumer buying behavior?
4. To what extent does perceived value in pricing strategy shape consumer buying behavior?
5. Does consumer cognitive processing moderate the relationship between visual stimuli in advertising and consumer buying behavior?

This study aims to clarify how psychological and cognitive factors influence consumer behavior, with emotion, visual factors, and information processing being considered as significant components. Going beyond traditional economic decision-making models, the study expands its scope by incorporating factors such as emotional attachment, fear of missing out (FOMO), and perceived value, thereby explaining the journey from initial interest to purchase. It cannot be assumed that all customer buying behavior is the result of rational analysis, because many decisions are made impulsively and are strongly influenced by emotions, as well as visual or social cues. Not all consumers perceive information in the same way; some are more intuitive, while others process information analytically and systematically. However, the level of attention to the moderating role of cognitive processing in existing studies is still limited. If cognition is included as a moderating variable, the research model will better reflect individual differences in information reception and selection. By examining the moderating role of cognitive processing, this paper aims to fill the gap in the research on the relationship between visual stimuli and purchase behavior. This study not only contributes to theory, but also provides useful information to help marketers optimize their campaigns in a competitive context.

2. LITERATURE REVIEW

2.1. Consumer buying behavior

Consumer buying behavior is understood as the entire decision-making process and actions that individuals perform when selecting, purchasing, and using products or services (Kartajaya et al., 2021). Theoretically, market efficiency is influenced by CBB, as it reflects how emotions, cognitions, and knowledge are transformed into specific economic behaviors (Solomon, 2020). In the digital economy, CBB is shaped by stimuli such as perceived value and emotional attractions (Algharabat et al., 2020). Nike's "Dream Crazy" campaign, which exploited emotional storytelling and the FOMO effect on social media, resulted in a 31% increase in online sales (Wilson, 2020). As a key indicator, CBB both deciphers consumer responses to marketing strategies and contributes to creating sustainable competitive advantage in a volatile market.

2.2. Theoretical Framework

2.2.1. Theory of Planned Behavior

According to the Theory of Planned Behavior (TPB), an individual's behavior is directly influenced by the intention to perform the behavior (Ajzen, 1991). Three factors that influence this intention include attitude toward the behavior, subjective norms, and the level of behavioral control that the individual perceives. TPB is a core element in the study of consumer behavior. It contributes to the analysis of the impact of psychological factors such as emotions, FOMO (fear of missing out), and perceived value on purchase intention. Attitude toward a product is significantly influenced by personal emotions. Personal emotions have a strong impact on attitude toward a product. In contrast, FOMO, which is often driven by social networks and pressure from the surrounding environment, has a significant impact on subjective norms. Meanwhile, the consideration between the benefits and costs of a consumer action determines the perceived value and also contributes to shaping attitudes and the level of behavioral control. TPB has demonstrated its wide applicability in many recent studies, from green purchasing and online shopping to sustainable consumer behavior, thereby affirming the flexibility and theoretical value of this model in different contexts (Ajzen, 1991; Rozenkowska, 2023). Applying TPB to the current study not only helps to systematically assess the relationship between psychological factors and actual consumer behavior but also enhances the ability to explain behavioral motivations in the context of modern marketing.

However, TPB assumes that behavior does not occur randomly but is the result of a conscious planning process, in which individuals evaluate the consequences of actions before making a decision. According to Ajzen (1991), behavior is directly motivated by intention, which is influenced by attitudes, subjective norms, and perceived behavioral control. If an individual does not perceive that he or she has control over a behavior, the likelihood of performing the behavior is significantly limited.

2.2.2. Elaboration Likelihood Model

According to the Elaboration Likelihood Model (ELM), messages can be processed through two distinct routes: the central route and the peripheral route (Petty & Cacioppo, 1986). The central route requires individuals to carefully consider the content

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

of the message. Whereas individuals who rely on surface cues such as the credibility of the source or the attractiveness of the communicator are defined as having a hybrid peripheral route. The cognitive processing that consumers engage in not only plays an important role in receiving messages but also acts as a moderator that determines the persuasive route used. Consumers do not always choose to process messages via the same route; motivational levels and cognitive abilities are the factors that influence this choice, thereby significantly altering the effectiveness of visual elements in advertising contexts. Many studies have shown that not all forms of attitude change are equally durable, since only when central processing is activated can attitudes remain stable over time (Petty & Cacioppo, 1986). Integrating the ELM into the current study not only facilitates the explanation of how visual elements influence consumer behavior, but also expands the understanding of the mediating role of cognitive mechanisms in the persuasion process. Not all situations result in consumers processing information deeply; the level of cognitive involvement determines the message processing route, which in turn affects the effectiveness of visual stimuli. Studies have shown that the central route produces more convincing and lasting attitude change than the peripheral route (Petty & Cacioppo, 1986). Applying the ELM to the present study not only expands our understanding of the role of cognitive processing but also helps to clarify the relationship between visual stimuli and consumer purchase behavior.

According to the ELM, attitudes are formed and changed based on two main mechanisms, depending on the individual's motivation and information processing ability. Only when individuals are both highly motivated and possess good cognitive processing abilities can create sustainable attitude changes. Conversely, attitudes are unlikely to stabilize if either of these factors is not at the required threshold, as individuals tend to favor the peripheral route, where surface cues replace careful consideration of content (Petty and Cacioppo, 1986).

2.2.3. Self-Determination Theory

The self-determination theory (SDT) to clarify the process of motivation from basic psychological needs, the factors that drive human behavior (Bernstein, 1990). Three innate needs, including autonomy, competence and relatedness, are inseparable from personal development. If these needs are not met, intrinsic motivation will have little chance to form. On the contrary, when they are satisfied, individuals tend to exhibit behaviors originating from intrinsic motivation more easily. In the field of consumer behavior, emotions play a mediating role when marketing is designed to meet the aforementioned psychological needs. For example, a marketing campaign that goes beyond providing choice to creating a sense of meaning will contribute to promoting autonomy. Similarly, consumers may feel increased competence when receiving useful information or skills, and social connectedness is also strengthened through strategies that evoke a sense of community. Positive emotions are therefore likely to promote intrinsic motivation and lead to purchase behavior. Failure to meet these psychological needs often weakens positive emotions, and individual engagement thus becomes difficult to sustain. It is no coincidence that many studies have emphasized the role of the marketing environment in supporting these needs. It is the appropriate support from that environment that enhances customer satisfaction while contributing to increasing loyalty and encouraging brand advocacy behaviors (Gilal et al., 2019). Applying self-determination theory to the present study not only helps to identify the role of emotional engagement but also clarifies how this factor affects motivation and consumer behavior.

