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Personal or social? The role of fear of missing out in poverty alleviation tourism

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Personal or Social? The Role of Fear of missing out in poverty alleviation tourism

Abstract

This paper contributes to the literature of fear of missing out (FOMO) and poverty alleviation that tourists can be simultaneously affected by both personal FOMO (P-FOMO) and social FOMO (S-FOMO). The former is an individual-based feeling, while the latter is how the individual would like to be perceived by others. An online survey was conducted using a quasi-experimental approach with a sample of 493 Mainland China respondents. We analysed the impact of FOMO-laden online information on Chinese tourists subject to poverty alleviation travel. Anticipated elation, anticipated envy by other people and moral obligation associate with P-FOMO, while anticipated envy by other people, moral obligation and social influence associate with S-FOMO. The P-FOMO affects tourists' intention to visit, rather than S-FOMO. We fill the theoretical gap by examining FOMO in the context of poverty alleviation travel and subsequently contribute to sustainable tourism through poverty alleviation in this specific industry.

Keywords: Personal fear of missing out, Social fear of missing out, Poverty alleviation tourism; Digital era; Social media; Tourism policy; Poor population

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1. Introduction

With the rising popularity in recent decades, (Diego et al., 2016; Zhao, 2021) poverty alleviation tourism is understood as people are deliberately reducing poverty through travel. This echoes the belief that tourism has practical effects on poverty alleviation which is underexplored. Tourism development enhances, as a hard fact, the economic growth of an entire area. In long-term, the livelihood of the socioeconomically disadvantaged could be improved (Zhao & Ritchie, 2007). This leads tourists to think whether they could help to eliminate poverty in less economically developed places by buying local products and services such as entertainment and accommodation. Thus, approaching poverty alleviation via tourism helps in the way of boosting up local economy and creating job opportunities to the locals. Hetu Town in Anhui Province, China is one of the examples (Su et al., 2019). From the sustainable tourism perspective (Font, 2017; Font & Harris, 2004), poverty alleviation tourism introduces "positive benefit on the triple bottom line of the environment, society and the economy". The benefits are two-folded: while travelling to destinations implemented with government policies and initiatives to alleviate poverty through tourism in China, poverty alleviation becomes the important criteria of the decision-making process when tourists consider taking a tour. Travel aiming at poverty alleviation is different from traditional travel in terms of the purpose. Leisure is the fundamental purpose of the traditional travel (Su et al., 2019). Tourists more prone to social media sharing would more likely fear missing out travel experiences and options in case of poverty alleviation travel that are recommended by their friends especially when the topic is viral (Mainolfi et al., 2022).

Fear of missing out (FOMO) refers to the customer perception of being anxious for not engaging in an experience (Bui et al., 2022; Hodkinson, 2019). The effects of FOMO on tourism decisions are tremendously amplified by online travel reviews and user-generated travel content, and the concept remains among the studies widely in the tourism context. Currently, there is no known literature examining the effect of FOMO on poverty alleviation tourism. The study fills the literature gap.

Previous studies use FOMO as a single construct and are mostly unable to explain why people engaged in poverty alleviation tourism (Bui et al., 2022). FOMO is an anxious feeling positively associated with social media usage when one cannot catch up with the important things in own life (personal FOMO) or with others (social FOMO). Personal FOMO (P-FOMO) connects to an individual's feelings while social FOMO (S-FOMO) is related to how one would like to be perceived by other people based on the self-concept theory (Zhang et al., 2020). This study investigates the antecedents affecting P-FOMO and S-FOMO, subsequently leading to the intention of taking poverty alleviation tours in the digital era. With personal and social fear of missing out, one probably finds way out or feels regret not purchase things. Thus, self-enhancement or anticipated expense regret associate with purchase decision. Self-enhancement and anticipated expense regret are proposed as mediators on the association between personal or social fear of miss out and tourist decisions in poverty alleviation tourism,

Our research objective is to study whether intention to join poverty alleviation tours could be simultaneously affected by P-FOMO and S-FOMO, and whether they reinforce each other. In addition, one of the foci of this study would be how P-FOMO and S-FOMO affect the intention to

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join poverty alleviation tours. People would probably recall past positive experiences and avoid negative experiences. Self-enhancement and anticipated expense regret were proposed as mediators. This study contributes to the literature by advancing the understanding on the impact of FOMO on poverty alleviation travel, while the tourism industry can refer to the study for sustainable tourism through poverty alleviation. The intention to take poverty alleviation tour is driven mainly by P-FOMO and elicited by exposure to social media content shared by travel Key Opinion Leaders (KOLs) or others who have poverty alleviation travel experiences. Echoing this, practical ways promoting poverty alleviation tourism are suggested.

