

FOMO: A Hazard or an Opportunity, Its Impact on Fashion Buying, with The Mediating Effect of Anxiety and The Role of Conspicuous Sharing

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Abstract

The growing use of technology in various fields has transformed the way people communicate with each other. This engagement has resulted in different psychological issues, the most common among which is FOMO and the resulting anxiety. This study tries to investigate the psychological effect of FOMO, anxiety, and Conspicuous sharing and consumers' responses to gratify these effects in the Fashion industry. An empirical study was conducted by distributing 220 questionnaires to Generation Z in Karachi, Pakistan. Smart PLS was used to conduct structural equation modeling. Findings reveal that Anxiety positively significantly impacts the effect of FOMO on the buying behavior of fashion products. It further concludes that conspicuous sharing also significantly influences buying fashion products. By elaborating on the underlying psychological factors of social media use, its negativity, and its impact on consumer behavior, this study can help marketers and the fashion industry to find positive and sustainable ways of attracting their consumers and avoid negative strategies that can successfully contribute to social well-being as well.

Keywords: *Fear of Missing Out (FOMO); Conspicuous Sharing; Fashion Buying; Anxiety*

Introduction

The rise of artificial intelligence and social networking sites has revolutionized consumers' attitudes towards buying. These platforms allow consumers to create their own content and live their own virtual realities. This easily makes people addicted to this virtual world (Diamantopoulos et al., 2024). With easier access to social media platforms, individuals are becoming addicted to staying connected to these platforms and checking the status frequently (Gong et al., 2020). Today, especially young individuals can spend most of their time, sharing information on these social networks, updating their status, and following their friends and content uploaded by others. These continuous monitoring and updating behaviors in social media environments have led to the emergence of a new phenomenon called Fear of Missing Out (FOMO) (İnce & Kadioğlu, 2020: 49).

Research has found that the most common factor that creates FOMO is the extreme use of social media applications and constant engagement with several contacts and sites (Hodkinson, 2019; Kircaburun et al., 2020; She et al., 2021). These applications encourage individuals to stay in touch with a large number of contacts and influencers. Watching others share their content

motivates them to create their unique content to make themselves famous as well. Applications like Snapchat and Instagram not only allow people to share but create competition among others to get the highest number of shares, likes, and followers, forcing them to present unique and fascinating content (Weideinger et al., 2021). Consequently, they end up developing the Fear of not getting the content or that others might grasp that product, service, or experience before them. Psychological effects of FOMO

FOMO is the major negative impact of social media use (Alt, 2015; Foroughi et al., 2019; Xu et al., 2024). Previous research has proved that such social media use has been associated with several negative psychological outcomes, such as FOMO, lower levels of self-esteem, lower sleep quality, increased stress levels, anxiety, depression, poor relationship quality, and increased suicidal ideation and suicide events among adolescents (Roberts & David, 2019; Tandon et al., 2021). Among these, FOMO causes anxiety, fear, and uneasiness in people to regularly check their phones, missing out on developments related to purchases and content and activities occurring in their family, relatives, work, school, and other environments (Korkmaz & Dal, 2020:555).

Research has suggested that to gratify the above-mentioned psychological pressures, individuals tend to stay connected with the experiences of others. To achieve this, they initiate to buying products that others are buying or something better and unique than others (Munawar & Siraj, 2022). This does not end at buying, extreme accessibility and information processing cause the fear that they might miss the experience or good the other has shared in their respective media (Hayes, 2024). The result is impulsive buying in an attempt to emulate the lifestyles they see portrayed online, leading to a cycle of consumerism (Ortiz et al., 2024). Consumerism is the excessive desire to acquire objects or experiences triggered by the need to achieve specific social standards or self-worth, which often triggers the purchase of the latest trends and fashion products, especially clothes.

