International Journal of Management Science and Information Technology
IJMSIT

E-ISSN: 2774-5694 P-ISSN: 2776-7388 OPEN ACCESS

Volume 6 (2), July-December 2026, 1539-1547
DOI: https://doi.org/10.35870/ijmsit.v6i2.7721

Digital Nudging and Visit Intention Among Generation Z: Evidence from Scarcity and Urgency Cues in Kaba-Kaba Tourism Village, Bali

Ni Made Ayu Natih Widhiarini [1*], Ida Ayu Etsa Pracintya [2], I Komang Angga Tria Saputra [3]
[1*,3] Digital Business Study Program, Institut Pariwisata dan Bisnis Internasional, Denpasar City, Bali Province, Indonesia
[2] Tourism Study Program, Institut Pariwisata dan Bisnis Internasional, Denpasar City, Bali Province, Indonesia

Email: natih.widhiarini@ipb-intl.ac.id [1*], idaayuetsa@gmail.com [2], anggatria63@gmail.com [3]

Article history:
Received June 26, 2026
Revised July 27, 2026
Accepted August 1, 2026

Abstract

Digital platforms increasingly shape destination discovery, but the effectiveness of behavioral cues may differ between commercial tourism products and community-based cultural destinations. This study examines the effects of Scarcity Nudge, Urgency Nudge, and Fear of Missing Out (FOMO) on Generation Z's Visit Intention toward Kaba-Kaba Tourism Village, Bali. Using a between-subject quasi-experimental design, 120 active social media users aged 18-29 who had never visited the village were exposed to neutral, scarcity-based, or urgency-based digital promotional content. The visual format and destination information were standardized, while the textual cue was varied across conditions. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Urgency Nudge had a positive and significant effect on Visit Intention (beta = 0.570, $p < 0.001$), whereas Scarcity Nudge (beta = 0.105, $p = 0.315$) and FOMO (beta = 0.121, $p = 0.079$) were not significant. FOMO also did not moderate either nudge-intention relationship. The findings show that Generation Z responded more strongly to credible time-bound opportunities than to limited-availability or social-pressure cues in this cultural tourism context. The study extends digital nudging research by demonstrating its destination-specific effectiveness and recommends that tourism village managers promote genuine limited-time cultural events, seasonal activities, and community-led experiences while avoiding artificial scarcity claims.

Keywords:
Digital Nudging; Fear of Missing Out (FOMO); Generation Z; Scarcity Nudge; Tourism Village; Urgency Nudge; Visit Intention.

1. INTRODUCTION

Digital platforms have reshaped tourism marketing by moving destination discovery, evaluation, and intention formation into social media environments. Short-form video is particularly influential for younger travelers because it combines visual immersion, algorithmic distribution, and immediate interaction. Empirical evidence shows that TikTok-related perceptions, content characteristics, and flow experiences can influence Generation Z's destination interest and behavioral intention (Fong et al., 2025; Liu et al., 2024; Zhou et al., 2023). For destinations in Bali, this shift creates opportunities to reach potential visitors directly, but it also intensifies competition for attention.

Tourism villages differ from commercial attractions and standardized tourism products. Their value is embedded in living culture, local landscapes, community participation, small-scale hospitality, and encounters that are difficult to separate from place and time. Authenticity is therefore not merely a promotional attribute; it is part of the experience that motivates interest in rural destinations (Rafdinal et al., 2026). Kaba-Kaba Tourism Village in Bali illustrates this context through community-based cultural assets and local traditions. Its promotional challenge is not simply to sell inventory, but to communicate meaningful, credible, and community-rooted experiences.

Many tourism villages nevertheless rely on descriptive posts that list attractions without providing a clear behavioral reason to act. In fast-moving feeds, information alone may generate awareness but fail to convert attention into visit intention. This limitation makes digital nudging relevant. Digital nudging uses deliberate design features in a digital choice environment to steer behavior while preserving freedom of choice (Weinmann et al., 2016). Mirsch et al. (2017) further show that digital cues can alter attention and decision processes through the architecture of online information.