2. Literature Review

2.1 Poverty alleviation tourism

Since the concept of tourism-based approach for poverty alleviation (Chok et al., 2007; Zhao & Ritchie, 2007) was introduced, tourism research shows growing attention on the subject in relation to developmental effects. Many studies have confirmed the economic values of tourism in poverty alleviation for many countries including China (Zeng & Ryan, 2012, Zhao, 2021), Fiji (Scheyvens & Russell, 2012), Lao (Harrison & Schipani, 2007), Vietnam (Truong et al., 2014), Tanzania (Luvanga & Shitundu, 2003), and various economically less developed countries and cities. Residents in villages were satisfied with tourism development (Wu & Chen, 2021).

As tourism ethnocentrism was related to local tourism during economic downturn, tourists do not have sufficient to travel aboard. At the same time, travel in own country or different local districts would at least boost up local economy (Kim & Hyun, 2024). Government could take an active role. The Tour Dure project is to help the locals develop tourist's businesses (Lee et al., 2024). Poverty alleviation tourism is probably a subset of community tourism (Li et al., 2024). It build resilience in local community, for bearing with future incidents (Yang & Kim, 2023). While the Chinese government advocates poverty alleviation tourism policy (Qin et al., 2019), social media has become the important promotional platform to influence tourists' decisions. Tandon et al. (2021) summarised the findings that the mental state as "fear of missing out" significantly affects social media users' emotion and behaviour.

2.2 Fear of missing out

According to the self-concept theory, FOMO refers to the customer perception of being anxious for not engaging in an experience (Przybylski et al., 2013), and is positively associated with social media usage that one cannot catch up with important things in own life (P-FOMO) or with others (S-FOMO). FOMO is an experience in which people could cultivate their own private spaces or social circles in short (Zhang et al., 2020). FOMO is a key factor in affecting tourists' perception and sense of urgency in making a tourist decision, while they use social media such as Tiktok and other social networking sites such as forums for reviews about online travel agency (Król & Zdonek, 2021; Patria & Rahtomo, 2020). Similar effects from social media usage are also found in other contexts discussing consumer purchase decisions (Dinh & Lee, 2021; Good & Hyman, 2020). We thus hypothesise that FOMO has a positive effect on poverty alleviation tourism decisions, as follows:

Hypothesis H1: Personal fear of missing out positively affects intention to engage in poverty alleviation tourism.

Hypothesis H2: Social fear of missing out (S-FOMO) positively affects intention to engage in poverty alleviation tourism.

2.3 Anticipated Elation

Anticipated elation is the exhilaration imagining oneself for completing a transaction. Consumers would assess the value of the possible transaction whether it could bring themselves excitement or pleasure, and opt for the higher valued with more utility (Brandstätter & Kriz, 2001). Therefore, with greater anticipated elation, it implies greater anxiety of losing the imagined exhilaration, eliciting a greater P-FOMO while making a purchase decision (Good & Hyman, 2020). The derived emotional expectation leads to the individual fright of missing the anticipated good. Thus, the following hypotheses are proposed:

Hypothesis H3: Anticipated elation positively affects personal fear of missing out in poverty alleviation tourism

Hypothesis H4: Anticipated elation positively affects social fear of missing out in poverty alleviation tourism

2.4 Anticipated envy by other people

Anticipated envy by other people is the imagination of "jealousy" from other people towards and imagined by consumers themselves. When consumers make a purchase and other people cannot, those who cannot make said purchase might see themselves inferior to those who can. This leads to envious feeling and crave for the same purchased item, or desire of the others being deprived of the item (Good & Hyman, 2020). Consumers might also imagine if others would be envious of them, considering social status and feeling superior while making the purchase (Yen et al., 2013). The consumers would thus miss out to be getting ahead in the society. Catching up with the others motivates anticipated envy by other people. It is explained by new product's innovation adaption curve. In the beginning stage, few people act as early adopter of new product. After a while, more people try to use the new product. They are grouped as the early majority. Late majority might feel envious of the early group. P-FOMO grows with anticipated envy. Meanwhile, with greater anticipated envy by others, the consumers crave for the item or experience more, as they would not feel left out among peers which directs to S-FOMO (Good & Hyman, 2020). Hence, the following hypotheses are also proposed:

Hypothesis H5: Anticipated envy by other people positively affects personal fear of missing out in poverty alleviation tourism

Hypothesis H6: Anticipated envy by other people positively affects social fear of missing out in poverty alleviation tourism