SDT suggests that autonomy, competence, and relatedness are three innate psychological needs that must be satisfied for individuals to fully develop and achieve a state of well-being. When these needs are met, intrinsically motivated behavior tends to increase. If the social environment hinders the satisfaction of these needs, motivation will decrease, thereby negatively affecting behavior (Bernstein, 1990).

2.3. Determinants of Consumer buying behavior

2.3.1. Emotional Engagement in Marketing

In marketing, emotional engagement is defined as the extent to which consumers engage with a brand. It also refers to the extent to which they form an emotional connection with marketing content. This factor directly affects how consumers perceive, process information, and respond to related stimuli (Hollebeek, 2011). This idea, based on Emotional Event Theory and Consumer Culture Theory, looks at the feelings linked to tales, pictures, and brand worth; these parts cause certain emotional and action replies in buyers (Thomson et al., 2005). In competition, branding is itself emotional engagement. Emotions create shared value, retain customers, and build loyalty (Calder et al., 2016). Research shows that emotional advertising tends to be more effective in driving sales compared to rational messaging (Zhang et al., 2014). As consumers value their personal values and experiences, the economic role of emotions becomes more evident. With consumers placing greater emphasis on personal values and experiences when making purchases, the economic significance of emotions is becoming increasingly evident.

When emotional engagement in marketing is effectively implemented through methods such as personalized storytelling, experiential branding, or sensory stimulation, consumer purchase behavior is significantly enhanced. This is demonstrated by

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

increased brand attachment, trust, and purchase intention (Dessart et al., 2016). Deep emotional involvement causes emotional purchase decisions, changes perceived value, and increases memorability. Empirical research shows that highly emotionally engaged consumers are 3.3 times more likely to repurchase and recommend a brand (Hollebeek & Macky, 2019). From a phenomenological perspective, emotional involvement is viewed as a subjective and lived experience of consumers during their interactions with a brand (Schmitt, 2009). In the field of behavioral economics, this concept is consistent with the principle of bounded rationality, according to which consumer decisions are strongly influenced by emotional cues rather than purely based on rational analysis (Ariely, 1998).

The impact of emotional involvement remains a subject of debate in academia. Some studies suggest that this factor determines consumer behavior (Dessart et al., 2016; Hollebeek, 2011). But it is also argued that it only supports when combined with perceptions of utility or price (Calder et al., 2016). Therefore, depending on the product kind, culture, and customer niche, emotional involvement may or may not be beneficial.

Based on the synthesized theoretical perspectives previously discussed, the initial hypothesis is articulated as follows:

H1: Emotional engagement in marketing positively influences consumer buying behavior.

2.3.2. Visual Stimuli in Advertising: A Critical Conceptual Analysis

In the field of advertising, visual stimulation is understood as the deployment of visual elements such as color, images, fonts, animations, and layouts to attract attention and influence how consumers perceive and respond to messages (Pieters et al., 2010). This concept is closely linked to dual-process theory and visual persuasion theory. These theories emphasize that the brain processes images in two ways: automatically or consciously. The mode of processing depends on the consumer's level of cognitive engagement (Petty & Cacioppo, 1986).

Visual stimulation is essential for making companies stand out and drawing in customers in a media-driven world where attention is a limited resource. In addition to increasing brand recognition and making a message more memorable, striking visuals often outperform spoken words in terms of brand awareness (Pieters & Wedel, 2004). As the digital economy continues to expand, especially on platforms like Instagram, TikTok, and YouTube, visual marketing has emerged as a key factor in influencing consumer behavior (Qiu, 2024). When used effectively, visual elements in advertising can stimulate emotions, create deep cognitive encoding, and increase purchase intent. Studies show that ads with emotionally evocative colors and vivid images significantly improve click-through rates and conversion rates (Bleier et al., 2019). In particular, high-contrast images and sophisticated designs often make consumers more receptive to messages, thereby increasing shopping behavior both online and offline (Wedel & Pieters, 2007).

From a semiotic and phenomenological perspective, visual stimuli are viewed as symbols with deep meanings. They contribute to shaping consumers' perceptions beyond the mere meaning of the image (Barthes, 1977). Meanwhile, from a behavioral economics perspective, these stimuli encourage the use of fast cognitive modes. They impact judgments by cueing and the presentation of information, circumventing logical thought processes (Kahneman, 2011). Some scholars argue that visual elements have a strong and direct impact on consumer behavior due to their ability to attract attention and evoke emotions (Bleier et al., 2019; Pieters et al., 2010). According to some academics, consumers' cognitive load, environment, and individual experiences all influence how effective visual components are (Mateja et al., 2024). Therefore, designing visual stimuli needs to ensure harmony between the brand message and the viewer's motivation to achieve the best results.

Informed by the combined insights of the aforementioned theoretical frameworks, the primary hypothesis is expressed as follows:

H2: Visual stimuli in advertising positively impact consumer buying behavior.

2.3.3. Fear of Missing Out (FOMO) in Advertising

Advertising FOMO relates to insecurities about potential missed gains in key experiences by others. It's often elicited through time-limited deals, exclusivity, or social comparison mechanisms. Loss aversion and social comparison theory (Kahneman & Tversky, 1984; Festinger, 1954) provide the basis that FOMO is a behavioral motivation to avoid regret. Therefore, marketing campaigns exploit this factor to stimulate quick and impulsive shopping behavior (Bright & Logan, 2018). The digital explosion has made FOMO a popular psychological phenomenon, especially on social media. Brands are leveraging real-time marketing, influencers, and limited-time offers to create a sense of scarcity and urgency (Li et al., 2024). As the economy gets more and more digitally linked, campaigns based on FOMO have become a major driver of short-term revenue and click-through rates engagement. Bright & Logan (2018) demonstrated that campaigns with FOMO elements increased online engagement by more than 40%, especially among Generation Z and Millennials.