Recent studies have identified that consumption triggered by FOMO and anxiety is often evident in the fashion industry. The buying pattern of fashion products is usually associated with the desire for belonging and conspicuous consumption. Hence, the role of FOMO in fashion product buying is substantial (Rosely et al., 2024). Previous researchers have investigated the impact of FOMO on young consumers' attitudes towards fashion buying, but there is sufficient gap in exploring the purchase behavior of these consumers (De Battista, 2024; Jojoy et al., 2023). Understanding this factor can support marketers in developing sustainable marketing practices toward consumers having FOMO. Most of the researches on FOMO and fashion products are initiated in Western and South East Asian countries (Alshakhsi et al., 2023; Chan et al., 2022; Jiao et al., 2024; Li et al., 2023; Özden, 2022; Reisenwitz & Fowler, 2023).

Pakistan is a country where the social media trend has just begun its peak, initiating its consequent impact of FOMO. Although, Social media and its impact on psychological well-being is a global phenomenon, studying it in the context of Pakistani Culture can give new insights about FOMO and Conspicuous consumption (Dursun et al., 2023). Finally, the role of digital marketing in exacerbating FOMO and initiating purchasing behavior is under-researched (Murthy et al., 2023). By Understanding the negative factors of FOMO, anxiety and conspicuous

consumption triggered through social media use, fashion brands can initiate marketing activities to reduce the FOMO, anxiety, and conspicuous consumption and contribute towards social well-being. Hence, addressing these gaps can benefit both the marketing decision-makers and society. Theoretical perspective of FOMO

Przybylski et al. (2013: 1842-1844) defined “Fear of Missing Out (FOMO)” as people's fear of missing out on developments in social media and their desire to stay connected. FOMO is defined by the Oxford Dictionary (oxforddictionaries.com) as “people's anxiety that something exciting is happening somewhere else at the moment”. In its simplest form, FOMO, which is the anxiety of not participating in the activities of friends can be defined as an “emotional anxiety” or “pervasive concern that others may have rewarding experiences” or “a desire to stay in constant contact with or learn about one's peer activities” (Gurdin, 2019; Przybylski et al., 2013). This urge to stay ahead of every contact and fear of being missed creates a desire to stay connected online and does not allow one to leave social media for a longer period (Çetinkaya & Şahbaz, 2020). Studies reveal that people with FOMO usually believe that others might get benefits that they might not be able to get if they lose connection online. The result is that they get addicted to their social media accounts. In this way, they find solace in believing that they have not missed any idea, thing, or experiences that others might have. this condition affects their psychological well-being (Luqman, 2020). A few researchers have studied FOMO as a gratification for excessive social media use (Rui & Stefanone, 2016; Zolkepli et al., 2018). FOMO, which is based on the drive to be competent in a social group, to establish social relationships, to support community, and to acquire knowledge, can emerge as a meaningful extrinsic motivation that requires attention in socialization towards self-classification with the motivation to follow something supported by others (Kim et al., 2020).

FOMO causes anxiety, fear, and uneasiness in people to regularly check their phones in the possibility that they might not miss out on developments related to products and experiences occurring in their contacts, influencers, and friends (Korkmaz & Dal, 2020:555). The fear of deficiencies can be socially challenging and therefore externally compelling the person to be part of the experience and hindering autonomy. The issues of whether FOMO causes people to become more dependent on social media on social media have also become controversial (Çetinkaya & Şahbaz 2020). The goal of FOMO-driven behavior is to seek external rewards. This can be effective in avoiding the risk of inadequacy and lack of relationships. Focusing on and achieving external rewards can have an impact on a person's psychological experience in FOMO-driven behavior (Przybylski et al., 2013:1842; Kim et al., 2020). The theory of Gratification states this condition as a process.