2.5 Moral obligation

Following Vilas and Sabucedo's (2012) explanation of moral obligation, one's own decision links back to the sense of being part of a collective action. Sabucedo et al. (2018) defined

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moral obligation as a force motivating one to consider a certain behaviour which might be carried out eventually. According to Onwezen et al. (2013) and Onwezen et al. (2014), moral obligation significantly correlates to sustainable behavioural intention and consumption. Thus, the following hypotheses are also proposed:

Hypothesis H7: Moral obligation positively affects personal fear of missing out in poverty alleviation tourism

Hypothesis H8: Moral obligation positively affects social fear of missing out in poverty alleviation tourism

2.6 Social influence

Social influence in the realm of social psychology is defined as how one's feelings, thoughts or behaviours are altered as the result of social interaction with others (Eckhardt et al., 2009). This exists in various forms such as conformity, compliance, peer-pressure, and obedience to authority, and have been applied to predict hospitality and travel related decisions (Eckhardt et al., 2009; Good & Hyman, 2020; Sedera et al., 2017; Tanford & Montgomery, 2015; Xie et al., 2016). Supported by massive travel related content shared in social media and review websites, social influence has become a powerful facilitator of travel decisions (Mauri & Minazzi, 2013). Hence, we hypothesise the following:

Hypothesis H9: Social influence positively affects personal fear of missing out in poverty alleviation tourism

Hypothesis H10: Social influence positively affects social fear of missing out in poverty alleviation tourism

2.7 Self-enhancement

Self-enhancement is a phenomenon commonly observed among people where they motivate themselves by positive self-views to enhancing self-esteem (Alicke & Sedikides, 2009). This aims at counteracting their negative self-conceptions, especially when they want to preserve their self-image. Developed on top of various personality theories, the core belief of self-enhancement theory is that people tend to believe themselves as having higher values (Alicke & Sedikides, 2009). Another way for one to self-enhance is to associate with the successful figures. When applied in the context of making a purchase, Good and Hyman (2021) revealed that self-enhancement is strongly associated with P-FOMO: The more experienced by the consumer, the more self-enhancement is induced for avoiding the feeling of missing out. Moreover, self-enhancement also has effect on people's behaviour because they have a greater intention for behaving in a certain way when said behaviour helps improve their impression to others. Consumers motivated by self-enhancement are found to have a higher intention to purchase (Good & Hyman, 2021). In the tourism context, this is important for perceiving travelling experience as tourists would be more eager to take the trip with the improvement of the tourists' wellbeing and self-image (Mokhtarian et al., 2015). By encouraging utility, self-enhancement increases a tourist's intention to revisit and recommend the tourist spot (Kim & Cho, 2022), thus the following hypotheses are proposed:

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Hypothesis H11: Self-enhancement mediates the positive association between personal fear of missing out and tourists' decisions in poverty alleviation tourism

Hypothesis H12: Self-enhancement mediates the positive association between social fear of missing out and tourists' decisions in poverty alleviation tourism

2.8 Anticipated expense regret

Anticipated expense regret is another emotion when consumers experience prior to making a purchase decision. In regret theory, consumers predict the outcomes of an exchange (Loomes & Sugden, 1982), and experience an immense self-sorrow anticipating the wrong decision made in the transaction (Good & Hyman, 2021). For example, consumers might regret buying the item costing more than they can afford. Meanwhile, consumers might also regret not buying when they realise later on and find that they need the item. In these scenarios, consumers prevent from feeling regret and then eventually choose what they anticipated less regret. However, this kind of regret can sometimes be overridden by P-FOMO. Since one is more focused on the anxious feeling, they might not feel otherwise during an exchange, and thus overlook the regrettable outcomes after said exchange, experiencing less anticipated expense regret (Good & Hyman, 2021). Similar to how P-FOMO undermines anticipated expense regret, consumers who are more easily influenced by S-FOMO also experience less anticipated expense regret. When consumers are more conscious of the anxiety from imagining themselves as isolated from their peers without following purchasing behaviour as their peers would do, they might fail to question and prevent from the undesirable outcomes of such behaviour. Therefore, the regret is less noticeable after the said purchase (Good & Hyman, 2021).