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

While FOMO can increase purchase intention, it will destroy post-purchase satisfaction as well as brand loyalty if not managed carefully (Hetz et al., 2015). FOMO-based campaigns need to strike a balance between urgency and authenticity; if overused, they risk consumer fatigue and reduced trust. Empirical evidence shows that, although FOMO has the potential to enhance purchase intentions, it also undermines post-purchase satisfaction and brand loyalty when not carefully managed (Hetz et al., 2015). Behavioral economics explains FOMO as a type of irrational but predictable behavior in which consumers prioritize avoiding potential losses over seeking pleasure or maximizing utility (Kahneman & Tversky, 1984). In terms of existential philosophy, FOMO could be perceived as an expression of modern society's profound anxiety about the dearth of genuine experiences through which to construct and confirm one's social identity and therefore driving even more emotion-based consumer behavior.

Some studies suggest that FOMO has a strong and positive influence on consumer behavior (Bright & Logan, 2018), while others emphasize its situation-specific modulation, including individual characteristics such as self-control, anxiety levels, digital literacy, or cultural values (Hetz et al., 2015). Thus, the impact of FOMO is not always uniform and depends heavily on the context and characteristics of each market.

Grounded in the integrated conceptual foundations described earlier, the third hypothesis is proposed in the following manner:

H3: Fear of Missing Out (FOMO) in advertising positively impacts consumer buying behavior.

2.3.4. Perceived Value in Pricing Strategy

In pricing strategy, perceived value is the customer's evaluation of a product, based on the benefits they receive, such as quality and utility, as well as satisfaction. They compare this with the costs incurred, such as money, time, and effort. This model is developed based on equity theory and the value pricing model (Zeithaml, 1988). According to Zeithaml, perceived value is not only related to low price but is a combination of benefits and costs. Sweeney and Soutar (2001) extend this concept to functional, emotional, and social factors, showing that value has many dimensions that influence consumer decisions. In a competitive marketplace and with consumers increasingly value-conscious, perceived value is the key differentiator. Shoppers are picking items that give them the best value, not necessarily the lowest-priced item. Effective integrity is often reinforced when businesses adopt practices that can increase added value, for example, tiered pricing or sustainable sourcing (Yoo et al., 2000). This work in perceived value can also help keep businesses profitable in an inflationary, volatile market without having to rely solely on price competition. This will drive purchase behavior because it will enhance trust, satisfaction, and purchase intention. Customers will only maintain loyalty and repurchase behavior if the current version has high perceived value compared to later cheaper versions in the market (Kukar-Kinney et al., 2012). Also, perceived value increases the willingness to pay an additional amount for related quality, brand reputation, or social responsibility (Sweeney & Soutar, 2001). From a utilitarian philosophical perspective, perceived value represents the maximization of personal utility, adjusting consumer behavior towards rational goals. The concept of consumer surplus in microeconomics represents the satisfaction that consumers get when they pay less than the value they perceive from a product.

Many scholars emphasize that perceived value is a key factor determining purchase behavior (Zeithaml, 1988). In addition, other studies indicate that brand image plays an important role in shaping consumer attitudes and behavior (Yoo et al., 2000). Sweeney & Soutar (2001) add that customer experience and emotional factors also have a significant impact. Therefore, value perceptions need to be analyzed in a broader context where overall marketing strategies are considered simultaneously for optimal effectiveness.

Building upon the unified theoretical foundations presented earlier, the fourth hypothesis is stated as follows:

H4: Perceived value in pricing strategy positively impacts consumer buying behavior.

2.3.5. Consumer Cognitive Processing

The essence of cognitive processing lies in the mental mechanisms that enable consumers to perceive, decode, evaluate, and respond to marketing stimuli. This process includes attention, memory, reasoning, and decision-making, which form the system that transforms advertising information into behavior (MacInnis & Jaworski, 1989). Notably, the Elaboration Likelihood Model (ELM) provides a theoretical foundation for this concept. According to the ELM, persuasion occurs through two cognitive pathways: central (based on deep rational analysis) and peripheral (taking advantage of emotional cues or superficial signs). This model explains why consumers, when exposed to the same message, respond differently depending on their motivation or processing capabilities.

In the era of multitasking and information overload, consumers' attention spans are significantly reduced, forcing marketers to create attractive content and optimize it according to the brain's reception mechanism. Studies have shown that

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

advertisements that use strong sensory elements ((like eye-catching images, fast rhythms) can cause different levels of cognitive load depending on the characteristics of the viewer and the context in which they appear (Zhu & Lv, 2023). Therefore, cognitive processing is not only an intermediary process but also a key filter, determining the success of persuasive strategies, especially for emotional or visual messages. It is undeniable that consumers' cognitive processing plays a moderating role in the influence of visual stimuli on purchasing behavior. When cognitive involvement is high, consumers evaluate advertisements based on reasoning, comparison, and experience; then superficial factors are less convincing without solid content (MacInnis & Jaworski, 1989). Conversely, with low cognitive processing, they are easily influenced by surface cues such as color, animation, or visual effects. Finally, the same ad may elicit strong purchase intentions in one group but lead to indifference in another, all depending on their cognitive state (Pechmann & Stewart, 1990). From a constructivist perspective, perceptions are not static; they are actively formed, influenced by experience, context, and cultural frameworks. Neuroeconomics emphasizes bounded rationality, where decision fatigue causes consumers to rely on mental shortcuts (Ariely, 1998), suggesting that effort and attention are finite resources that cognitive processing optimizes.