Two commonly used nudges are scarcity and urgency. Scarcity emphasizes restricted quantity, access, or capacity and may increase perceived value because the opportunity appears difficult to obtain. Urgency emphasizes a restricted decision window and may accelerate action by increasing time pressure and anticipated loss. Scarcity can affect multiple stages of the consumer decision journey (Hamilton et al., 2019), while time pressure can shift consumers toward faster, affectively oriented decisions (Aggarwal & Vaidyanathan, 2003; Sun et al., 2023). However, cues developed for retail settings may not operate identically in tourism villages, where credibility, cultural meaning, and community capacity are central.

FOMO provides the psychological foundation for expecting heterogeneous responses to these cues. It refers to a persistent concern that others may be having rewarding experiences from which one is absent (Przybylski et al., 2013). FOMO is linked to unmet psychological needs, social comparison, and repeated monitoring of others' experiences (Milyavskaya et al., 2018; Tandon et al., 2021). Tourism research has associated FOMO with visit-related intentions, but recent evidence also shows that explicit social-comparison appeals can cause discomfort or reactance, whereas appeals framed around missed personal growth opportunities can be more constructive (Nardini & Zhang, 2026; Uslu & Tosun, 2024).

This distinction supports two roles for FOMO in the present model. First, individuals with stronger FOMO may report higher visit intention directly. Second, FOMO may amplify responses to scarcity and urgency by increasing sensitivity to potential exclusion or anticipated regret. Treating FOMO as both a predictor and moderator therefore extends work that has usually examined it as a direct antecedent. It also tests whether a stable psychological tendency changes the effectiveness of message-level nudges in a destination setting.

The unresolved issue is contextual: whether quantity-limited, time-limited, and FOMO-related cues remain persuasive when the promoted object is an authentic, community-based cultural experience rather than a conventional product or booking inventory. This study addresses that gap using Kaba-Kaba Tourism Village and Generation Z social media users. It contributes by separating scarcity from urgency, testing FOMO as both a direct predictor and moderator, and evaluating digital nudging within a Balinese tourism village whose experiential value is place-specific and community-rooted.

Drawing on digital nudging research, scarcity theory, time-pressure research, and the FOMO literature, the study proposes that FOMO, Scarcity Nudge, and Urgency Nudge positively influence Visit Intention. It further proposes that FOMO strengthens the effects of Scarcity Nudge and Urgency Nudge on Visit Intention. Accordingly, the following hypotheses are tested:

H1 : FOMO positively affects Visit Intention.
H2 : Scarcity Nudge positively affects Visit Intention.
H3 : Urgency Nudge positively affects Visit Intention.
H4 : FOMO positively moderates the relationship between Scarcity Nudge and Visit Intention.
H5 : FOMO positively moderates the relationship between Urgency Nudge and Visit Intention.

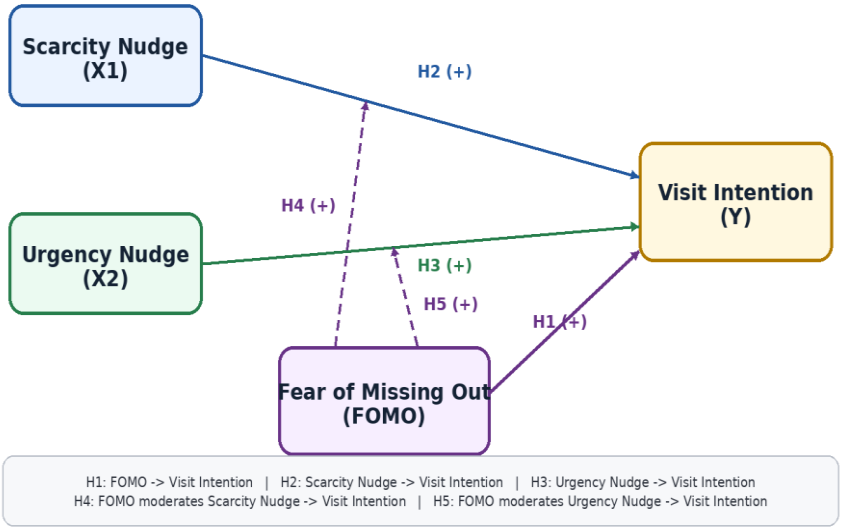

Figure 1. Conceptual Model (Source: Developed by the authors, 2026).