Generally, with higher anticipated expense regret for a possible exchange, the less likely the consumers would proceed the exchange (e.g., to buy a product or service) (Good & Hyman, 2021; Loomes & Sugden, 1982). From the tourism perspective, tourists could be disappointed once they find the actual travel experiences do not meet their expectation (Michalkó et al., 2015). In consideration of whether to travel to a destination, a tourist would anticipate the outcome of the trip and experience the regret from the undesirable outcomes. Tourists would minimise their regret, and the more regret anticipated for the travel, the less likely said tourists are going to travel to the destination. Hence, the following hypotheses are proposed:

Hypothesis H13: Anticipated expense regret mediates the positive association between personal fear of missing out and tourist decisions in poverty alleviation tourism

Hypothesis H14: Anticipated expense regret mediates the positive association between social fear of missing out and tourist decisions in poverty alleviation tourism

2.9 FOMO-laden content vs non-FOMO-laden content

Although fear of missing out is a mental state associated with social media usage, not all types of content exert similar effects on social media users. Good and Hyman (2020) found that

FOMO-laden content is more influential than non-FOMO-laden content in influencing purchasing behaviour. Unlike scarcity appeals, which aim to alter how much the consumers would crave for the product, FOMO-laden online information focuses on reinforcing consumers' unwillingness to miss the occasion to share the experiences with others (Good & Hyman, 2020).

FOMO can be increased through FOMO-laden information. Interpersonal closeness theory states that consumers' decisions can be influenced by close sources (Dubois et al., 2016). Information about a product or experience shared by the network of consumers and opinion leaders would encourage the consumers more often, hence significantly influencing the consumers' decision on the purchase of the product or experience (Aral, 2011). An effective FOMO-laden online information would relate the information to the consumers' close friends, and induce the consumers' anxiety of imagining the lost chance to share said experience with friends (Good & Hyman, 2020). We therefore hypothesise that FOMO-laden information will have significant impact on tourism-related decisions:

Hypothesis H15: Personal FOMO-laden social media content positively associates with intention to take a poverty alleviation tour, compared to personal non-FOMO-laden content.

Hypothesis H16: Social FOMO-laden social media content positively associates with intention to take a poverty alleviation tour, compared to social non-FOMO-laden content.

3. Methodology

An online survey was conducted using a quasi-experimental approach to compare Mainland Chinese respondents who received either FOMO-laden or non-FOMO-laden online information related to poverty alleviation travel during the summer of 2022. Respondents were randomly assigned to either experimental group (n = 244) or control group (n = 249). All respondents were presented a scenario that they are going to a distant village using a travel package promotion. In the experimental group, respondents would read how their friends mentioned the village in the social media and have posted photos to show their interest. In contrast, respondents in the control group have not mentioned the village in the social media or showed interest by posting photos and videos. There were manipulation check questions to ask the respondents whether the scenario is related to poverty alleviation. It was expected that respondents who have relevant experience in social media would not have missed. Respondents then completed a self-administered online questionnaire on Wenjuanxing, a well-established platform collecting survey responses in China.

All variables were measured by the established constructs on a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree). Items of intention to visit were based on Assaker & Hallak (2013), while intention to recommend was based on Lin (2014). Personal and Social FOMOs were based on Zhang et al. (2020). Moral obligation was based on Onwezen et al. (2013) and social influence was based on Nolan et al. (2008). Anticipated elation was adapted from Batra & Ray

(1986). Anticipated expense regret and self-enhancement were adapted from Tsiros & Mittal (2000). Anticipated envy was adapted from Lange & Crusius (2015). Pre-test was conducted in 2022 for the questionnaire, which also underwent expert validation to refine wordings of the questions. Questions were translated into Chinese by back translation method to ensure the face validity (Wut et al., 2021).

4. Result, Findings, and Analysis

Partial least squares structural equation modelling (PLS-SEM) was used to predict and explain the variance of the study's dependent variables. The reliability and validity of the reflective measurement model were examined against established threshold (Hair et al., 2019). Convergent and discriminant validity were measured, and the results are presented in Table 1 and Table 2, respectively. All indicator loadings were above 0.708 except for several items which were 0.703. All composite reliability were between 0.70 and 0.95 except for S-FOMO which was 0.955. All average variance extracted were larger than 0.50. All Cronbach's alpha were between 0.70 and 0.95. This means that the model passed all the reliability tests (Table 1). The HTMT values are all less than 0.85, showing that the discriminant validity test was passed (Table 2).

