

Examining e-holiday purchase behavior through technology acceptance model and FoMO

Yunus Doğan*, Sevgi Balıkçioğlu Dedeoğlu, İbrahim İlhan

ABSTRACT

Keywords:

Fear of missing out,
E-holiday purchase intention,
Technology acceptance model,
Public institution employees.

Article History:

Submitted: 15.05.2024

Revised: 16.08.2024

Revised: 16.09.2024

Accepted: 12.10.2024

Published Online: 15.10.2024

The primary objective of this study is to examine the relationship between public institution employees' fear of missing out on social media developments and their intention to purchase holidays through electronic means using the technology acceptance model. In order to accomplish this objective, a survey was conducted with 397 public institution employees in Ankara, the capital city of Turkey. The findings indicate that trust and perceived risk play a crucial role as antecedents for e-holiday purchase intention. Additionally, the results suggest that the fear of missing out (FoMO) has a moderating effect on the associations between the three dimensions of the technology acceptance model (TAM) and e-holiday purchase intention.


1. Introduction


The demand for hospitality businesses has risen in tandem with the recent significant rise in tourism demand. This means that hospitality organizations in this growing industry require systems that go above and beyond the technically defined activities in their job descriptions and substantially contribute to their businesses in order to both grow their slice of the pie and remain in business life. To fulfill the needs of the growing demand and to further boost tourism demand, hospitality businesses must offer their customers world-class quality service. The internet and information technology play a critical role in providing these services. Businesses that cannot keep up with the modern age and do not have innovative sales promotion methods cannot even maintain their existence let alone increase their share of the pie in the expanding market.


Technology has progressed dramatically, and the use of social media tools and the use of the internet have become widespread in the world (Atsız, 2021). Due to the increasing usage of the internet, customers increasingly research social media sites when making travel-related purchases. In this context, the goal of this study is to examine, using the technology acceptance model, how employees of public institutions feel about missing out and their intention to purchase a holiday in the electronic environment. In the literature research conducted for this

purpose, it was identified that there are studies related to the fear of missing out (Çınar and Mutlu, 2019; Przybylski et al., 2013; Çelik and Diker, 2021; Çetinkaya and Şahbaz, 2020; Wenting, 2019; Erdoğan and Şanlı, 2019; Gefen et al., 2003), e-holiday purchase intention (Soydal, 2006; Çetinkaya & Şahbaz, 2019; Çetinsöz, 2015; Tuthill, 2016; Law, Leung & Wong, 2004; Tutar vd., 2007) and technology acceptance model (Davis, 1989; Keller, 2005; Özer et al., 2010; Tzou & Lu, 2009; Belkhamza & Wafa, 2009; Gefen et al., 2003; Chung & Kwon, 2009). After considering the aforementioned studies, it was resolved to undertake this research since no studies investigated the relationship between the e-holiday purchasing intentions of employees working in public institutions with the fear of missing out on social media advancements. It is believed that the study will also be inclusive for individuals working in the public sector by enlarging the tourism market area. From this point of view, the problem of the research has been constructed as: "Is there any relationship between public institution employees' fear of missing out and their intention to purchase a holiday in the electronic environment?" This study aims to understand how the digitalizing world and social media influence tourism preferences. The rapidly increasing impact of social media and the fear of missing out on what is happening there can significantly affect consumer behavior (Onat & Karakuş, 2021). In this

*Corresponding Author

Yunus Doğan: Lecturer Dr., Mersin University, Mersin Vocational School, Mersin, Türkiye, Email: yunusdogan@mersin.edu.tr, Orcid Id: 0000-0003-3145-8404 

Sevgi Balıkçioğlu Dedeoğlu: Lecturer Dr., Nevşehir Hacı Bektaş Veli University, Nevşehir, Türkiye, Email: sbalikcidedeoglu@nevsehir.edu.tr, Orcid Id: 0000-0002-4881-8560 

İbrahim İlhan: Assoc. Prof., Nevşehir Hacı Bektaş Veli University, Nevşehir, Türkiye, Email: ibrahim@nevsehir.edu.tr, Orcid Id: 0000-0002-6614-9356 



This work is licensed under a Creative Commons Attribution (CC-BY) 4.0 License

context, understanding how individuals working in the public sector respond to such digital influences is crucial for both the tourism industry's marketing strategies and for comprehending the digital behavior of public employees.

