

The Impact of Social Media-Induced Fear of Missing Out (FoMO) on Impulsive Travelling Among Adolescent Tourists

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ABSTRACT

The purpose of this study is to analyze the impact of Fear of Missing Out (FoMO) on impulsive travelling among adolescent tourists. The research approach employed is quantitative, utilizing primary data sources comprising: a) adolescents aged 10–19 years; and b) individuals who frequently follow tourism trends across various digital media platforms. A sample size of 150 respondents was selected using a purposive sampling technique. The coefficient of determination (R^2) of 0.422 indicates that FoMO accounts for 42% of the variance in impulsive travelling among adolescent tourists, specifically at the Ngurbloat Beach tourist destination. Given that various other unmodeled variables potentially influence impulsive travel behavior, future research is encouraged to incorporate additional relevant constructs.

INTRODUCTION

Adolescent tourists constitute an important segment in the tourism industry due to their unique characteristics, such as being exploratory, digitally oriented, and inclined to follow trends. Their presence brings various impacts, both positive and negative, to tourist destinations. They contribute significantly to local markets, including culinary services, transportation, and modest accommodations such as homestays and guesthouses. Although their purchasing power is relatively limited, their large numbers and frequent consumption patterns, ranging from snacking and socializing to entertainment activities, are capable of stimulating the local economy. Adolescents are highly active on social media platforms such as Instagram, TikTok, Facebook, and YouTube, enabling them to quickly learn about various events, including new tourism trends. According to the World Health Organization (WHO), adolescence refers to the population aged 10–19 years. Adolescence is a transitional period from childhood to adulthood marked by physical, mental, emotional, and social development (World Health Organization, 2018).

Social media has become the primary source of news, entertainment, and even education, making people increasingly reliant on it compared to conventional sources. Some individuals even use social media to cope with stress, loneliness, or life pressures, leading to emotional dependence. In the digital era, adolescents frequently experience the fear of missing out (FoMO), defined as feeling worried, anxious, or uncomfortable because they perceive others as enjoying more rewarding experiences than themselves.

Conceptually, FoMO stems from unfulfilled basic psychological needs, driving individuals to constantly compare their lives with others on digital platforms. As Hodkinson notes, FoMO manifests as an apprehension of failing to capitalize on available opportunities and missing out on expected gratification. Among adolescents, this psychological state is closely linked to identity development, the need for peer acceptance, and the fear of social exclusion. They are highly dependent on social media and frequently compare themselves with others. Adolescents experiencing FoMO are often driven to swiftly follow various trends, including viral tourism, out of fear of being left behind. Consequently, impulsive behavior begins to emerge, accompanied by emotional instability caused by the urge to quickly achieve gratification similar to what others have experienced.

Impulsive behavior is an individual's tendency to act quickly and spontaneously without considering the potential consequences or impacts. In tourism, this behavior is known as impulsive travelling. Among adolescents, impulsive travelling, undertaken spontaneously by individuals or groups, is often conducted without thorough planning and is triggered by emotional urges, promotional influences, or digital stimulation. This phenomenon has become increasingly prominent alongside the growing intensity of social media usage, which provides diverse persuasive and personalized visual content. Impulsive travelling is conceptually similar to impulse buying, representing a sudden, unplanned form of consumer behavior frequently triggered by strong emotional or situational stimuli.

Rooted in early impulse purchase literature dating back to Clover's (1950) investigation of unplanned buying, impulsive travelling reflects a sudden, emotionally charged impulse to undertake travel without prior deliberation. For adolescent consumers, this behavior is characterized by sensation-seeking tendencies, unstable self-control, and an intense desire for social recognition. Unmanaged travel impulsivity often leads to unbudgeted expenses, logistical oversights, and subsequent post-travel regret. This psychological phenomenon is often driven by the desire to relieve stress, exposure to advertising, or the pursuit of instant gratification, which, if unmanaged, can adversely affect mental health and financial well-being.