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Table 1: Measurement Model

Constructs and Items	Loadings	AVE	Composite Reliability	Cronbach's alpha
Personal FOMO		0.718	0.927	0.901
I feel anxious when I do not …	0.846			
I believe I am falling behind…	0.856			
I feel anxious because I know…	0.873			
I feel sad if I am not capable…	0.871			
I feel regretful of missing tourism…	0.786			
Social FOMO		0.843	0.955	0.938
I think my social group…	0.900			
I think I do not fit in social group…	0.918			
I think I am excluded from my social…	0.932			
I feel ignored or forgotten by my…	0.922			
Anticipated Elation		0.692	0.899	0.855
I expect I would feel elated	0.866			
I anticipate I would feel excited	0.861			
I would feel exhilarated	0.867			
I expect I would feel happy about going	0.724			
Anticipated envy by other people		0.588	0.851	0.766
People close to me will be jealous I got to go	0.803			
People close to me will envy me because I got to go	0.811			
People who do not go will be jealous				

	0.694			
Self enhancement		0.756	0.903	0.840
I think that others would like me if I go	0.802			
I think that going would create a good impression of me	0.703 0.802			
My going would result in others' positive attitudes toward me	0.791			
Anticipated expense regret		0.830	0.836	0.707
I would regret spending the money	0.802			
I would regret not saving the money instead	0.703			
I would regret not spending the money on necessities instead	0.802 0.791			
Social influence		0.861	0.949	0.920
People around me are involved in tourism poverty alleviation	0.802 0.703			
My neighbors participate in tourism poverty alleviation	0.802 0.791			
My relatives/friends are involved in tourism poverty alleviation				
Intention to visit		0.759	0.904	0.840
I consider the village as my first choice compared to other places	0.802 0.703			
I have a strong intention to visit this place on my coming trip	0.802 0.791			
I have a strong intention to visit this place in the near future				
Intention to recommend		0.695	0.872	0.780
I would say positive thing about this village to other people	0.802 0.703			
I would recommend that other people visit this village	0.802 0.791			
I would encourage friends and relatives to visit this village				
Moral obligation		0.642	0.878	0.813
I feel a moral obligation to conduct tourism poverty alleviation	0.827 0.720			
I should engage in tourism poverty alleviation	0.832 0.757			
It is important that people in general involve in poverty alleviation tourism	0.681 0.843			
Because of my own values, I feel an obligation to tourism poverty alleviation	0.742			

(These were adapting the abovementioned sources)

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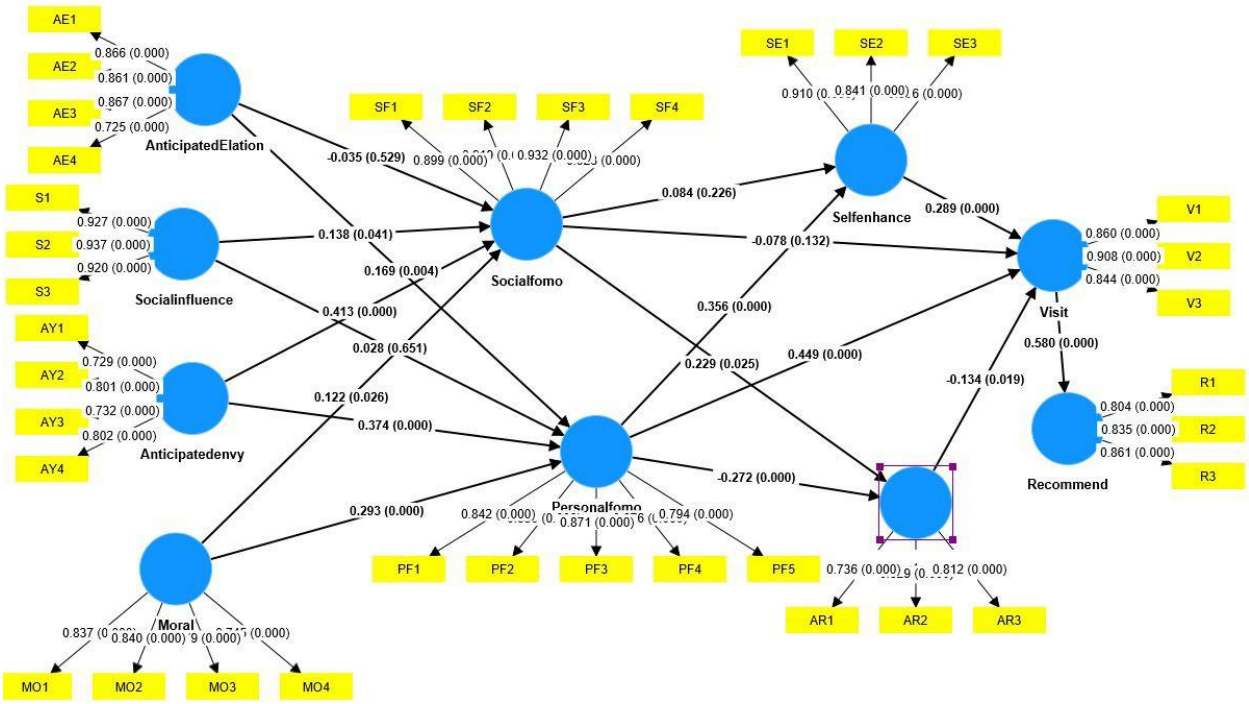
Table 2: Discriminant validity (HTMT)