Based on these hypotheses, this study aims to provide empirical evidence regarding the effectiveness of digital nudging strategies in influencing Generation Z's visit intention toward tourist villages.

2. RESEARCH METHOD

This study used a quantitative, between-subject quasi-experimental design to examine how digital nudge cues influence Generation Z's intention to visit Kaba-Kaba Tourism Village. The target population comprised active Instagram or TikTok users aged 18-29. Purposive eligibility criteria required respondents to fall within the specified age range, actively use social media, and have no prior visit to Kaba-Kaba Tourism Village, thereby reducing contamination from direct destination experience. A total of 120 usable responses were obtained. This sample is adequate for estimating the specified predictive PLS-SEM model, although its modest size limits population-level and multi-destination generalization.

Respondents accessed an online survey and were assigned to one of three content conditions: neutral, scarcity, or urgency. All conditions presented the same destination, standardized visual material, basic information, and layout. The neutral condition described Kaba-Kaba without limitation language. The scarcity condition emphasized restricted availability or participation capacity, whereas the urgency condition emphasized a closing or time-bound opportunity. Thus, the textual cue was varied while visual and destination information were held constant to reduce alternative explanations. Immediately after exposure, respondents completed the measurement items.

Perceived Scarcity Nudge and Urgency Nudge were each measured with four indicators; FOMO was measured with five indicators; and Visit Intention was measured with five indicators. Items were adapted from established scarcity, urgency, FOMO, and tourism intention literature (Aggarwal & Vaidyanathan, 2003; Hamilton et al., 2019; Przybylski et al., 2013; Uslu & Tosun, 2024) and contextualized to Kaba-Kaba Tourism Village. Responses used a five-point Likert scale. The use of identical visual stimuli across conditions and construct-specific perception measures supported the assessment of the intended cue mechanisms.

PLS-SEM was used because the study emphasizes prediction and includes direct and interaction effects. Analysis followed two stages. First, the measurement model was evaluated using indicator loadings, Average Variance Extracted (AVE), cross-loadings, the Heterotrait-Monotrait ratio (HTMT), Cronbach's Alpha, and Composite Reliability. Second, the structural model was assessed using path coefficients, t-values, p-values, R-squared, adjusted R-squared, and f-squared. Statistical significance was evaluated through bootstrapping at $p < 0.05$ (Hair et al., 2022).

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Category	Frequency (n)	Percentage (%)
Age	18–20 years	61	50.8
	21–23 years	47	39.2
	24–26 years	8	6.7
	27–29 years	4	3.3
Gender	Male	69	57.5
	Female	51	42.5
Most Frequently Used Social Media Platform for Travel Inspiration	TikTok	99	82.5
	Instagram	20	16.7
	YouTube	1	0.8
Frequency of Viewing Tourism Content on Social Media	Very Frequently	18	15.0
	Frequently	54	45.0
	Occasionally	38	31.7
	Rarely	7	5.8
	Very Rarely	3	2.5
Total		120	100.0

The respondent profile indicates that most participants were aged 18–20 years (50.8%), followed by those aged 21–23 years (39.2%), suggesting that the sample predominantly represents younger Generation Z individuals. Male respondents accounted for 57.5% of the sample, while females represented 42.5%. Regarding social media usage, TikTok emerged as the primary platform for seeking travel inspiration (82.5%), followed by Instagram (16.7%), confirming the dominant role of short-form video content among Generation Z. In addition, most respondents reported frequently (45.0%) or occasionally (31.7%) viewing tourism-related content on social media, indicating a relatively high level of exposure to digital tourism information.

3.1.2. Measurement Model Assessment (Outer Model)

The measurement model was assessed to ensure the validity and reliability of the constructs. Convergent validity was evaluated using factor loadings and Average Variance Extracted (AVE), while discriminant validity was examined using the Heterotrait-Monotrait (HTMT) ratio. Reliability was assessed through Cronbach's alpha and composite reliability. The results of the measurement model assessment are presented below.