Some scholars assert that analytical reasoning is a key factor in enhancing persuasive effectiveness (Pechmann & Stewart, 1990). In contrast, other views emphasize the dominant role of emotions, especially in the fast and intuitive decisions of modern consumers (Kahneman, 2011). This debate highlights the complex interplay between emotions and cognition, which are considered core drivers that govern and shape consumer behavior choices.

Derived from the collective theoretical perspectives outlined above, the fifth hypothesis is constructed as:

H5: The level of consumer cognitive processing moderates the relationship between visual stimuli in advertising and consumer buying behavior, such that the effect is stronger under high cognitive engagement and weaker under low cognitive engagement.

Supported by well-established theoretical principles, this study adds to the academic discourse by proposing the following conceptual framework:

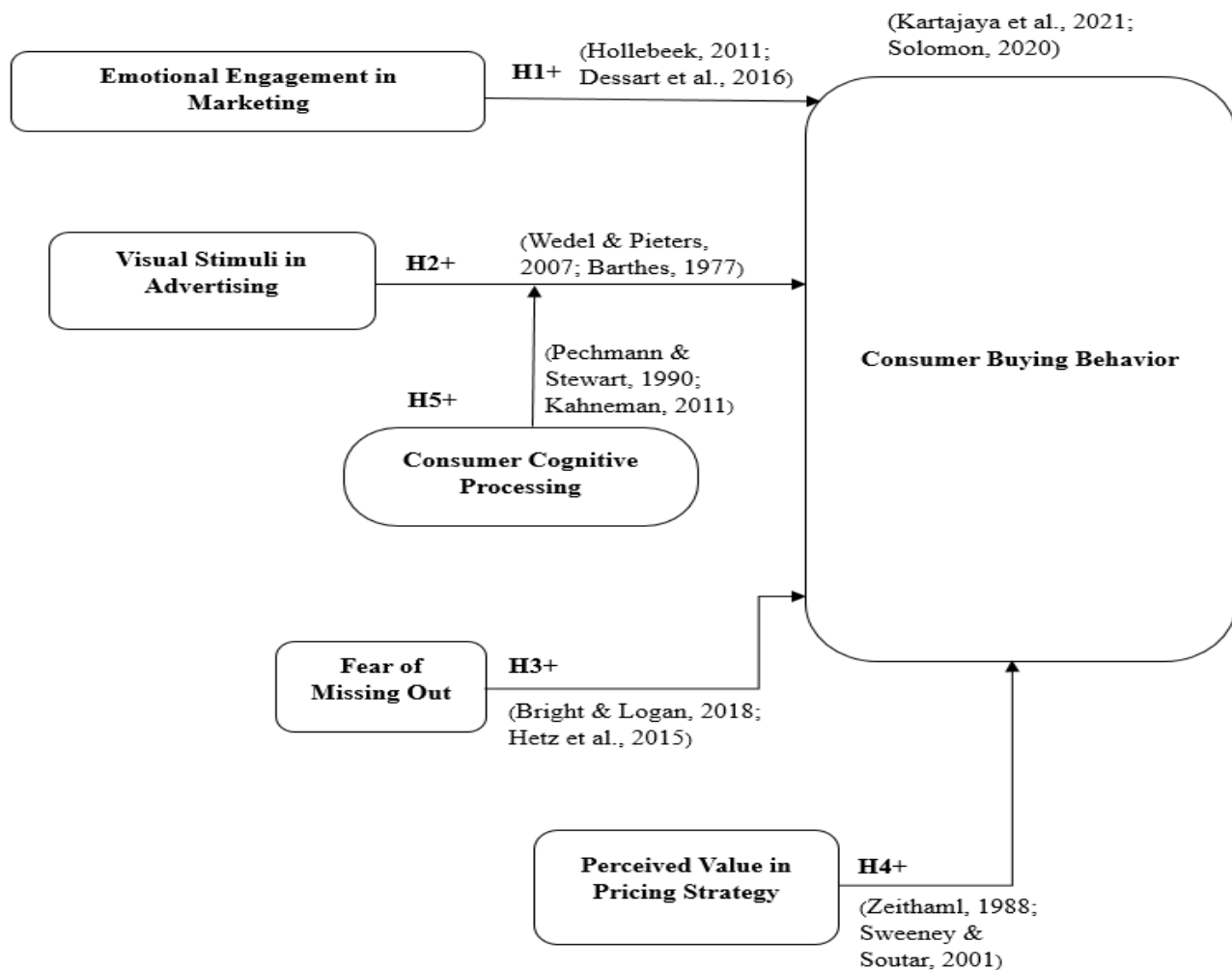


Figure 1: The Paper's Conceptual Framework

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

3. METHODS

This study employs a quantitative research design that enables systematic data collection and analysis to uncover and validate latent patterns within the dataset (Creswell & Creswell, 2017). Moreover, this approach applies statistical methods to ensure an objective evaluation of the data and to produce quantifiable results (Babbie, 2020).

A purposive stratified sampling method was chosen to ensure practicality from participant experiences and diversity in digital consumption contexts. The sampling structure was built to comprehensively reflect social, demographic, and geographical factors while highlighting differences in the intensity of emotional interactions and cognitive processing capacity as well as the level of access to digital media. The survey subjects were classified into four main groups, each representing a typical aspect of contemporary digital consumer behavior: the first group consists of young people in major cities in Vietnam, aged 18 to 35, who regularly access advertisements on TikTok, Facebook, and Shopee. They are easily attracted to emotional and visual content, showing the clear impact of this factor in the information reception process; the second group is middle-income people in Vietnam and some countries such as Malaysia, Thailand, and Indonesia. Their shopping behavior is based on both rational consideration and maintaining a connection with familiar brands, which is greatly influenced by price and social pressure; the third group consists of international postgraduate students and early-career expatriates living in Vietnam and Southeast Asia, with a high level of cross-cultural exposure, creating mixed cognitive processing in consumption decisions; finally, there are digital content creators, active social media users, and online consumers in global communities such as Singapore, the Philippines, or Vietnamese in Australia and Canada. They are heavily involved in FOMO-based marketing campaigns and brand storytelling across Instagram, YouTube, and X (formerly Twitter).