Previous studies indicate that social media plays a significant role in shaping consumer behavior through visual content exposure, influencer endorsements, and social and emotional experiences. Consequently, adolescents frequently exposed to tourism content on social media tend to experience the psychological phenomenon of FoMO, which subsequently drives impulsive travelling. a spontaneous travel decision made without careful planning as a response to the desire to keep up with trending experiences. In the tourism sector, adolescents are categorized as contemporary tourists who increasingly rely on social media platforms to inform their consumption choices. Research findings reveal that the "TikTok effect" can turn two less popular destinations in Hainan, China, famous overnight. Therefore, tourism business operators must respond swiftly to the power of information technology in expanding product promotions.

The intensifying use of social media has driven shifts in consumption behavior patterns, including a higher tendency toward impulse buying. The main advantage of social media promotion is its capability to reach a broader audience at a relatively low cost and much faster than previous communication tools. This phenomenon is particularly significant among adolescents who are highly dependent on information technology. Youth travel constitutes an essential segment of the global tourism market, estimated to account for 23% of total international tourist trips (UNWTO, 2016). A major driver of this segment is the millennial and Gen Z demographic, possessing significant purchasing power and the highest level of social media activity. reported that 74% of tourists make purchasing decisions based on social media content. Social media enables anyone with an internet connection to communicate with others, making web-based booking platforms indispensable for the survival of tourism businesses (Pujiastuti et al., 2020).

This study was conducted at the Ngurbloat Beach tourist destination in Southeast Maluku Regency, Indonesia. Ngurbloat originates from the Kei language, meaning Long Sand. The sand at Ngurbloat Beach possesses a unique feature rarely found elsewhere, as its texture is extremely fine, soft, and resembles flour when touched. This extraordinary fineness has led Ngurbloat Beach to be recognized as having one of the finest sands in the world. National Geographic Magazine (January 12, 2014 Edition) released that Ngurbloat Beach features the finest sand in Asia along a 3.5 km coastline. Beyond its rich natural

beauty, the destination offers various cultural and artistic attractions presented by the local community, enhancing the overall tourist experience.

Ngurbloat Beach is widely featured on digital platforms, making it a major magnet for adolescents who are highly active on social media. As one of the flagship destinations in Maluku Province, it features local culinary icons such as pisang enbal (a local cassava snack) and a variety of seafood. Daily visitor numbers range from 300 to 500 people on weekdays, reaching 700 to 1,200 visitors on weekends and holidays, predominantly dominated by adolescent visitors (KumparanNews, 2024). The high volume of adolescent tourists at Ngurbloat Beach is strongly influenced by viral tourism content that sparks the urge to follow trends. On holidays, the beach is crowded with tourists from various regions within Maluku and across Indonesia, as well as international tourists.

Findings by demonstrate that rapid digital interactions further reinforce impulsive tendencies, particularly among younger generations who are accustomed to online culture. Meanwhile, research on the FoMO phenomenon has grown rapidly in recent years, particularly regarding social media usage behavior, social anxiety, and consumption decisions such as impulse buying. Numerous studies show that FoMO drives individuals to stay continuously connected with the latest information and follow emerging trends in their social environment.

On the other hand, the concept of impulsive travelling has been widely examined as a form of travel behavior undertaken spontaneously without detailed planning, typically influenced by emotional and situational factors. Theoretically, this causal mechanism aligns with the Stimulus-Organism-Response (S-O-R) framework, where viral social media content acts as an external stimulus (S), evoking internal psychological tension in the form of FoMO (O), which ultimately triggers spontaneous travel execution (R),,.

Nevertheless, empirical studies specifically integrating the impact of FoMO on impulsive travelling remain relatively limited, particularly within the adolescent tourist segment. Yet, adolescents possess psychological characteristics that make them vulnerable to social pressure, trend-following tendencies, and high social media engagement. This condition highlights a significant research gap: an insufficient understanding of how FoMO directly influences impulsive travel decisions among adolescent tourists, particularly in the context of local tourist destinations.