Although there are some studies in the literature examining the impact of FoMO (Fear of Missing Out) on consumer behavior, there is no research investigating its effect on the e-vacation purchasing intentions of public sector employees. This study fills this gap in the literature by exploring the impact of FoMO on this specific group. Moreover, while the Technology Acceptance Model (TAM) has typically been used to understand technology acceptance in various sectors, there is limited research on its impact on the e-vacation purchasing intentions of public sector employees. This research examines how TAM can be adapted to and influence the e-vacation purchasing intentions within the public sector. By examining the effects of digitalization and social media on the tourism sector, this research not only fills a significant gap in the literature but also provides a new perspective by focusing on public employees.

2. Literature review

Fear of Missing out (FoMo)

Used for the first time in the USA for communication purposes in the 1960s, the internet significantly expanded during the 2000s with the influence of social media (Çınar and Mutlu, 2019). With the growth of the Internet, individuals are able to meet their basic requirements, such as clothing, shelter, and food, as well as their leisure and sociability needs. Some concepts, for instance, the anxiety associated with missing out on social media advances, also evolved. It is referred to as FOMO (Fear of Missing Out), which is described in the literature as "the apprehension that the others are having a rewarding experience from which one is absent" (Przybylski, 2013). Again, according to the Oxford Dictionary (2017), FOMO is explained as "people's anxiety that is triggered by the content shared on social media and that something exciting or interesting is happening elsewhere" (Çelik and Diker, 2021: 20).

Additionally, Chris Shipley popularized the term "social media" for the first time in 2006, categorizing it as "a set of online tools and apps that facilitate information exchange, participation, and cooperation" (Wenting, 2019). Sixdegrees was the "first modern social media application" in 1997, even though the term "social media" was only used in 2006. Twitter and Facebook were launched in 2006–2007, while YouTube was launched in 2004–2005 (Erdoğan and Şanlı, 2019).

The fear that people are missing out on what is happening in their immediate environment, on the other hand, is what gives rise to the fear of missing out. Anxiety is a psychological state that develops when a person is exposed to others whom they perceive to be leading more

fascinating lives than they do. Therefore, it can be said that anxiety disorders and feelings of inadequacy in people are caused by the fear of missing out on developments in human behavior (Kavak, 2021: 24–94). When the fear of missing out on social media is considered in this aspect, people feel compelled to utilize it and develop a dependency on it out of a fear of missing out on any activity happening in the social media ecosystem (Çelik & Diker, 2021).

E-Holiday Purchase (E-Commerce)

The commercial activities of people have undergone a notable and drastic transformation as a result of improvements in communication technology and social media. One of the most significant topics that has received attention recently in light of these changes is the application of electronic commerce. In its most basic form, electronic commerce is the implementation of economic activity through the use of computer and communication technology as opposed to conventional distribution channels. Because of the widespread usage of computer and communication technology, consumers now utilize electronic commerce applications to order any goods and services online rather than by phone, fax, or in person (Soydal, 2006).

The manufacture, advertising, sales, and distribution of goods and services over telecommunications networks, on the other hand, is how Tuthill (2016) defines e-commerce (Tuthill, 2016; 5). According to this definition, electronic commerce entails using web technologies such as the internet and social media platforms to reach customers as soon as possible, gain new individuals by keeping old ones who have a high propensity to purchase, reduced costs, and boost efficiency by working in tandem with sales and information services (Çetinsöz, 2015).