3.1.2.1. Convergent Validity Assessment

The convergent validity of the measurement model was assessed by examining the outer loadings of each indicator and the Average Variance Extracted (AVE) for each construct. Convergent validity indicates the extent to which indicators of a construct share a high proportion of common variance. Following the recommended criteria, convergent validity is considered satisfactory when indicator loadings exceed 0.70 and AVE values are greater than 0.50. The results of the convergent validity assessment are presented in Table 2.

Table 2. Convergent Validity Assessment

Construct	Indicator	Outer Loading	AVE	Result
Fomo (M)	Fomo1	0.763	0.652	Valid
	Fomo2	0.824		Valid
	Fomo3	0.810		Valid
	Fomo4	0.814		Valid
	Fomo5	0.824		Valid
Scarcity Nudge (X1)	SN1	0.837	0.685	Valid
	SN2	0.805		Valid
	SN3	0.802		Valid
	SN4	0.865		Valid
Urgency Nudge (X2)	UN1	0.918	0.800	Valid
	UN2	0.942		Valid
	UN3	0.805		Valid
	UN4	0.906		Valid
Visit Intention (Y)	VI1	0.905	0.741	Valid
	VI2	0.881		Valid
	VI3	0.876		Valid
	VI4	0.890		Valid
	VI5	0.743		Valid

Based on the table above, convergent validity was confirmed as all indicator loadings exceeded the recommended threshold of 0.70, ranging from 0.743 to 0.942. Furthermore, the AVE values ranged from 0.652 to 0.800, exceeding the minimum criterion of 0.50, indicating satisfactory convergent validity.

3.1.2.2. Discriminant Validity Assessment

To evaluate discriminant validity, cross-loadings were examined by comparing the loading of each indicator on its assigned construct with its loadings on other constructs. A construct demonstrates adequate discriminant validity when each indicator loads more strongly on its own construct than on any other construct. As shown in Table 3, all indicators met this requirement, indicating satisfactory discriminant validity.

Table 3. Discriminant Validity Test based on Cross Loading

Indicator	Assigned Construct Loading	Highest Cross Loading	Result
FOMO1	0.763	0.417	Valid
FOMO2	0.824	0.508	Valid
FOMO3	0.810	0.451	Valid
FOMO4	0.814	0.501	Valid
FOMO5	0.824	0.437	Valid
SN1	0.837	0.428	Valid
SN2	0.805	0.683	Valid
SN3	0.802	0.404	Valid
SN4	0.865	0.692	Valid
UN1	0.918	0.670	Valid
UN2	0.942	0.664	Valid
UN3	0.805	0.578	Valid
UN4	0.906	0.653	Valid
VI1	0.905	0.643	Valid
VI2	0.881	0.641	Valid
VI3	0.876	0.683	Valid

VI4	0.890	0.627	Valid
VI5	0.743	0.460	Valid

To provide additional evidence of discriminant validity, the Heterotrait-Monotrait (HTMT) ratio was employed. HTMT evaluates whether latent constructs are empirically distinct from one another by comparing the correlations across constructs. According to the recommended criterion, HTMT values should be lower than 0.90. As shown in Table 4, all HTMT values met this requirement, confirming adequate discriminant validity among the constructs.

Table 4. Discriminant Validity Assessment based on HTMT Ratio

Constructs	HTMT Value	Threshold (< 0.90)	Result
FOMO – SN	0.582	Passed	Valid
FOMO – UN	0.556	Passed	Valid
FOMO – VI	0.488	Passed	Valid
SN – UN	0.747	Passed	Valid
SN – VI	0.627	Passed	Valid
UN – VI	0.777	Passed	Valid
FOMO – FOMO*SN	0.075	Passed	Valid
FOMO – FOMO*UN	0.060	Passed	Valid
FOMO*SN* – *FOMO*UN	0.702	Passed	Valid
FOMO*SN – SN	0.115	Passed	Valid
FOMO*SN – UN	0.102	Passed	Valid
FOMO*SN – VI	0.203	Passed	Valid
FOMO*UN – SN	0.149	Passed	Valid
FOMO*UN – UN	0.062	Passed	Valid
FOMO*UN – VI	0.113	Passed	Valid

Discriminant validity was assessed using cross-loadings and the Heterotrait-Monotrait (HTMT) ratio. The cross-loading results showed that each indicator loaded higher on its associated construct than on other constructs. In addition, all HTMT values were below the recommended threshold of 0.90, with the highest value being 0.777 between UN and VI. Therefore, discriminant validity was successfully established, confirming that each construct is empirically distinct from the others.