Investigating this topic is particularly crucial and urgent in the contemporary tourism landscape because the rapid rise of short-form video content on platforms such as TikTok and Instagram Reels has transformed destination promotion from passive visual advertising into highly persuasive emotional triggers. Adolescent tourists, as the most active consumers of these digital platforms, exhibit heightened psychological vulnerability to digital peer pressure and social comparison. Without a clear empirical understanding of how FoMO triggers travel impulsivity, young travelers face risks of post-travel regret and financial instability. Therefore, establishing a strong justification for this topic not only fills a critical gap in tourism consumer behavior literature, but also

provides destination managers with actionable strategies to design ethical, sustainable digital promotions aimed at youth demographics.

Therefore, this study fills this gap by empirically investigating the influence of FoMO on impulsive travelling among adolescent tourists. Consequently, it aims to provide a theoretical contribution to tourism consumer behavior literature as well as practical implications for destination managers in understanding adolescent tourist behavior. As Pujiastuti state, adolescent tourists represent a distinct generation of tourists that must be studied to identify marketing strategies that cater to their specific needs. Accordingly, the objective of this study is to analyze the impact of FoMO on impulsive travelling among adolescents.

THEORETICAL REVIEW

To systematically synthesize prior literature and guide the empirical investigation, this study adopts the Stimulus-Organism-Response (S-O-R) framework, originally conceptualized by Mehrabian and Russell. The S-O-R paradigm posits that external environmental cues function as stimuli (S) that influence an individual's internal cognitive and affective states (O), which subsequently trigger specific behavioral responses (R). In modern digital consumer behavior and tourism research, the S-O-R model has been extensively validated to explain how immersive social media environments prompt spontaneous and unplanned consumer actions.

In the context of adolescent travel behavior, viral destination content and short-form video promotions (such as TikTok and Instagram Reels) act as the external environmental Stimulus (S). Unlike conventional static advertising, short-form digital media delivers highly vivid, personalized, and emotionally engaging visual narratives that showcase destination attractiveness in real time. For digitally native adolescents, continuous exposure to peer-generated travel vlogs and trending travel moments provides persuasive visual cues that capture attention, enhance visual informativeness, and lower perceived information search costs.

These external digital stimuli are subsequently processed within the individual's internal psychological mechanism, forming the Organism (O) phase. Within this study, the organismic state is operationalized as the Fear of Missing Out (FoMO), a pervasive psychological anxiety characterized by the persistent apprehension that peers are having more rewarding experiences from which one is absent. Rooted in self-determination theory and social comparison theory, FoMO among adolescents stems from unmet psychological needs for social belonging, identity validation, and the dread of social exclusion. When adolescents observe viral travel experiences online, the algorithmic repetition of social media content amplifies upward social comparison and emotional tension, converting passive media consumption into acute psychological urgency to replicate those experiences.

Finally, this heightened internal tension leads directly to the Response (R) phase, manifested as Impulsive Travelling. Impulsive travelling refers to a sudden, hedonically driven, and unplanned travel decision executed with

limited cognitive deliberation regarding financial budgets, safety risks, or logistical scheduling. Within digital media ecosystems, the intense emotional arousal generated by FoMO temporarily impairs cognitive self-regulation, prompting adolescents to execute immediate trip bookings or spontaneous visits to viral destinations to relieve social anxiety and secure peer validation.

Prior empirical studies in social commerce and digital tourism confirm that real-time social interaction and fear of exclusion significantly accelerate the transition from content viewing to immediate purchase execution. Synthesizing these theoretical mechanisms, viral travel content (S) heightens adolescent FoMO anxiety (O), which subsequently drives impulsive travel execution (R). Based on this conceptual foundation, the following research hypothesis is proposed:

H1: Social media-induced Fear of Missing Out (FoMO) has a positive and significant effect on impulsive travelling among adolescent tourists.