All survey respondents were required to have made at least one online advertising-influenced purchase in the past six months and to be highly engaged in digital consumption. Stratification was conducted based on variables such as nationality, information processing preferences (visual versus rational), occupational sector, and frequency of digital media use. The survey was disseminated through various domestic and international channels. In Vietnam, data was collected from online shopping forums, Facebook groups such as “Smart Shopping” and “Cosmetics & Fashion Reviews,” and university-affiliated marketing communities. At the regional level, the survey was shared in ASEAN consumer groups such as the “Southeast Asia Young Shopper Network” and through collaboration with academic institutions such as Chulalongkorn University and MARA University of Technology. The survey was also disseminated to the overseas Vietnamese community through forums such as Reddit, professional groups on LinkedIn, and a number of channels for in-depth discussion on brands and consumer behavior. The questionnaire was designed on a 5-point Likert scale, from 1 (“strongly disagree”) to 5 (“strongly agree”). Of the 604 responses collected, 385 responses met the requirements and were included in the analysis after a completeness and consistency check. The data collected are hierarchical and multidimensional, enabling a close examination of the relationship between emotions, fear of missing out (FOMO), value perceptions, and purchase behavior, with the moderating role of information processing in each digital consumer group according to cultural context.

4. RESULTS

4.1. Reliability analysis

Table 1: Reliability analysis of “consumer buying behavior”. Source: (The authors, 2025)

Reliability Statistics				
Cronbach's Alpha		N of Items		
.671		4		
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CBB1	8.322	8.174	.619	.633
CBB2	6.525	7.773	.570	.576
CBB3	7.081	7.522	.641	.748
CBB4	8.256	6.814	.692	.685

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

Where Survey items labeled CBB1 to CBB4 correspond to the four questions measuring consumer buying behavior (CBB).

As shown in Table 1, all sub-variables related to the dependent construct demonstrated adjusted item-total correlation values of at least 0.3. The overall Cronbach's alpha was calculated at 0.671, which exceeds the commonly accepted threshold of 0.6 and is higher than any alpha value that would result from the removal of an individual item. Additionally, each sub-variable's Cronbach's alpha remained above its respective adjusted item-total correlation, even when hypothetically excluding specific items. Therefore, all items were retained for subsequent analysis. Similar reliability trends were observed in the Cronbach's alpha results for the remaining constructs.

4.2. Exploratory factor analysis (EFA)

Table 2: Rotated Component Matrix. Source: (The authors, 2025)

Rotated Component Matrix ^a					
Component with loading factors					
1	2	3	4	5	6
CBB1 .545	EE1 .524	VS1 .578	FOMO1 .710	PV1 .589	CCP1 .513
CBB2 .604	EE2 .534	VS2 .598	FOMO2 .560	PV2 .578	CCP2 .567
CBB3 .568	EE3 .633	VS3 .639	FOMO3 .660	PV3 .689	CCP3 .665
CBB4 .697	EE4 .576	VS4 .647	FOMO4 .681	PV4 .629	CCP4 .582
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

Where survey items CBB1 to CBB4, EE1 to EE4, VS1 to VS4, FOMO1 to FOMO4, PV1 to PV4 and CCP1 to CCP4 represent the first four questions assessing the dependent variable, the four independent variables and the moderator variable respectively.

As shown in Table 2, the rotated component matrix effectively grouped the 24 sub-variables into six distinct components, each corresponding to the dependent variable, the four independent variables, and the moderator. All items recorded factor loadings exceeding the 0.5 threshold, and no items were excluded during the factor analysis.

4.3. Multiple linear regression model

Table 3: Coefficients^a. Source: (The authors, 2025)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.604	.861		5.987	.000
1 EE	.46	.637	.43	3.515	.007
VS	.57	.514	.52	3.254	.000
FOMO	.53	.728	.49	3.739	.043
PV	.62	.669	.57	3.998	.000

a. Dependent Variable: CBB

Where **CBB** mean of CBB1 to CBB4; **EE**: mean of RTI1 to RTI4; **VS**: mean of VS1 to VS4; **FOMO**: mean of FOMO1 to FOMO4
PV: mean of PV1 to PV4

As presented in Table 3, the significance (Sig.) values obtained from the t-tests are .007, .000, .043 and .000, respectively falling below the standard alpha level of 0.05. These results indicate that the independent variables— emotional engagement in marketing, visual stimuli in advertising, fear of missing out (FOMO) in advertising and perceived value in pricing strategy —have a statistically significant effect on the dependent variable, consumer buying behavior. Consequently, these four hypotheses are empirically supported.

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

4.4. Moderator analysis

Table 4: Results analysis of “consumer cognitive processing”. Source: (The authors, 2025)

Model : 1
Y : CBB
X : VS
W : CCP
Sample Size: 385

OUTCOME VARIABLE:

CBB

Model Summary

R	R-sq	MSE	F	dl1	dl2	p
.636	.627	.828	5.772	3.000	381.000	.000

Model

	coeff	se	t	p	LLCI	ULCI
constant	7.272	.433	58.552	.000	7.010	6.991
VS	.654	.630	4.884	.000	.631	.629
CCP	.688	.722	4.616	.000	.540	.535
Int_1	.500	.735	4.317	.000	.564	.553

Where **CCP**: mean of CCP1 to CCP4

Table 4 reveals that the p-value for the interaction term (Int_1) is 0.000, which is well below the conventional significance threshold of 0.05. This indicates a statistically significant interaction between consumer cognitive processing and visual stimuli in advertising in shaping consumer buying behavior. The interaction coefficient of 0.50 suggests that stronger consumer cognitive processing amplify the positive influence of visual stimuli in advertising on consumer buying behavior. Accordingly, hypothesis H5 is supported.