The tourism sector is compelled to relocate its operations online and create electronic commerce apps as a result of the rise in prominence of electronic commerce and the expansion of business volume in recent years. The creation and dissemination of tourism demand and tourism-related products rely heavily on the Internet (Law, Leung, & Wong, 2004). E-tourism can be characterized as meeting the demands in the tourism sector electronically. From this perspective, e-tourism assures that the tourism-related sector has a more dynamic structure compared to other sectors by altering how the industry operates and presenting significant prospects for the growth of competition and business performance (Tutar et al., 2007).

Technology Acceptance Model (TAM)

Davis initially described the technology acceptance model as "a model devised to explain and predict the behavior of computer users" in 1989. (Davis, 1989). However, the technology acceptance model is nowadays frequently employed to ascertain people's intentions in using information systems. And once again, in accordance with

Table 1. Description of the construct

Construct	Description
Technology Acceptance Model	The four components of the technology acceptance model—perceived usefulness, perceived ease of use, trust, and perceived risk—are examined within the context of this study. The perceived usefulness, perceived ease of use, trust, and perceived risk status of customers and their intention to purchase a holiday using the internet are portrayed by the technology acceptance model.
The Fear of Missing out	FOMO evaluates the holiday-related social media posts to spot how much their immediate surroundings are impacted and whether they cause people to have the desire to purchase a holiday.
E-Holiday Purchase Intention	Holiday purchase intention represents an individual's positive tendency to purchase a holiday.

Source: Authors' own elaboration

this paradigm, user actions toward the information system are influenced by perceived usefulness (PU), perceived ease of use (PEU), perceived risk (PR), and trust. The Theory of Reasoned Action, which Fishbein and Ajzen created in 1975, is the foundation of the technology acceptance model. The Theory of Logical Action was undermined by the inclusion of abstract ideas like values and beliefs, which resulted in the development of the Technology Acceptance Model (Özer et al., 2010).

Hypotheses Development Process

Perceived usefulness (PU), perceived ease of use (PEU), perceived risk (PR), and trust are the four subheadings under which the elements of the technology acceptance model are categorized in the literature survey. Besides, the hypotheses concerning the employees of public institutions' fear of missing out and their intention to purchase a holiday online are shown below with their justifications within the parameters of this study.

- *Perceived usefulness (PU) and E-Holiday Purchase Intention*

According to Keller (2005), perceived usefulness is connected to the advantages and improvements in performance that every user receives when carrying out specific tasks and resolving issues utilizing technology. The degree to which individuals believe a product will benefit them when they use it, on the other hand, is characterized as perceived usefulness (Tzou, Lu, 2009). According to Davis, who defined perceived usefulness in 1989, perceived usefulness is a person's level of belief in enhancing their job performance, and the researcher stated that this level of belief actually impacts whether a person uses an application or not.

Ramayah and Ignatius (2005) looked into how perceived usefulness, perceived ease of use, and perceived risk affected consumers' intentions to shop online. They discovered that perceived usefulness has a direct and significant impact on such intentions. Phatthana and Mat (2011) exploited the technology acceptance model to evaluate the tourists' e-purchase intentions for health tourism in Thailand and they revealed that directly perceived usefulness and perceived ease of use, without taking attitude into account, have a sufficient impact on tourists' e-purchase intentions. Mandilas et al. (2013) sought to understand how consumers felt about online

shopping and determined that perceived usefulness is the main element influencing decision-making.

Examining the results of the studies stated above, it can be claimed that there is a strong and positive correlation between the perceived usefulness factor and the intention to purchase in an electronic environment. In other words, as the perceived usefulness factor rises, so will the likelihood of making an online purchase. As a result, the following hypothesis was developed:

H1: The perceived usefulness factor has a positive effect on the e-holiday purchase intentions of the employees.

- *Perceived Ease of Use (PEU) and E-Holiday Purchase Intention*

Perceived ease of use is regarded as learning technology without much effort owing to its ease of use (Davis, 1989). In the study, Davis (1989) came to the conclusion that perceived ease of use has a favorable and significant impact on perceived usefulness and attitude. As a result of users' being able to use information technologies more effectively due to their simplicity of use, this condition has a favorable impact on purchase intention (Belkhamza and Wafa, 2009). On the other side, it was established in the literature review that there are studies focusing on the relationship between purchase intention and perceived ease of use (Gefen et al, 2003; Devaraj et al, 2002; Cheng et al 2006; Guritno and Siringoringo 2013).