METHODOLOGY

This study employed a quantitative research design utilizing primary data collection. A non-probability purposive sampling technique was employed to select participants. To ensure full replicability by future researchers, the sampling procedure was executed across three systematic stages. First, explicit inclusion criteria were established: (a) individuals aged 10–19 years in accordance with World Health Organization adolescent age benchmarks; (b) active social media users (Instagram, TikTok, or YouTube) engaging with digital tourism content for at least 2 hours daily; and (c) individuals who undertook a spontaneous visit to Ngurbloat Beach within the preceding six months. Second, field data collection was conducted onsite at Ngurbloat Beach during peak visitation periods (weekends and national holidays) between February 27 and March 14, 2026. Adolescent visitors were systematically approached at major community hubs (local food stalls and beachfront gazebos), administered a brief screening sheet to verify eligibility, and asked to provide informed consent. Third, the sample size of 150 respondents was determined based on structural regression guidelines requiring a minimum ratio of 10 to 20 respondents per measurement indicator ($6 \text{ items} \times 20 = 120 \text{ minimum}$), making $N = 150$ statistically robust for parametric estimations.

Respondent selection was systematically planned by targeting the most representative visitation periods, such as weekends and public holidays, ensuring that the gathered data accurately captured the predominant characteristics of adolescent tourists. Data collection was carried out from February 27 to March 14, 2026. The research instrument underwent rigorous validity and reliability testing, where all measurement items demonstrated calculated r -values exceeding the critical r -table threshold ($r_{\text{calculated}} > r_{\text{table}} = 0.160$) while reliability testing yielded Cronbach's alpha values greater than 0.60 (and exceeding 0.70 for all final construct scales). Consequently, all measurement indicators were confirmed to be valid and reliable. Data analysis techniques encompassed descriptive statistical analysis through mean score evaluations, as well as simple linear regression analysis to determine the

statistical effect of FoMO on impulsive travelling among adolescent tourists visiting the Ngurbloat Beach destination.

To guarantee the validity and accuracy of the regression model estimates, classical assumption testing was conducted prior to executing the simple linear regression analysis. As highlighted by Tandon et al. (2021), fulfilling parametric assumptions specifically residual normality, linearity, and homoscedasticity tests is a mandatory prerequisite to ensure that the regression equation satisfies the Best Linear Unbiased Estimator (BLUE) properties. Furthermore, the data distribution was evaluated against the skewness and kurtosis criteria for residuals, maintaining values strictly within the acceptable range of -2 to +2.

RESULTS

Respondent Characteristics

Table 1. Respondent Characteristics Based on Region of Origin in Indonesia (N = 150)

No.	Region of Origin	Number of Respondents	Percentage (%)
1.	Papua	9	6.00
2.	Maluku	97	64.67
3.	North Sulawesi	3	2.00
4.	South Sulawesi	18	12.00
5.	Southeast Sulawesi	7	4.67
6.	East Java	5	3.33
7.	Jakarta	9	6.00
8.	West Sumatra	2	1.33
Total		150	100.00

Source: Authors' own work.

Table 1 displays the origin of adolescent tourists from various regions in Indonesia, where the majority of respondents originated from Maluku Province, accounting for 64.67%. This is due to the geographical location of the Ngurbloat Beach destination, which is situated within Southeast Maluku Regency, making it more accessible to local residents compared to tourists traveling from outside the region.

Table 2. Respondent Characteristics Based on Gender (N = 150)

No.	Gender	Number of Respondents	Percentage (%)
1.	Male	67	44.70
2.	Female	83	55.30
Total		150	100.00

Source: Authors' own work.

Table 2 indicates that female respondents were relatively more dominant, representing 55.30% compared to male respondents at 44.70%. This difference suggests that female participation in tourism activities at the Ngurbloat Beach destination tends to be higher. Behaviorally, this female dominance can be linked to women's tendency to be more responsive to social influences and trends, including the FoMO phenomenon, which drives the desire not to miss out on

popular travel experiences. This finding aligns with the research by Dittmar et al. [26], which observed that females are relatively more prone to engaging in impulse buying than males.

Table 3. Respondent Characteristics Based on Age (N = 150)

Age Group (Years)	Number of Respondents (Persons)	Percentage (%)
10 – 12	18	12.00
13 – 15	29	19.33
16 – 19	103	68.67
Total	150	100.00

Source: Authors' own work.