3.1.2.3. Reliability Assessment

Reliability assessment was conducted to evaluate the internal consistency of the measurement model. Internal consistency reliability indicates the extent to which the indicators associated with a construct consistently measure the same underlying concept. In this study, reliability was assessed using Cronbach's Alpha (CA) and Composite Reliability (CR). According to Hair et al. (2022), values above 0.70 indicate satisfactory reliability. The results of the reliability assessment are presented in Table 5.

Table 5. Reliability Assessment

Construct	Cronbach's Alpha	Composite Reliability	Result
FOMO (M)	0.867	0.903	Reliable
Scarcity Nudge (X1)	0.846	0.896	Reliable
Urgency Nudge (X2)	0.915	0.941	Reliable
Visit Intention (Y)	0.911	0.934	Reliable
FOMO * Scarcity Nudge	1.000	1.000	Reliable
FOMO * Urgency Nudge	1.000	1.000	Reliable

Table 5 shows that all constructs achieved Cronbach's Alpha values ranging from 0.846 to 1.000 and Composite Reliability values ranging from 0.896 to 1.000. These values exceed the recommended threshold of 0.70, indicating satisfactory internal consistency reliability. Among the primary constructs, Urgency Nudge (X1) demonstrated the highest reliability, with a Cronbach's Alpha of 0.915 and a Composite Reliability of 0.941, followed by Visit Intention with values of 0.911 and 0.934, respectively. Likewise, FOMO and Scarcity Nudge also exhibited strong reliability, as evidenced by Cronbach's Alpha values above 0.80 and Composite Reliability values above 0.89. Furthermore, the interaction constructs (FOMO × Scarcity Nudge and FOMO × Urgency Nudge) yielded reliability values of 1.000. This result is expected because interaction terms in PLS-SEM are typically represented by a single indicator generated through the product indicator approach. Overall, the findings confirm that all constructs possess adequate internal consistency and are suitable for subsequent structural model analysis.

3.1.3. Structural Model Analysis

After establishing the reliability and validity of the measurement model, the structural model was evaluated using the bootstrapping procedure to examine the significance of the hypothesized relationships. The assessment was conducted by analyzing the path coefficients (β), t-statistics, and p-values. Following Hair et al. (2022), a relationship is considered statistically significant when the t-value exceeds 1.96 and the p-value is below 0.05 at the 5% significance level.

Table 6. Hypothesis Testing Results

Hypothesis	Relationship	β (Path Coefficient)	T-value	P-value	Decision
H1	FOMO → Visit Intention	0.121	1.758	0.079	Not Supported
H2	Scarcity Nudge → Visit Intention	0.105	1.005	0.315	Not Supported
H3	Urgency Nudge → Visit Intention	0.570	5.723	< 0.001	Supported
H4	FOMO × Scarcity Nudge → Visit Intention	0.118	1.764	0.078	Not Supported
H5	FOMO × Urgency Nudge → Visit Intention	0.007	0.082	0.935	Not Supported