Constructs	Anticipated elation	Anticipated envy	Anticipated expense regret	Moral obligation	Personal FOMO	Recommend	Self enhancement	Social FOMO	Social influence	Intention to visit
Anticipated elation										
Anticipated envy	0.462									
Anticipated expense regret	0.264	0.169								
Moral obligation	0.575	0.528	0.259							
Personal FOMO	0.510	0.688	0.163	0.635						
Recommend	0.652	0.400	0.303	0.775	0.561					
Self enhancement	0.486	0.419	0.169	0.615	0.458	0.479				
Social FOMO	0.260	0.608	0.096	0.400	0.672	0.313	0.331			
Social influence	0.584	0.523	0.279	0.583	0.472	0.481	0.387	0.387		
Intention to visit	0.721	0.524	0.295	0.771	0.611	0.715	0.543	0.312	0.613	

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The structural model result was shown in Figure 1:

Figure 1 PLS-SEM Model



(Source: Authors)

Structural model was performed by partial least squares structural equation model. The adjusted R-squared value for S-FOMO, P-FOMO, self enhancement, intention to visit, and recommend are 0.277, 0.405, 0.163, 0.373 and 0.334, respectively, and their effects could therefore be described as moderate to weak. The adjusted R-squared values for anticipated expense regret is 0.042, which is very weak (Hair et al., 2019). Multi-collinearity was checked using VIFs, all resulting below the threshold value of five.

The PLSpredict procedure was also used. The Q square values are all greater than zero. PLS-SEM predictions' root mean square error are smaller than those of the linear model (LM) (Shmuelie et al., 2016, 2019). PLS-SEM analysis was used to test Hypotheses 1 to 10. Results are summarised in Table 3. All the hypotheses were supported except H2, H4 and H9.

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Table 3: Summary of PLS-SEM Analysis

Path	Hypothesis	Path coefficient	*t*-statistics	*p*-value	Result
Personal FOMO >> Intention to visit	H1	0.449	6.435	<0.001***	Supported
Social FOMO >> Intention to visit	H2	-0.078	1.554	0.120	Not supported
Anticipated elation >> Personal FOMO	H3	0.169	2.886	0.004**	Supported
Anticipated elation >> Social FOMO	H4	-0.035	0.630	0.529	Not supported
Anticipated envy by other people >> Personal FOMO	H5	0.374	7.577	<0.001***	Supported
Anticipated envy by other people >> Social FOMO	H6	0.413	7.305	<0.001***	Supported
Moral obligation >> Personal FOMO	H7	0.293	5.258	<0.001***	Supported
Moral obligation >> Social FOMO	H8	0.122	2.195	0.028*	Supported
Social influence >> Personal FOMO	H9	0.028	0.449	0.654	Not supported
Social influence >> Social FOMO	H10	0.138	2.016	0.044*	Supported

*$p < 0.05$; **$p < 0.01$, ***$p < 0.001$

(Source: authors)

4.1 Mediations

There is an association between P-FOMO and self enhancement, and between self enhancement and intention to visit. There is also a direct effect from P-FOMO on intention to visit. Thus, self enhancement is a partial mediator between P-FOMO and intention to visit, and Hypothesis 11 was supported. There is no association between S-FOMO and self enhancement. Hence, Hypothesis 12 suggesting that social enhancement mediates the effect of social FOMO on intention to visit was not supported (Table 4).

There is a negative association between P-FOMO and anticipated expense regret, and between anticipated expense regret and intention to visit. There is also a direct effect from P-FOMO to intention to visit. Thus, anticipated expense regret is a partial mediator between P-FOMO and intention to visit, and Hypothesis 13 was supported. There is no direct effect between S-FOMO and intention to visit (Hypothesis 2). Instead, there are associations between S-FOMO and anticipated expense regret, and between anticipated expense regret and intention to visit. Thus,

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anticipated expense regret is a full mediator between S-FOMO and intention to visit, and Hypothesis 14 was supported (Table 4).