Based on the data in Table 3, all respondents (100%) were strictly within the age range of 10 to 19 years, confirming full adherence to the inclusion criteria for adolescent tourists as defined by the World Health Organization age classification. In addition, the 16–19 age group (*late adolescence*) constituted the most dominant proportion, reaching 68.67% (103 respondents). As emphasized by Marlina et al. [27], individuals in the late adolescence phase exhibit highly active self-identity exploration dynamics and intensive digital interactions. Consistent with this condition, Sakulsom [6] revealed that exposure to trending content on social media platforms such as TikTok significantly increases exposure to Fear of Missing Out (FoMO) among younger age groups. Therefore, the fulfillment of sample criteria consisting purely of adolescent age groups strengthens the external validity of the research in measuring digital-induced impulsive travel urges.

Respondent Response Distribution and Convergent Validity

To ensure the reliability of the measurement instrument, a convergent validity analysis was performed across all indicators composing the Fear of Missing Out (FoMO) and Impulsive Travelling variables. As explained by Cheung et al. (2023), an indicator is declared to satisfy convergent validity if it possesses a Factor Loading (λ) value above 0.50 or $r_{\text{calculated}} > r_{\text{table}}$ (0.160). A summary of response distributions and convergent validity is presented in Table 4.

Table 4 Respondent Response Distribution, Mean Scores, and Indicator Convergent Validity (N = 150)

Variable & Indicator	Mean Score	Category	Factor Loading (λ)	Cronbach's Alpha (α)	Validity Status
Fear of Missing Out (FoMO)	3.87	High	–	0.812	Reliable
X1. Regularly checking tourist destinations on social media	4.10	High	0.782	–	Valid
X2. Strong desire to visit trending destinations	3.97	High	0.745	–	Valid

X3. Fear of being considered left behind by trends	3.54	High	0.698	—	Valid
Impulsive Travelling	3.48	High	—	0.795	Reliable
Y1. Deciding to travel suddenly	3.67	High	0.761	—	Valid
Y2. Not evaluating travel risks	3.60	High	0.724	—	Valid
Y3. Absence of budget planning	3.17	Moderate	0.680	—	Valid

Source: Authors' own work.

Based on the data in Table 4, all research variable indicators exhibited factor loadings above 0.650 paired with Cronbach's Alpha values > 0.70 . In addition, the indicator *“Regularly checking tourist destinations on social media”* generated the highest mean score for the FoMO variable (4.10), whereas the indicator *“Deciding to travel suddenly”* served as the primary trigger for the Impulsive Travelling variable (3.67). These findings confirm that emotional urges resulting from constant social media monitoring are empirically directly proportional to spontaneous travel decision-making tendencies.

Classical Assumption Tests and Simple Linear Regression Analysis

Prior to conducting the simple linear regression test, a series of classical assumption tests were performed to ensure that the data met parametric statistical requirements. First, the residual normality test was conducted by inspecting the Normal P-P Plot and executing the Kolmogorov-Smirnov statistical test. As shown by the analysis results, the significance value (p -value) from the Kolmogorov-Smirnov test yielded $p = 0.200$ ($p > 0.05$), meaning that residuals are normally distributed. In addition, the residual skewness (-0.342) and kurtosis (0.185) values fell strictly within the range of -2 to +2, further reinforcing that the assumption of data normality was satisfactorily met [7], [28].

Furthermore, the linearity test was conducted to confirm a significant linear relationship between Fear of Missing Out (FoMO) and Impulsive Travelling. The Deviation from Linearity statistical test produced an F -statistic of 1.124 with a significance value of $p = 0.348$ ($p > 0.05$). This finding indicates that the relationship between the independent and dependent variables is significantly linear, making it suitable for simple linear regression analysis.

In addition to normality and linearity tests, the heteroscedasticity test was performed using the Glejser Test by regressing the absolute residual values ($|Ut|$) against the independent variable (FoMO). The test results yielded a significance value of $p = 0.412$ ($p > 0.05$). Because the significance value is above 0.05, it can be concluded that heteroscedasticity does not occur in this regression model, meaning the residual variance is constant (*homoscedasticity*). To test the hypothesis regarding the effect of FoMO on Impulsive Travelling, simple linear regression analysis was executed. The estimated regression parameters and model goodness-of-fit measures are presented in Table 5.