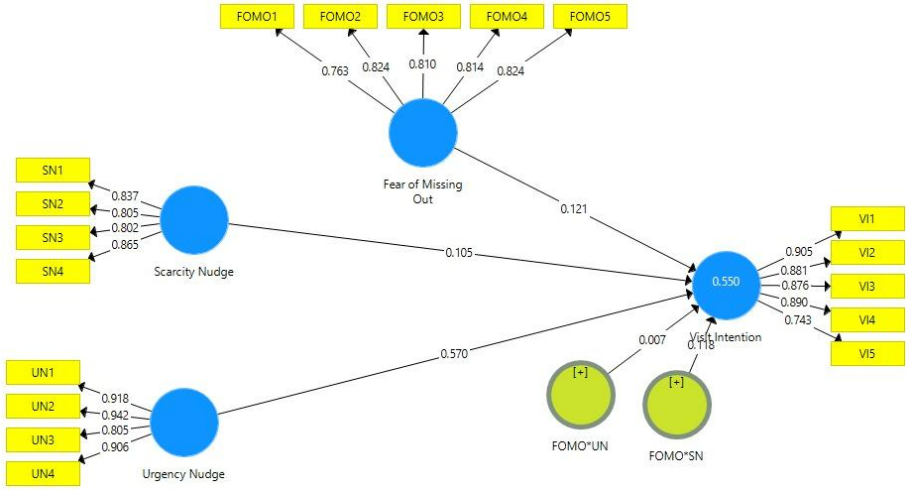

Figure 2. Structural Model Analysis

To evaluate the predictive accuracy of the proposed model, the coefficient of determination (R^2) was examined. R^2 reflects the extent to which the exogenous variables explain the variance of the endogenous construct. The results of the R^2 assessment are presented in Table 7.

Table 7. Coefficient of Determination (R^2)

Endogenous Construct	R^2	R^2 Adjusted
Visit Intention (VI)	0.550	0.530

As shown in Table 7, Visit Intention achieved an R^2 value of 0.550, indicating a moderate level of explanatory power. This result suggests that Scarcity Nudge, Urgency Nudge, FOMO, and the moderating effects collectively explain 55.0% of the variance in Visit Intention, while the remaining 45.0% is explained by other factors outside the proposed model. Following Hair et al. (2022), the model can therefore be considered to possess satisfactory predictive capability.

In addition to evaluating the explanatory power of the model, effect size (f^2) was assessed to determine the relative contribution of each exogenous construct to the endogenous construct. The f^2 value measures the extent to which a predictor contributes to the explained variance of the dependent variable when included in the model. According to Hair et al. (2022), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. The results of the effect size analysis are presented in Table 8.

Table 8. Effect Size (f^2)

Relationship	f^2	Interpretation
FOMO → Visit Intention	0.022	Small
FOMO × Scarcity Nudge → Visit Intention	0.019	Small
FOMO × Urgency Nudge → Visit Intention	0.000	Negligible
Scarcity Nudge → Visit Intention	0.012	Small
Urgency Nudge → Visit Intention	0.338	Large

The effect size analysis provides further evidence regarding the relative importance of the proposed predictors. Although several variables were included in the model, only Urgency Nudge demonstrated a substantial practical contribution ($f^2 = 0.338$). The remaining predictors and interaction terms exhibited small to negligible effect sizes, indicating limited practical significance despite their theoretical relevance. This finding reinforces the argument that temporal opportunity cues represent the primary behavioral mechanism influencing Generation Z's intention to visit cultural tourism villages. Consequently, urgency-based digital nudging appears to be considerably more effective than scarcity-based or FOMO-driven approaches in this tourism context.

3.2. Discussion

Urgency Nudge was the only significant predictor of Visit Intention (beta = 0.570, $p < 0.001$) and had a large practical effect (f-squared = 0.338). This result indicates that a credible time boundary can convert destination interest into a more immediate intention to act. The pattern is consistent with time-pressure research showing that restricted decision windows can increase affectively oriented and action-focused responses (Aggarwal & Vaidyanathan, 2003; Sun et al., 2023). It is also consistent with the sample profile: 82.5% primarily used TikTok for travel inspiration and 60.0% viewed tourism content frequently or very frequently, placing most participants in fast-paced digital information environments.

The effect of urgency is especially meaningful in a tourism village. A festival date, harvest period, ceremonial calendar, or scheduled community workshop is genuinely time-bound and cannot always be consumed on demand. Urgency can therefore signal the temporal authenticity of an experience rather than merely pressure the audience. By contrast, Scarcity Nudge did not significantly influence Visit Intention (beta = 0.105, $p = 0.315$). Although scarcity can shape consumer decision journeys (Hamilton et al., 2019), generic claims such as limited availability may appear commercially manufactured when applied to a community-based cultural destination. In such settings, the credibility of the limitation may matter more than the existence of the scarcity cue itself.