5. DISCUSSION

5.1. Summary results:

Emotional engagement in marketing, visual stimuli in advertising, the fear of missing out (FOMO) in advertising, perceived value in pricing strategy impact consumer buying behavior with coefficients of 0.43, 0.52, 0.49, 0.57 respectively. Also, consumer cognitive processing moderates the relationship between visual stimuli in advertising and consumer buying behavior with coefficient of 0.50

5.2. Theoretical implication

The results of the study confirm the important role of emotional engagement in shaping purchase behavior ($\beta = 0.43$), similar to Hollebeek (2011) and Dessart et al. (2016) in the strong predictive power of this factor. Contrary to Calder et al.'s (2016) hypothesis that emotions must be combined with utilitarian factors to be effective, the study shows that emotions alone are enough to trigger significant behavioral responses. The study also agrees with Zhang et al. (2014) that the level of emotional influence may vary depending on context and product type, suggesting that emotional cues are not always uniform or completely context-dependent. The influence of visual stimuli ($\beta = 0.52$) strongly confirms the view of Pieters et al. (2010) and Bleier et al. (2019) on the dominant position of visual elements in consumer decision-making. However, the results also contradict the context limitation proposed by Mateja et al. (2024), according to which cognitive load reduces the effectiveness of visual cues. In fact, visual elements remain highly persuasive despite certain differences in recipients, demonstrating the ability of symbolic and emotional resonance to overcome cognitive resistance (Barthes, 1977; Kahneman, 2011). Therefore, despite the impact of context, the persuasiveness of visual elements remains sustainable across different environments.

The FOMO effect demonstrated a clear effect ($\beta = 0.49$), reinforcing its role as a behavioral trigger (Bright & Logan, 2018; Alfina et al., 2023) and echoing warnings from Hetz et al. (2015) about negative consequences such as regret and reduced brand loyalty. Although FOMO plays a role in motivating purchasing behavior, the extent to which this effect is sustainable remains unclear. The emotional and social aspects associated with FOMO may reduce rational considerations in decisions, which is consistent with loss

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

aversion theory, according to which the fear of loss is often stronger than the desire for gain in impulsive decisions (Kahneman & Tversky, 1984).

The high influence of perceived value ($\beta = 0.57$) confirms the theoretical foundation set by Zeithaml (1988), according to which perceived value is the primary determinant. While Kukar-Kinney et al. (2012) focused on post-purchase satisfaction, the results of this study emphasize the role of perceived value at the moment of decision. In addition, the study challenges the narrow view of price and supports Sweeney & Soutar (2001) in expanding the concept of perceived value to include emotional and social aspects. This expansion contributes to clarifying the effectiveness of pricing strategies while also aligning with consumers' multidimensional expectations in the context of combining rationality and emotion.

The study result of moderation ($\beta = 0.50$) confirms the model of Petty & Cacioppo (1986), according to which less attentive consumers tend to be more influenced by visual cues. This result contradicts the view that analytical reasoning always dominates (Pechmann & Stewart, 1990) and is instead consistent with Kahneman's (2011) dual-process theory, where intuition is more dominant in situations of information overload. Although the role of central processing is not eliminated, in today's digital environment, peripheral cues such as images often have a greater influence, especially for young people and multitaskers.

5.3 Practical Implications

The results of the study not only clarify the complex psychological mechanisms of digital consumer behavior but also provide practical guidance for marketers. With an influence of $\beta = 0.43$, emotional engagement plays a key role, thereby showing the importance of authentic brand storytelling and integrating personal experiences and identities into communication messages. This view is supported by Hollebeek & Macky (2019), who demonstrated that intense emotions are the main driving force behind sustained brand engagement. Furthermore, theoretical frameworks such as self-determination theory can also be applied to enhance intrinsic motivation, especially when focusing on autonomy and relatedness in consumer experiences (Gilal et al., 2019). Visual elements also play an important role in purchase decisions ($\beta = 0.52$). Instead of relying on text, brands should prioritize visual storytelling to simultaneously influence consumers' rational perceptions and subconscious responses. This is consistent with the finding of Bleier et al. (2019), according to which image-based content helps increase engagement and conversion rates. However, moderating image density is important, as visual overload can reduce information effectiveness, especially on mobile platforms where users are easily overwhelmed by dense data (Mateja et al., 2024).

In addition to emotional and visual elements, the study also highlights the power of fear-based triggers, especially the FOMO effect. Tactics such as countdown timers, limited-time promotions, and appeals to exclusivity are all likely to drive impulse buying with a coefficient of $\beta = 0.49$. While FOMO drives purchasing behavior, overuse can undermine brand loyalty (Hetz et al., 2015). Therefore, urgency should be embedded in transparent messages that prioritize social goals such as charitable partnerships or community campaigns.

Perceived value, with a $\beta = 0.57$, was the strongest influence, reinforcing Sweeney and Soutar's (2001) view that value includes not only financial costs but also emotional, functional, and social benefits. Instead of just offering discounts, pricing strategies should emphasize added value such as sustainability, warranties, or exclusivity.

Finally, the moderating effect of cognitive processing ($\beta = 0.50$) suggests an important strategic lesson: marketing messages must be tailored to the information processing preferences of each consumer group. For those with a visual orientation, emotional images are effective persuasive tools, whereas for rational consumers, clear informational evidence and logical arguments are needed. The reasoning ability model of Petty and Cacioppo (1986) is the basis for segmenting campaigns according to cognitive orientation, thereby increasing the effectiveness of reaching a diverse audience.

5.4. Limitation

There are several limitations to this study. The cross-sectional design reflects consumer behavior at one point in time, so causality cannot be determined. The sample, although demographically diverse in Southeast Asia, did not thoroughly examine cultural differences outside the region. Self-reported data are susceptible to recall errors and social influences. The model also did not consider factors such as personality, technological level, or advertising fatigue, which may influence emotional and cognitive responses. Therefore, future research should adopt a longitudinal design, expand the survey to a cross-cultural setting, and add psychometric or biometric data to improve accuracy and applicability.