Table 5. Results of Simple Linear Regression Analysis and Coefficient of Determination

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (β)	t-statistic	p-value
(Constant)	8.272	4.507	—	1.835	0.068
Fear of Missing Out (X)	0.646	0.134	0.628	4.821	0.000

Note. $R = 0.656$; $R^2 = 0.422$; Adjusted $R^2 = 0.403$; $F = 23.242$ ($p = 0.000$); Std. Error of Estimate = 3.412. Dependent Variable: Impulsive Travelling (Y). Source: Authors' own work.

Based on the parameter estimates in Table 5, the resulting simple linear regression equation is specified as follows:

$$\text{Impulsive Travelling (Y)} = 8.272 + 0.646 \times \text{FoMO (X)}$$

A constant value of 8.272 indicates that if the FoMO variable equals zero, the level of impulsive travelling tendency among adolescent tourists remains at 8.272 units. Furthermore, the unstandardized regression coefficient ($B = 0.646$) shows a positive relationship; every one-unit increase in the FoMO score will increase the impulsive travelling score by 0.646 units. In addition, the standardized coefficient ($\beta = 0.628$) confirms a strong positive influence, where $t_{\text{calculated}} = 4.821 > t_{\text{table}} = 1.655$ with a significance value of $p = 0.000 < 0.05$. Therefore, the research hypothesis is accepted, confirming that Fear of Missing Out has a significant consequence on increasing impulsive travel among adolescents.

DISCUSSION

Based on the empirical findings, Fear of Missing Out (FoMO) serves as a dominant psychological catalyst shaping travel dynamics among adolescent tourists. This tendency implies that youth travel motivation is no longer solely governed by planned physical recreation; rather, it is heavily mediated by digital social pressure to maintain peer relevance and self-existence within social circles. As highlighted by Sakulsom, short-form video algorithms on platforms like TikTok and Instagram Reels present hyper-realistic and personalized visual destination content, which continuously triggers upward social comparison among young demographics. Concurrently, the tendency of adolescents to intensively monitor emerging travel trends reflects an underlying psychological anxiety surrounding potential social exclusion.

In alignment with these psychological dynamics, Jabeen asserted that uninterrupted exposure to digital information induces cognitive load and emotional dependency, compelling adolescents to continuously seek online social validation. Within the context of local coastal destinations such as Ngurbloat Beach, the unique fine sand texture and exotic visual landscape are utilized by adolescent tourists as symbolic instruments for digital status validation. As emphasized by Marlina et al., late adolescents exhibit an exceptionally strong drive

toward exhibiting eco-experiential activities to fulfill prestige perceptions. Consequently, the apprehension of missing out on viral moments experienced by peer groups converts internal psychological urges into reactive consumption behavior.

Transitioning from psychological triggers to behavioral manifestations, the empirical analysis confirms that travel impulsivity among adolescents manifests through spontaneous trip bookings, safety risk oversights, and unbudgeted financial expenditures. This phenomenon illustrates the dominance of instant gratification seeking over rational, long-term decision-making. As explained by Azad Moghddam within digital impulse buying frameworks, intense emotional arousal generated through real-time online community interactions temporarily impairs cognitive self-control, leading to immediate transaction execution.

Furthermore, the tendency of young tourists to disregard safety protocols and logistical readiness reflects low travel risk literacy in high-speed digital environments. From the perspective of Shuvo and Ahmed, although digitally native adolescents possess abundant information access, their choices are frequently dictated by visual informativeness and aesthetic appeal rather than objective risk calculations. Concurrently, Milojević et al. observed a pronounced intention-behavior gap in youth decision-making, where temporary emotional surges override cognitive knowledge, ultimately inducing post-travel regret once the initial emotional surge of FoMO dissipates.