Table 4 Mediation analysis

Path	**Path coefficient**	***p*-value**	**Type**
Personal FOMO >> Intention to visit	0.450	<0.001***	Partial mediation (H11)
Personal FOMO >> Self enhancement >> Intention to visit	0.103	<0.001***	
Social FOMO >> Intention to visit	-0.078	0.132	No mediation (H12)
Social FOMO >> Self enhancement >> Intention to visit	0.024	>0.05	
Personal FOMO >> Intention to visit	0.450	<0.001***	Partial mediation (H13)
Personal FOMO >> Anticipated expense regret >> Intention to visit	0.036	<0.05*	
Social FOMO >> Intention to visit	-0.078	0.132	Full mediation (H14)
Social FOMO >> Anticipated expense regret >> Intention to visit	-0.031	<0.05*	

(Source: authors)

Median split was used (Lacobucci et al., 2015) to divide respondents into two groups using Personal FOMO and Social FOMO scores, respectively (coded as either resistant or prone groups). It was shown that the effect of the FOMO-laden information on experimental groups versus control group on intention to take poverty alleviation tour is significant for P-FOMO group (t = 3.720, p < 0.001). A similar result is found for S-FOMO group (t = 4.004, p < 0.001) (Table 5 and 6). Therefore, Hypotheses 15 and 16 are both supported.

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Table 5 Intention to visit for Personal FOMO

	Personal FOMO Resistant group	Prone group
Experimental group: FOMO-laden appeal	4.732 (1.2897)	5.7131 (0.9382)
Control group: Non-FOMO-laden appeal	4.137 (1.2179)	5.2133 (1.1189)
Difference	0.595	0.4988

Table 6 Intention to visit for Social FOMO

	Social FOMO Resistant group	Prone group
Experimental group: FOMO-laden appeal	4.9945 (1.3484)	5.4508 (1.0514)
Control group: Non-FOMO-laden appeal	4.3736 (1.3310)	4.9786 (1.0724)
Difference	0.6209	0.4722

5. Discussion and Conclusion

5.1 Discussion

This study provides a comprehensive understanding on the role of FOMO in influencing tourists' decisions on poverty alleviation tourism. Results confirmed that the P-FOMO affects tourists' intention to visit, instead of S-FOMO. This means that poverty alleviation tourism is driven by individuals' anxiety for missing out the opportunities to participate themselves rather than being left behind by the others. This might be because poverty alleviation tourism is yet to become a major form of tourism, although it has been drawing attention recently (Zhao & Ritchie, 2007). Therefore, tourists are generally less concerned about being left behind by others in their community.

Hypotheses H3 to H10 tested the impact of anticipated elation, anticipated envy by other people, moral obligation and social influence on P-FOMO and S-FOMO. Results revealed that P-FOMO is influenced by the proposed antecedents in this study, except social influence. Our result concurs with the previous studies discussing the impact of anticipated elation, and anticipated envy by other people (Good and Hyman, 2020). This means that when a tourist has a higher level of expected elation, envy by others and perceived moral obligation, they would be more likely to become anxious about missing out poverty alleviation tourism. The relationship between social influence and P-FOMO was proved to be insignificant, which might be explained by the operationalisation of the two constructs focusing on social and personal motivations, respectively.

Anticipated envy by other people, moral obligation and social influence were also shown to impact on S-FOMO, but not on anticipated elation. Intention to visit a destination for poverty alleviation is enhanced when tourists perceive envy by others, with a higher level of moral obligation in alleviating poverty and a strong influence by significant others in their social setting. Anticipated elation appears to be more relevant to individuals' personal exhilaration, and thus is not significantly related to S-FOMO. These findings are generally consistent with previous studies (Good & Hyman, 2020, 2021), and beyond that, they provide a more comprehensive understanding on the factors influencing P-FOMO and S-FOMO.

Hypotheses 12 to 16 examined the mediating effect of self-enhancement and anticipated expense regret on the relationship between FOMO and intention to visit. Results showed that self-enhancement mediates the relationship between P-FOMO and intention to visit, however, the effect is insignificant for the association between S-FOMO and intention to visit. This shows that P-FOMO enhances tourists' desire of a better perceived self-image which subsequently influences the intention to visit (Kim & Cho, 2022). However, the mediating effect of self-enhancement on the relationship between S-FOMO and intention to visit is insignificant, showing that S-FOMO does not motivate the enhancement of self-image. Furthermore, anticipated expense regret was proven to be a significant mediator between the relationship of FOMO (including P-FOMO and S-FOMO) and intention to visit. This implies that P-FOMO or S-FOMO triggers tourist' potential regret of not joining poverty alleviation tourism, which in turn generates a higher level of intention to visit (Good & Hyman, 2021).