Literature Review

Gratification and FOMO

Gratification theory provides a base for understanding the psychological impacts of social media use like FOMO, anxiety, and the resulting purchase behavior. It explains the consumers' desire to satisfy their needs through immediate gratification. This theory explains how the rising information and content creation and constant sharing of an ideal lifestyle compel individuals to gratify their needs, particularly in the fashion industry. (Bharath et al., 2024; Katz et al., 1974). It further explains the concept of anxiety triggered by watching others having the experiences and

him/her not having it. This anxiety, in turn, can drive consumers to make impulsive fashion purchases to alleviate their feelings of inadequacy or to keep up with perceived trends. The immediate gratification derived from acquiring new fashion items can temporarily soothe anxiety and fulfill the desire to belong or be seen as part of the in-group (Thuy et al., 2023). However, there is another phenomenon, that people tend to gratify their need for self-esteem and show themselves as best by buying products that represent themselves as the best in their communities and groups. This concept relates to conspicuous consumption (Aycock et al., 2023). Understanding the interplay between FOMO, anxiety, and fashion purchases through the lens of gratification theory is crucial for developing strategies that promote healthier consumer behaviors and more responsible fashion consumption practices (Madan & Kapoor, 2021). Based on these concepts, this study has examined the factors affecting consumer behavior related to fashion products, motivated by FOMO, anxiety, and conspicuous consumption, which are triggered by social media use. Hence, the study establishes the following hypothesis.

Fear of Missing Out and Fashion Buying

The fear of missing out (FOMO) has become an indispensable concept in studying the buying behavior of fashion products (Finjan, 2024). Intense social media users have access to vast information related to others' uses and experiences and a continuous stream of fashion trends. The feeling of scarcity develops the tendency to be the first or to buy the maximum amount and avoid failure of losing or being left behind (Vy, 2021). Here, they are more inclined towards products whose availability is limited for events, brands, or experiences to be the first and best among the virtual world communities (Lamba, 2021). The relationship between FOMO and consumption has been examined by some researchers (Kavak et al., 2021; She et al., 2021; Worsley, 2018). Some researchers studied the impact of social media use on conspicuous consumption with the mediation effect of FOMO. However, a few have discussed the impact on compulsive consumption as it is not a must that every time the consumer purchases out of the fear of looking best (Özhasar et al., 2021; Taylor, 2019). Kang et al. (2020) and Asif (2020) investigated the moderating impact of FOMO on Herd behavior of luxury purchases. Sever & Özdemir, (2021) posit that FOMO, arising initiates the travelling intentions in Millennials. Bautista & Saavedra (2020) examined the effect of FOMO on the purchase intention of Generation Z by applying the theory of planned behavior. A study conducted by Przybylski et al. (2013) found a significant impact of FOMO on purchase intention ignoring a real purchase behavior. However, this cycle of FOMO-oriented buying can have an unfavorable psychological impact on individuals and societies which can further damage the sustainable growth of the fashion industry. Hence, this study investigates the underlying factors that create a link between FOMO and fashion purchase behavior to move towards sustainable marketing techniques without having any negative impact on the consumers (Bautista & Saavedra, 2020; Bläse et al., 2023; Jojy et al., 2023; Kang et al., 2020; Tokgoz, 2020)

H1: Fear of Missing Out (FOMO) has a significant impact on fashion buying.
Conspicuous Sharing and Fashion Buying

The term, Conspicuous consumption refers to the purchase behavior with a motive to demonstrate financial strength and social status. This concept is particularly relevant in the fashion industry, where luxury brands and high-end fashion products are often used as symbols of wealth and

success (S. Lee & Kim, 2020). Researchers have previously identified that individuals want to present themselves as having the best available brands or experiences in their virtual and physical communities. This attitude motivates them to change their consumption behavior and leads them to purchase and acquire the best alternatives available (Niesiobędzka & Konaszewski, 2021). Social media facilitates them in two dimensions. First, they allow them to get information about the latest and best available products, experiences or events and on the other side, provide them with a broad platform to display their conspicuous behavior (Diamantopoulos et al., 2024). Further, communities, followers, and friends acknowledge their shared material by getting influenced; encouraging them to repeat their behaviors (Serour et al., 2022). A few studies posit that consumers intentionally change behavior to present their positive image in their social groups. Here, according to the theory of uses and gratifications, frequent social media use creates the need to display a higher lifestyle and motivate consumers to buy status-oriented brands or experiences that can help them gratify this need (Lee & Lin, 2019; Serour et al., 2022).