Guritno and Siringoringo (2013) glanced at how consumers felt about the perceived usefulness, usability, and attitudes of purchasing air travel online. According to the research's findings, attitudes about using online tickets are positively influenced by perceived usefulness, perceived simplicity of use, and trust. Similar findings were reached by Cheng et al. (2006) in their study, which suggested that perceived ease of use influences people's behavioral intentions as well as their likelihood to make purchases. Accordingly, the hypothesis was formed as follows:

H2: The perceived ease of use factor has a positive effect on the e-holiday purchasing of the employees.

- *Perceived Risk (PR) and E-Holiday Purchase Intention*

A key factor in calculating the views of consumers toward online shopping is the perceived risk (Mittchell & Vassos,

1998). The goal of perceived risk is to minimize potential errors while maximizing the benefits that consumers are delivered. Therefore, it is crucial to consider the perceived risk in the marketing strategy, such as the processes users go through when perceiving the risk, and how much the perceived risk influences customers' e-holiday purchase decisions. The perceived risk theory, on the other hand, contends that consumers experience risk as a result of their purchases because they run the danger of experiencing ambiguity and unfavorable outcomes (Çetinsöz, 2015).

The literature has demonstrated that perceived risk negatively impacts purchase intentions one-commerce platforms (Gefen, Karahanna, & Straub, 2003; Pavlou, 2003). In this context, understanding how perceived risk influences the decision-making processes of public sector employees in their e-vacation purchases emerges as a significant area of research. Given that public employees might be inclined to avoid risk due to factors such as job security and social status, it can be anticipated that perceived risk may have a decisive impact on their intention to purchase e-vacations. Consequently, it can be argued that perceived risk, within the framework of the Technology Acceptance Model (TAM), may negatively influence public employees' intentions to purchase e-vacations. This suggests that tourism marketing strategies should be designed with this factor in mind. With this consideration, the H3 hypothesis has been developed, proposing that future research can expand TAM in the existing literature by also accounting for the effects of perceived risk.

H3: The perceived risk factor has a negative effect on the e-holiday purchase intentions of the employees.

- *Trust and E-Holiday Purchase Intention*

The trust aspect is the weighty component influencing how social media users feel about making purchases through e-commerce (Guritno & Siringoringo, 2013; Wen, 2009). Trust, as described by Chung and Kwon (2009), is the desire to feel a connectedness to someone or something. Trust was described by Davis, Mayer, and Dhoormanise (1995) as the propensity of one group of individuals to freely accept the activities of another group, even if they cannot control the actions of the second group and be protected by the second group. According to Rousseau et al. (1998), trust is a psychological attitude that anyone might adopt toward other individuals or technological systems.

According to Lin et al. (2011), perceived risk, trust, and intention to make an online purchase all have significant and affirmative relationships. And furthermore, the researchers discovered that the faster online purchase intention and trust are increased (such as fulfilling promises, maintaining the level of honesty, providing customer services that can provide information to domestic and international customers, and ensuring quality), the more the perceived risk associated with consumers' intentions to shop online is minimized (for example, by

protecting data, enhancing security code protection against access to credit card information, and increasing privacy). In a similar manner, Nunkoo and Ramkissoon (2013) demonstrated in their research that trust influences visitors' e-holiday purchase behavior favorably. Again, Gefen et al. (2003) concluded that perceived ease of use has a significant impact on consumers' trust who have experience with online shopping. They also came up with the conclusion that trust has a constructive impact on consumers' intention to undertake an online purchase. As a result, the following theory was developed:

H4: The trust factor has a positive effect on the e-holiday purchase intentions of the employees.