Lastly, this study proved that respondents who were exposed to FOMO-laden social media content have a higher level of intention to visit compared to the group exposed to non-FOMO-laden social media content. Results apply to both FOMO-prone and FOMO-resistant groups, showing that FOMO-laden social media content plays an important role in promoting poverty alleviation tourism (Dubois et al., 2016; Good & Hyman, 2020).

5.2 Theoretical contribution

From the theoretical perspective, this study is the first to examine how FOMO plays the role in influencing tourists' decisions in the context of poverty alleviation tourism. This study fills the literature gap in understanding customer perception of being anxious for not engaging in poverty alleviation tourism. More importantly, FOMO is a well-established emotion which affects consumers' decision-making processes and their wellbeing (Brown & Kuss, 2020; Hodkinson, 2019). This study thus presents a more comprehensive theoretical model explaining how the four proposed antecedents namely anticipated elation, anticipated envy by other people, moral obligation and social influence affect both P-FOMO and S-FOMO. Furthermore, it tests the mediating effects of self-enhancement and anticipated expense regret. The conceptual model herein enriches empirical research in tourism studies related to FOMO and poverty alleviation tourism for future studies. P-FOMO, rather than S-FOMO, is a key motivational factor of poverty alleviation tourism. The former is driven by expected elation, envy by others and perceived moral obligation, instead of social influence. This suggests that tourists' expectation of enjoyment, the

possible incurred envy and moral implications are key motivators of P-FOMO. Although existing studies suggest that social influence may directly or indirectly encourage sustainable travel behaviours (Han et al., 2022; Wang et al., 2022; Wang & Zhang, 2020), this study showed P-FOMO, i.e., the fear of missing important events in life, is the key driver of poverty alleviation travel. Therefore, participating in poverty alleviation travel is influenced by internal motives among tourists instead of norms in the social setting.

5.3 Practical Implications

This study also provides managerial insights. To encourage tourists for poverty alleviation tourism, the stakeholders such as policymakers, managers and marketers should consider using FOMO-laden social media content. This triggers customers' immediate responses in making a tourism decision for not to be excluded. To effectively conveying FOMO-laden messages via social media, the four factors including anticipated elation, anticipated envy by other people, moral obligation and social influence should be taken into account. Promotional description should highlight elation, jealousy from others, personal responsibility in helping poverty and social norms. These would enhance the perceived level of FOMO. Eventually, higher level of FOMO would favour tourists' intention to visit and recommend. Practically, packaged tour is more suitable for poverty alleviation tourism compared to independent travellers who would arrange their own schedule. Effectively facilitating poverty alleviation tourism helps the development of sustainable tourism businesses (Zhao & Ritchie, 2007), for instance, by visiting remote places and staying at a small scale locally owned accommodation. This lead to positive outcomes such as income generation, employment, and local community development (Chok et al., 2007; Scheyvens & Russell, 2012).

5.4 Limitations and further research

The current study has limitations which would serve as the basis for future research. Firstly, the study focused on intention to visit, instead of actual or past behaviour. Future research may therefore consider studying the impact on both intention and actual behaviour. Secondly, the data was collected in China, and the findings might be different in other cultural contexts. Thus, future studies may consider replicating this research model in other regions and countries. Thirdly, participating in poverty alleviation might be caused by moral and social responsibility. Therefore, to observe social desirability, future research might be carried out in validating the findings of this study. In addition, a larger sample size could be employed to revisit the association between S-FOMO and intention to visit. A comparative analysis across several countries could also be conducted.

The previous studies included FOMO in topics related to positive mood, information overload, usage of social media, and purchase likelihood (Good and Hyman, 2020, 2021; Zhang et al., 2020). On the theoretical ground, this is the first research study investigating FOMO as a mechanism and developing conceptual model in the context of poverty alleviation tourism. The findings by sampling the Mainland Chinese respondents showed that P-FOMO affects tourists' intention to visit instead of S-FOMO. Anticipated expense regret mediates the positive association between S-

FOMO and tourists' decisions for poverty alleviation tourism. This implies that poverty alleviation tourism is driven by individuals' internal anxiety of missing out rather than by perceived social norm.

The first United Nations Sustainable Development Goal targets global poverty elimination. Poverty alleviation tourism aims to overcome poverty in a more sustainable manner as tourists are buying locally made souvenirs and joining local events and staying at local accommodations. These would provide some entrepreneurial opportunities to local residents. This study provides for comprehensive understanding of the motivation of tourists' intentions to participate in poverty alleviation travel in relation to FOMO. The insights would benefit tourism businesses and policymakers in promoting sustainable travel behaviour, and ultimately in eliminating poverty and building a community with improved quality-of-life (Edgell Sr & Swanson, 2013).

For Peer

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