FOMO did not have a significant direct effect on Visit Intention (beta = 0.121, $p = 0.079$), and neither interaction effect was significant. This finding qualifies the assumption that high social media use automatically produces fear-driven travel decisions. FOMO can motivate monitoring and anticipated regret (Przybylski et al., 2013; Tandon et al., 2021), but tourism appeals that rely overtly on social comparison may also cause discomfort or reactance. Nardini and Zhang (2026) similarly show that FOMO message effectiveness depends on how the appeal is designed, with missed personal-growth opportunities producing more constructive responses than explicit social comparison.

Taken together, the findings indicate that Generation Z distinguished between a credible opportunity deadline and broader social-pressure cues. For Kaba-Kaba, respondents appeared more responsive to the possibility of missing a specific cultural opportunity than to being excluded from a trend. This interpretation fits the distinctive value proposition of tourism villages: authenticity, cultural immersion, local traditions, and meaningful community interaction. Research on rural tourism likewise emphasizes authenticity as an important driver of affective response and visit intention (Rafdinal et al., 2026).

Managerially, tourism village organizations should build content around verifiable time boundaries. Examples include a monthly cultural calendar, registration closing dates for small community-led workshops, seasonal agricultural activities, and short videos explaining why a tradition occurs only at a particular time. Posts should combine the deadline with a clear call to action, booking or inquiry link, and transparent capacity information. Managers should avoid fabricated countdowns or unsupported 'only a few slots left' claims because these can weaken trust and conflict with the authenticity of the destination. Message variants can be tested on TikTok and Instagram using click-through, inquiry, reservation, and actual visitation data rather than engagement metrics alone.

The findings should be interpreted within several boundaries. The sample of 120 active social media users is adequate for the specified PLS-SEM model but modest for broad generalization. The study concerns one tourism village in Bali, uses self-reported visit intention rather than observed visitation, and captures responses immediately after a single digital exposure. The design therefore cannot establish whether effects persist over time or transfer to other cultural, rural, or commercial destinations. Future studies should employ larger multi-site samples, randomized field experiments, and longitudinal or behavioral data. Qualitative interviews could clarify why audiences regard some limitations as authentic and others as manipulative. Additional variables such as perceived authenticity, message credibility, psychological reactance, anticipated regret, destination image, and trust may further explain when digital nudges succeed.

4. CONCLUSION

This study examined the effects of Scarcity Nudge, Urgency Nudge, and FOMO on Generation Z's intention to visit Kaba-Kaba Tourism Village, Bali. Urgency Nudge was the only significant predictor and generated a large effect, while Scarcity Nudge, FOMO, and both FOMO interaction terms were not significant. The results demonstrate that digital nudging is context-dependent: a credible deadline linked to an authentic cultural opportunity was more persuasive than limited-availability or social-pressure cues. Theoretically, the study separates urgency from scarcity and shows that FOMO does not uniformly strengthen digital nudges in community-based tourism. Practically, tourism village managers should emphasize truthful, time-bound cultural events, seasonal activities, and community-led experiences while avoiding artificial scarcity. Because the evidence is based on 120 social media users and one Balinese tourism village, future research should test the model across destinations and cultures, use larger and longitudinal samples, incorporate actual visitation behavior, and examine authenticity, credibility, reactance, anticipated regret, and trust as additional mechanisms.

ACKNOWLEDGEMENTS

The authors would like to express their sincere gratitude to the Institute of Tourism and International Business (IPB Internasional) for providing a supportive academic environment for this research. Special appreciation is extended to the Research and Community Service Institute (LPPM) of IPBI for its financial support and facilitation throughout the research process. The authors also thank all respondents, stakeholders, and colleagues who contributed valuable insights, data, and constructive feedback that enhanced the quality of this study. Their cooperation and support were essential to the successful completion of this research.

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