Previous studies have investigated the concept of conspicuous consumption with social media (Choi & Seo, 2017; Efendioğlu, 2019; Widjajanta & Senen, 2018; Yao et al., 2021). This study tries to investigate the role of conspicuous sharing in initiating consumption. Studies reveal that social media, in particular, can both promote conspicuous consumption through the display of luxury goods and advocate for adopting fashion through influencer endorsements and promotional content (Dursun et al., 2023). Understanding how these digital influences can be leveraged to promote fashion buying is crucial for addressing the challenges posed by the fashion industry.

In conclusion, the intersection of conspicuous consumption and sustainable fashion buying presents a complex challenge for both consumers and the industry (Siepmann et al., 2022). Addressing this challenge requires a multifaceted approach that considers the environmental, social, and economic dimensions of fashion consumption. This fashion conspicuous consumption can create a psychological menace in society, where people will start spending heavily on fashion products just to show off on social media (Diamantopoulos et al., 2024). By integrating the narrative of luxury and status, fashion brands can encourage more responsible consumption while appealing to the psychological drivers behind conspicuous consumption.

H2: Conspicuous sharing significantly impacts fashion buying

The mediating role of Anxiety between FOMO and Fashion Buying

People using social media extremely develop a fear that they might miss out on something online. This fear makes them stay online and check their accounts constantly. Extreme exposure to others' social status and luxurious shows creates a feeling of anxiety about being left out. An urge to continuously check their social accounts puts them into psychological stress, known as anxiety (Jiao et al., 2024). Balta et al. (2020) posit that extensive use of social apps like Instagram creates a high level of anxiety. To avoid this, individuals buy brands that are endorsed by the influencers. FOMO is a major factor in mediating the effect of anxiety about buying fashion products. It is found that individuals facing FOMO tend to buy fashion experiences and trend products due to the anxiety of being left out (Świątek et al., 2021).

Anxiety makes individuals buy the latest trend products even if they don't need or afford them. Individuals facing such anxiety usually does not even consider the quality of the products or their own affordability before spending on luxurious brands just to gratify their need of Self-esteem and social community conformity (Tanrikulu & Mouratidis, 2023). Thus, FOMO towards fashion brands can create anxiety towards social experiences and online friendships making them ignore the quality of the products and their own affordability. Fashion brands and marketers also have a responsibility to promote sustainable practices and reduce the anxiety-inducing tactics that perpetuate FOMO and its associated negative consequences (Wang et al., 2024). By understanding the mediating role of anxiety in the FOMO-fashion buying relationship, researchers and practitioners can develop strategies to foster healthier consumer behaviors and promote a more ethical fashion industry. Therefore, the researcher here finds it an important variable that is created due to FOMO and impacts the buying decisions of consumers. It suggests that anxiety has a significant role in explaining the emotional impact of FOMO and resulting consumption.