5.5. Future Direction for Research

Future research shall focus on the influence of digital fatigue and emotional saturation on the long-term responsiveness of consumers to emotionally charged or FOMO-driven advertising. A comparison between collectivist and individualist cultures shall improve generalizability and polish theories. Also needed are longitudinal studies that track changes in cognitive engagement and

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

perceived value over time. Combining surveys with EEG or eye-tracking technology can offer deeper insights into unconscious attention and processing. Further research could explore as well the role of artificial intelligence-enabled personalization, particularly how machine learning content is curated to meet users' cognitive and emotional predilections in real-time.

5.6. Conclusion

This study empirically highlights how emotional attachment, visual arousal, FOMO, and perceived value affect consumer purchase behavior, emphasizing cognitive processing as a key moderator. The results reinforce theories such as the Elaboration Likelihood Model and Self-Determination Theory, thereby providing a deeper and more comprehensive insight into consumer behavior in the digital context. Marketers in practice are required to devise strategies that fit with the consumer's cognitive style in engaging their emotional, visual, and value-based appeals. By capturing the interplay between affect, cognition, and marketing stimuli, this study pushes forward academic discourse and provides practitioners with evidence-based insights for effective campaign design within dynamic digital landscapes. Future research should generalize this model more across cultural and technological dimensions.

REFERENCES

- 1) Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- 2) Alfina, S., Hartini, S., & Mardhiyah, D. (2023). FOMO related consumer behaviour in marketing context: A systematic literature review. *Cogent Business & Management*, 10(3), 2250033. <https://doi.org/10.1080/23311975.2023.2250033>
- 3) Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53, 101767. <https://doi.org/10.1016/j.jretconser.2019.01.016>
- 4) Ariely, D. (1998). Predictably irrational: the hidden forces that shape our decisions. *Ebook, Revised and*.
- 5) Babbie, E. R. (2020). *The practice of social research*. Cengage AU.
- 6) Barthes, R. (1977). Image-music-text, trans. *Stephen Heath (New York: Hill and Wang, 1977)*, 146.
- 7) Bernstein, D. J. (1990). Of carrots and sticks: A review of Deci and Ryan's intrinsic motivation and self-determination in human behavior. *Journal of the Experimental Analysis of Behavior*, 54(3), 323.
- 8) Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98–119. <https://doi.org/10.1177/0022242918809930>
- 9) Bright, L. F., & Logan, K. (2018). Is my fear of missing out (FOMO) causing fatigue? Advertising, social media fatigue, and the implications for consumers and brands. *Internet Research*, 28(5), 1213-1227.
- 10) Calder, B. J., Malthouse, E. C., & Maslowska, E. (2016). Brand marketing, big data and social innovation as future research directions for engagement. *Journal of Marketing Management*, 32(5-6), 579–585. <https://doi.org/10.1080/0267257X.2016.1144326>
- 11) Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- 12) Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: Duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5-6), 399–426. <https://doi.org/10.1080/0267257X.2015.1130738>
- 13) Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117–140. <https://doi.org/10.1177/001872675400700202>
- 14) Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29-44.
- 15) Hetz, P. R., Dawson, C. L., & Cullen, T. A. (2015). Social media use and the fear of missing out (FoMO) while studying abroad. *Journal of research on technology in education*, 47(4), 259-272.
- 16) Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of strategic Marketing*, 19(7), 555-573.
- 17) Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of interactive marketing*, 45(1), 27-41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- 18) Kahneman, D. (2011). Thinking, fast and slow. *Farrar, Straus and Giroux*.
- 19) Kahneman, D., & Tversky, A. (1984). Choices, values, and frames. *American Psychologist*, 39(4), 341–350. <https://doi.org/10.1037/0003-066X.39.4.341>

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

- 20) Kartajaya, H., Setiawan, I., & Kotler, P. (2021). *Marketing 5.0: Technology for humanity*. Ascent Audio.
- 21) Kukar-Kinney, M., Ridgway, N. M., & Monroe, K. B. (2012). The role of price in the behavior and purchase decisions of compulsive buyers. *Journal of Retailing*, 88(1), 63-71.
- 22) Li, M., Deng, R., & Gong, B. (2024). Research on the Impact of Live Marketing on Consumers' Irrational Consumption Behavior Under the Background of the New Economic Era. *Journal of the Knowledge Economy*, 1-50.
- 23) MacInnis, D. J., & Jaworski, B. J. (1989). Information processing from advertisements: Toward an integrative framework. *Journal of marketing*, 53(4), 1-23.
- 24) Mateja, A., Subocz, D., Stępień-Słodkowska, M., & Nermend, M. (2024, October). Cognitive Load and Online Customer Decisions: The Role of Visual Perception, Memory, and Brain Activity. In *European Conference on Artificial Intelligence* (pp. 90-101). Cham: Springer Nature Switzerland.
- 25) Pechmann, C., & Stewart, D. W. (1990). The effects of comparative advertising on attention, memory, and purchase intentions. *Journal of Consumer Research*, 17(2), 180-191.
- 26) Petty, R. E., & Cacioppo, J. T. (1986). *The elaboration likelihood model of persuasion* (pp. 1-24). Springer New York.
- 27) Petty, R. E., & Cacioppo, J. T. (2012). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer Science & Business Media.
- 28) Pieters, R., & Wedel, M. (2004). Attention capture and transfer in advertising: Brand, pictorial, and text-size effects. *Journal of marketing*, 68(2), 36-50.
- 29) Pieters, R., Wedel, M., & Batra, R. (2010). The stopping power of advertising: Measures and effects of visual complexity. *Journal of Marketing*, 74(5), 48-60. <https://doi.org/10.1509/jmkg.74.5.48>
- 30) Plassmann, H., Ramsøy, T. Z., & Milosavljevic, M. (2012). Branding the brain: A critical review and outlook. *Journal of Consumer Psychology*, 22(1), 18-36. <https://doi.org/10.1016/j.jcps.2011.11.010>
- 31) Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841-1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- 32) Qiu, Y. (2024). Unveiling the Digital Luminaries: Exploring the Impact of the Chinese Internet Celebrity Economy on Consumer Behavior. *Journal of the Knowledge Economy*, 1-23.
- 33) Rozenkowska, K. (2023). Theory of planned behavior in consumer behavior research: A systematic literature review. *International Journal of Consumer Studies*, 47(6), 2670-2700.
- 34) Schmitt, B. (2009). The concept of brand experience. *Journal of Brand Management*, 16(7), 417-419.
- 35) Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being*. Pearson.
- 36) Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- 37) Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77-91. https://doi.org/10.1207/s15327663jcp1501_10
- 38) Vrtana, D., & Krizanovna, A. (2023). The power of emotional advertising appeals: Examining their influence on consumer purchasing behavior and brand-customer relationship. *Sustainability*, 15(18), 13337. <https://doi.org/10.3390/su151813337>
- 39) Ware, C. (2019). *Information visualization: perception for design*. Morgan Kaufmann.
- 40) Wedel, M., & Pieters, R. (Eds.). (2007). *Visual marketing: From attention to action*. Psychology Press.
- 41) Wilson, J. A. (2020). Understanding branding is demanding.... *Journal of Marketing Management*, 36(13-14), 1178-1189.
- 42) Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211. <https://doi.org/10.1177/0092070300282002>
- 43) Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>
- 44) Zhang, H., Sun, J., Liu, F., & G. Knight, J. (2014). Be rational or be emotional: advertising appeals, service types and consumer responses. *European Journal of Marketing*, 48(11/12), 2105-2126.
- 45) Zhang, Y., & Huang, S. (2024). The influence of visual marketing on consumers' purchase intention of fast fashion brands in China—An exploration based on fsQCA method. *Frontiers in Psychology*, 15, 1190571. <https://doi.org/10.3389/fpsyg.2024.1190571>
- 46) Zhu, L., & Lv, J. (2023). Review of studies on user research based on EEG and eye tracking. *Applied Sciences*, 13(11), 6502.