Synthesizing these causal mechanisms, the significant positive effect of FoMO on impulsive travelling validates the applicability of the Stimulus-Organism-Response (S-O-R) paradigm in modern youth tourism research. Within this theoretical framework, viral social media destination content functions as an external environmental stimulus (S), which is processed by the internal emotional state of the adolescent in the form of FoMO anxiety (O), ultimately eliciting an impulsive travel response (R). As demonstrated by Cheung et al., emotional engagement and peer-to-peer interactions on digital platforms accelerate the transition from passive content viewing to active, unplanned travel execution.

Nevertheless, while the coefficient of determination ($R^2 = 0.422$) confirms that FoMO accounts for 42.2% of the variance in impulsive travel decisions, a substantial remaining variance of 57.8% is governed by unmodeled psychological, social, and contextual constructs. As recent evidence by Sakulsom suggests, youth travel choices in short-video environments are not solely driven by social anxiety (FoMO), but are heavily influenced by perceived destination image and visual informativeness. In agreement with these findings, Cao et al. emphasized that hedonic engagement and traveler-to-traveler interaction within digital brand communities generate spontaneous purchase desires independent of fear-based triggers.

Beyond digital stimulation, structural constraints and perceived behavioral control moderate adolescent travel execution. Based on the perspectives of Shuvo and Ahmed and Milojević et al., personal budget availability, aesthetic value perceptions, and digital financial literacy serve as crucial cognitive filters. In fact, Marlina et al. noted that unique physical destination attributes, such as the flour-like sand of Ngurbloat Beach, stimulate self-reflective, nature-rooted travel

motivations that operate independently from social anxiety. Therefore, the remaining 57.8% variance highlights a complex interplay between internal consumer factors (self-control and hedonic values) and external destination factors (viral marketing reach and accessibility) that must be incorporated into future holistic youth tourism models.

CONCLUSIONS AND RECOMMENDATIONS

This study reveals that the mean response score for Fear of Missing Out (FoMO) among adolescent tourists falls into the high category (3.87), indicating that youth travel activities are driven not merely by planned recreational needs, but primarily by digital social pressure and the desire to maintain peer relevance. Concurrently, the mean score for Impulsive Travelling also belongs to the high category (3.48), reflecting a widespread tendency toward spontaneous journeys undertaken without thorough planning regarding timing, budgeting, or destination choice. Simple linear regression analysis confirms a positive and statistically significant effect of FoMO on Impulsive Travelling among adolescent tourists. Furthermore, the coefficient of determination ($R^2 = 0.422$) demonstrates that FoMO accounts for 42% of the variance in impulsive travel decisions within the context of Ngurbloat Beach.

Building upon these empirical insights, practical recommendations emerge for tourism operators and destination managers, who must adapt their promotional strategies to accommodate the rapid, spontaneous decision-making habits of young travelers. Concurrently, tourism stakeholders should design well-structured, transparent, and budget-friendly youth tour packages to mitigate unbudgeted travel risks and foster more responsible consumption habits among adolescent tourists.

Notwithstanding these contributions, this study acknowledges inherent limitations regarding its geographic and sample scope, as data collection was restricted to a single coastal destination within a specific timeframe, limiting broad generalizability. Additionally, the regression model examined FoMO as the sole explanatory variable, whereas other psychological and environmental constructs, such as lifestyle, financial literacy, peer pressure, and self-control, may also influence travel impulsivity.

To address these constraints, several specific avenues for further study are recommended. First, future scholars should adopt a mixed-methods design combining quantitative surveys with qualitative in-depth interviews to capture the nuanced emotional dynamics and post-travel regret experienced by young tourists. Second, comparative studies should be conducted across diverse destination typologies (e.g., cultural heritage, eco-tourism, and urban destinations) as well as across generational cohorts (comparing Gen Z with Gen Alpha) to identify generational nuances in travel impulsivity. Third, future models should integrate additional predictive and moderating constructs, such as digital financial literacy, perceived behavioral control, visual informativeness, and green consumption values. to build a more holistic, multidimensional framework of digital youth tourism behavior.

FURTHER STUDY

Further studies should examine additional psychological, social, and destination-related factors influencing impulsive travelling among adolescent tourists.

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