H3: Anxiety mediates the impact of FOMO on fashion buying

Proposed Research Model

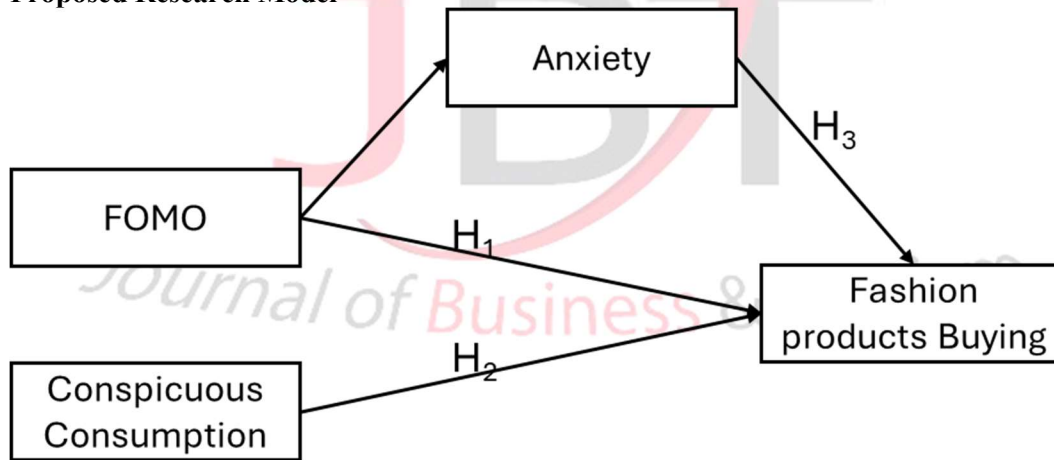


Fig.1: Conceptual Framework

Research Methodology

Measurement Scale

This study focuses on understanding the psychological factors that impact fashion buying by empirically examining the impact of FOMO, Conspicuous sharing, and mediating the impact of anxiety. A 5-scale Likert scale was adopted from established studies to test the significance of the relationships. The scale starts with 5 as “extremely true of me” and 1 as “not at all true of me” (Przybylski et al., 2013; Riordan et al., 2020). The scale of FOMO was first established by (Przybylski et al., 2013), but was further modified by different researchers based on the target samples. Hence, the initial FOMO scale was further studied regarding purchase behavior by Rahman et al. (2020) with $\alpha = 0.842$. The scale of conspicuous sharing was adopted from Argan

& Argan (2020) with $\alpha = 0.875$, anxiety from Wang et al. (2022) with $\alpha = 0.806$, and fashion buying from Gupta & Kim (2010) with $\alpha = 0.876$.

Sampling Procedure

The non-probability, purposive sampling is used to determine the target population of this study. The sample of this research is based on Millennials (Gen Y). It was decided on the basis of Research that states that most of the smart phone users are between the age of 18-35 years in Pakistan's Urban areas (Digital in Pakistan, 2021; MSI_Report_16-131.Pdf, 2016). Hence, this generation truly represents the sample affected by social media usage (Deliana et al., 2024; Mukti et al., 2024). Further, as Karachi represents the people from all over Pakistan, so we can have access to their representatives (Ahmar, 1996). Hence, the questionnaire was sent to 250 youngsters through Facebook and WhatsApp. After removing outliers and missing values, 220 were selected for analysis. The sample size was calculated through the Sobel test where the proposed sample size with one latent variable and 4 observed variables with 0.05 probability was tested (Soper, 2017). The details of the sample are presented in Table 1 below:

Table 1: Demographics of the Sample

Gender			
	Male	130	64%
	Female	73	36%
Current education level			
	Undergraduate	143	70%
	Graduate	60	30%
How much time on average do you use social media applications?			
	Less than 1 hour	19	9%
	1-3 hours	97	48%
	3-5 hours	52	26%
	more than 5 hours	35	17%

Table 1 above states that most of the respondents belong to Generation Z with undergraduate education levels and spend a minimum of one to three hours on a social media application.

Data Analysis

Reliability and Validity of Measurement Scale

The hypotheses are tested through Structural equation modeling. Before testing the hypothesis, the validity and reliability of the measurement scale were tested. At first, reliability was tested through Cronbach's alpha. All items are adopted, and their reliability is significant as mentioned earlier (Cronbach, 1951). Composite Reliability (CR) values are also above the threshold of 0.6 (Bagozzi & Yi, 1988). The first two items of FOMO had low loading of composite reliability and the AVE was less than 0.5 as well, therefore these two items were deleted before further analysis (Fornell & Larcker, 1981; Hair et al., 2013). The scale discriminant validity was also tested through heterotrait-monotrait ratio (HTMT) criterion and the Fornell-Larcker criterion. Discriminant validity is demonstrated by evidence that measures of constructs that theoretically should not be highly related to each other are, in fact, not found to be highly correlated to each

other (Hubley, 2014).The HTMT was below 0.85 and Fornell Larker was above the given criterion, where the square root of the AVE of each construct was higher than the other correlation values among the other constructs considered in the model (Henseler et al., 2015)