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

Appendix A: Survey

Table 5. Survey Questionnaire

Background information

Which of the following best describes your demographic and digital behavior profile?	Young Vietnamese (aged 18–35) in major cities frequently exposed to ads on platforms like TikTok, Facebook, and Shopee	Middle-income consumers in Vietnam or Southeast Asia (e.g., Malaysia, Thailand, Indonesia) who value price and brand familiarity	International postgraduate students or early-career expatriates living in Vietnam or Southeast Asia with high cross-cultural exposure	Digital content creators, active social media users, or overseas Vietnamese engaged in global platforms (e.g., Instagram, YouTube, X)	Other (please specify):
What is your age group?	Under 18	18 – 25	26 – 35	36 – 45	Above 45
What is your current country or region of residence?	Vietnam (Hanoi, Ho Chi Minh City, Da Nang, etc.)	Other provinces in Vietnam	Malaysia / Thailand / Indonesia	Singapore / Philippines	Other (please specify):
Which platform do you use most often for digital shopping or ad interaction?	TikTok	Facebook / Instagram	Shopee / Lazada / Tiki	YouTube / X (Twitter)	Other (please specify):

No.	Variables	Coded Sub-variables	Content
1.	Consumer Buying Behavior	CBB1	My buying behavior is often influenced by emotional attractions in marketing. (Algharabat et al., 2020)
		CBB2	I make purchase decisions based on value perceptions from online marketing. (Solomon, 2020)
		CBB3	Emotionally persuasive campaigns like Nike's "Dream Crazy" impact my online shopping. (Wilson, 2020)
		CBB4	I believe digital stimuli significantly influence my consumer behavior. (Kartajaya et al., 2021)
2.	Emotional Engagement in Marketing	EE1	I feel emotionally connected to brands that engage me during interactions. (Schmitt, 2009)
		EE2	I tend to trust and buy from brands that emotionally involve me. (Hollebeek & Macky, 2019)
		EE3	I am more likely to purchase from brands I feel emotionally attached to. (Hollebeek, 2011)
		EE4	Emotional experiences in marketing increase my intention to repurchase. (Dessart et al., 2016)
3.	Visual Stimuli in Advertising	VS1	High-contrast images in ads make me more receptive to marketing messages. (Bleier et al., 2019)
		VS2	Visual marketing on platforms like Instagram and YouTube influences my buying decisions. (Wedel & Pieters, 2007)
		VS3	I am more likely to purchase when ads use emotionally evocative visuals. (Pieters et al., 2010)
		VS4	I associate meaning with symbols and images used in visual advertisements. (Barthes, 1977)
4.	Fear of Missing Out	FOMO1	I am more likely to buy a product when I see influencers promoting it in real-time. (Bright & Logan, 2018)
		FOMO2	The fear of missing out makes me purchase impulsively online. (Bright & Logan, 2018)
		FOMO3	I regret missing exclusive deals, which affects my next buying decision. (Hetz et al., 2015)

From Feelings to Purchases: Investigating the Influence of Emotional Engagement, FOMO, and Perceived Value on Consumer Buying Behavior

		FOMO4	I am motivated to buy to avoid the regret of missing out. (Kahneman & Tversky, 1984)
5.	Perceived Value in Pricing Strategy	PV1	I evaluate whether a product's benefits justify its price before purchase. (Zeithaml, 1988)
		PV2	Emotional and social value influence how much I'm willing to pay. (Sweeney & Soutar, 2001)
		PV3	I am loyal to products that offer higher value than competitors. (Kukar-Kinney et al., 2012)
		PV4	I consider brand image and pricing strategy before deciding to buy. (Yoo et al., 2000)
6.	Consumer Cognitive Processing	CCP1	I process marketing messages analytically and assess them carefully. (Petty & Cacioppo, 1986)
		CCP2	I focus on reasoning and experience rather than visuals alone when evaluating ads. (MacInnis & Jaworski, 1989)
		CCP3	I evaluate persuasive messages through comparison and factual information. (Pechmann & Stewart, 1990)
		CCP4	In an information overload situation, I rely more on intuitive thinking. (Kahneman, 2011)

Survey link: <https://forms.gle/EV8Ld29rFbMhUGvK7>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.