Table 2: Scale Validity and Reliability

Variables	Items	Factor Loadings	Cronbach's alpha	CR	AVE	R-Square
FOMO	FO1	0.845	0.842	0.781	0.473	0.56
	FO2	0.824				
	FO3	0.840				
	FO4	0.707				
	FO5	0.664				
	FO6	0.765				
Anxiety	AX1	0.806	0.806	0.771	0.521	
	AX2	0.666				
	AX3	0.762				
	AX4	0.611				
	AX5	0.746				
Conspicuous Sharing	CS1	0.721	0.875	0.887	0.614	
	CS2	0.844				
	CS3	0.696				
	CS4	0.793				
	CS5	0.798				
	CS6	0.839				
Fashion Buying	FB1	0.752	0.876	0.919	0.705	
	FB2	0.843				
	FB3	0.866				
	FB4	0.886				
	FB5	0.876				
	FB6	0.805				

Structural Equation Modelling

The proposed model was tested through the Partial Least Square method in Smart PLS software. After validation of the measurement scale bootstrapping at 5000 samples was run to test the direct relationships and the mediation effect of anxiety.

The results presented below clearly state that all three hypotheses are accepted proving that anxiety does play a mediating role between FOMO and Fashion Buying. The direct effect of

Conspicuous sharing also proved that people tend to buy fashion products to share conspicuous products.

Table 3 below shows the path value of direct relationships in the model. The tests reveal that there is a significant relationship between FOMO and Fashion buying $H1= (\beta= 0.307; t=3.269)$. the path coefficients prove that Conspicuous sharing also has a positive impact on fashion buying $H2= (\beta= 0.534; t=4.228)$.

Table 3: Direct Effects

Path	Coefficients	t-stats	P	Results
FOMO → Fashion Buying	0.307	3.269	0.001	Accepted
FOMO → Anxiety	0.627	11.043	0.000	Accepted
Anxiety → Fashion Buying	0.423	3.367	0.001	Accepted
Conspicuous Sharing → Fashion Buying	0.534	4.228	0.000	Accepted

The results of indirect effects represent the mediating role of Anxiety. Table 4 below shows declares this effect as significant $H3= (\beta= 0.265; t=3.096)$ in the partial least square analysis conducted through Smart PLS 4. Hence, the third hypothesis has been accepted as well. The result proves that anxiety is the major psychological outcome of Fear of missing out among the friends in following fashion trends. This leads to purchase of such products (Caba-Machado et al., 2024).

Table 4: Hypothesis Testing: Indirect Effects

Path	Coefficients	t-stats	P	Results
FOMO → Anxiety → Fashion Buying	0.265	3.096	0.002	Accepted

Discussion

The results of the analysis hence provides an understanding of the psychological impacts of social media usage on Young generation and influencing them to buy fashion brands. Findings presented by early researchers suggest that excessive use of social media creates psychological effects of FOMO, and conspicuous sharing that in turn initiates the buying of fashion products (Alfina et al., 2023; Argan & Argan, 2020; Hodkinson, 2019; Kang et al., 2021; Maharani et al., 2024; Özhasar et al., 2021; Taylor, 2019; Yaputri et al., 2022). The results reveal that the current study is in consistent with the previous research. The acceptance of first hypotheses, i.e. the direct impact of FOMO on fashion products buying proves significant, proving the claim that FOMO significantly impacts Fashion products buying.

The claim of second hypotheses of significant effect of Conspicuous sharing also proved to be true. This explains that people tend to buy fashion products just to present it online and prove their higher status among their online communities. the third hypotheses claiming the mediating role of anxiety between FOMO and fashion products buying also proves significant. This is consistent with previous findings (Cargill, 2019; Holte & Ferraro, 2020; Świątek et al., 2021).

The significance of third hypotheses proves that it is the feeling of anxiety arising from FOMO tends to stimulate individuals in buying fashion products. The feeling of anxiety in a fear that they might miss the new fashion and loose among their friends make them buy first, the products that are launched. Overall, this study contributes to the literature of the psychological effects of Social media (Gugushvili et al., 2024; Tanrikulu & Mouratidis, 2023) and for the marketers in understanding the factors that can trigger buying of fashion products (Mert & Tengilimoğlu, 2023). It explains that social media use and appeals of influencers and marketers significantly create a fear that they might be left out from a significant experience or miss a chance of acquiring a specific product that all their friends and contacts may get (Pusenius, 2023).

This fear in return creates a feeling of anxiety which forces individuals to buy the product at the earliest. Another finding of the research contributes to the literature by identifying a major role of Conspicuous sharing in the purchase behavior of fashion-oriented consumers. A constant desire to look best and present self-worth in the digital world makes people buy products at the earliest without considering their quality or price and even ignoring their financial positions (Diamantopoulos et al., 2024). Moreover, the most influencing age group is youngsters as discussed by earlier researchers as well (Hendrawan et al., 2023; Iliashenko & Mardenova, 2023; Nair & Seshanna, 2024; Özhasar et al., 2021).

Recommendations

The results of the study provide suggestions to the fashion marketers, and fashion industry to develop marketing strategies by focusing on factors that attract their consumers to buy their products. Further Fashion designers their ethical marketing strategies by concentrating on designing messages that can reduce anxiety and FOMO among the new generation and grasp the opportunity by leveraging conspicuous sharing. Fashion brands can encourage consumers to buy rationally and create messages that encourage quality consciousness rather than herd buying. In addition, they can design messages to reduce FOMO and anxiety and shape marketing strategies in developing self-worth and reducing social comparison. This can be achieved by creating digital or social media communities, where communication with others can reduce negative feelings. Brand ambassadors and influencers can design content that helps their followers decide on cognitive grounds and think about the sustainability and after-effects before buying. Also, conspicuous sharing can be used in a way that can benefit both consumers and the brands by providing rental facilities or exchange programs, etc. In addition, policymakers need to address these issues that are creating psychological effects on the young generation.

This study contributes significantly to the Gratification theory by explaining the underlying factors of social media use and their consequences, especially the role of anxiety and conspicuous sharing with FOMO in the Fashion industry of Pakistan. The psychological effects of FOMO have been investigated indirectly in previous studies. This study directly combines the psychological effects of social media, FOMO, and the positive effect of conspicuous sharing. The Gratification theory is thus grounded in finding solutions to problems and indicates the responsible behavior of fashion brands and Influencers. This research proves the effectiveness of this theory in understanding consumer behavior in depth.

The study is conducted for a single time, future research can be conducted on different periods. Moreover, further studies can be conducted to examine the impact of gender. Also, individuals respond differently on separate digital platforms, future studies can be conducted on specific applications like TikTok, Snapchat, or Instagram (Hottingh et al., 2022). Likewise, the current study is conducted on general Fashion products, the same study can be conducted to see the impact on specific fashion products like apparel or make-up or another industry, particularly games like Super League. It is studied that Generation Y usually makes more rational decisions in comparison to Generation Z. A comparison between the two generations can further deepen the research on this topic. A further contribution to the theory can be studied by adding the variable of Joy of Missing Out (JOMO) in the framework, where the consumers avoid physical purchasing and focuses on online buying to stay socially aloof (Tan et al., 2024).

Trending topics like consumer behavior, green marketing, and marketing strategy, and emerging themes like institutionalization and macro marketing, offers guidance for exploring under-researched areas. The results of the study provide scholars with a framework to engage with high-impact themes and contribute to the advancement of the sustainable marketing discipline. For the policymakers, these insights would help to formulate policies promoting sustainable practices and regulatory frameworks. Thus, these trends and thematic connections, would enable scholars and policymakers to align their efforts to promote sustainable development in the marketing sector.

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