- *The moderating role of FOMO*

Fear of missing out is one of the phenomenons that has shown up in recent years as a result of the increasing use of social media, and it has an impact on e-holiday purchase behavior, which is the subject of marketing (Przybylski et al., 2013; Blackwell et al., 2017). According to reports, there is a significant correlation between consumer behavior and the fear of missing out on social media (Argan & Tokay Argan, 2018). In addition, it is seen that the fear of missing out, the concept of "Fomsumer which is utilized to describe a specific category of consumer, is not only limited to events in social media and is a very close concept to consumer behavior (Argan et al., 2018).

Additionally, it was identified in the literature study that there is a positive and significant correlation between e-holiday purchase intention and the sub-dimensions of the technology acceptance model namely perceived usefulness, perceived ease of use, trust, and perceived risk (Gefen et al, 2003; Ramayah and Ignatius 2005; Ling et al, 2011; Guritno and Siringoringo, 2013; Çetinsöz, 2015). The following hypotheses have been developed based on the results of the studies performed in this context to investigate whether the fear of missing out has a moderating effect on the sub-dimensions of the technology acceptance model (perceived usefulness, perceived ease of use, trust, and perceived risk) and the employees' e-holiday purchase behavior.

H5a: FOMO has a moderating effect on the effect of perceived usefulness on the e-holiday purchase intention.

H5b: FOMO has a moderating effect on the effect of perceived ease of use on the e-holiday purchase intention.

H5c: FOMO has a moderating effect on the effect of perceived risk on the e-holiday purchase intention.

H5d: FOMO has a moderating effect on the effect of trust on the e-holiday purchase intention.

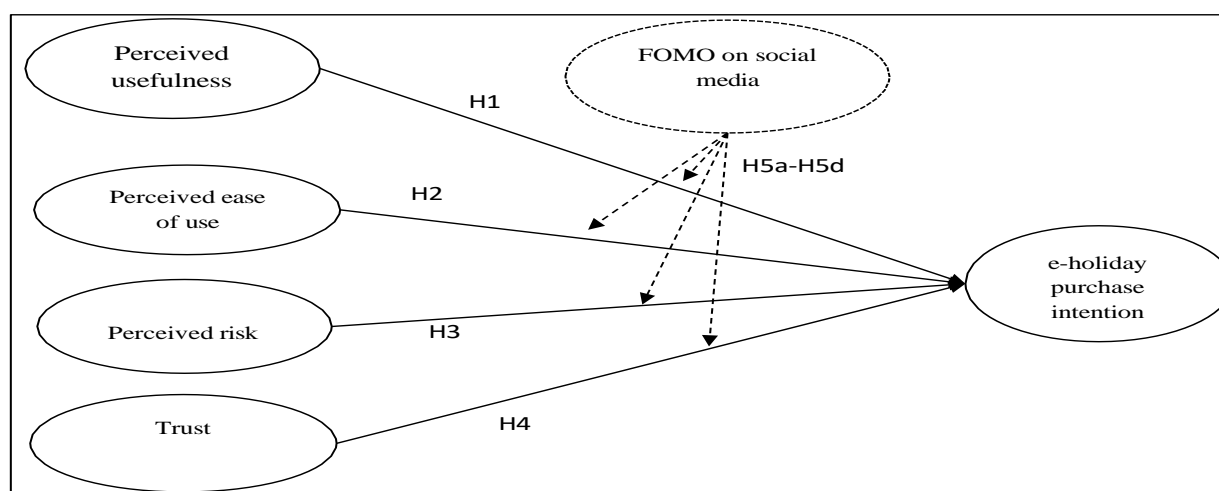


Figure 1. Research Model

Source: Authors' own elaboration

3. Research methodology

The research intends to analyze public institution employees' fear of missing out the developments on social media and their intention to purchase a holiday in the electronic environment with the technology acceptance model. This study adopts an explanatory research model, and also the study model created for this cause has been put to the test utilizing quantitative techniques.

Measurement

A questionnaire was employed to accumulate the study's data. There are three main sections to the questionnaire form that was constructed as part of the investigation. In the first part, demographic and descriptive information is included. In the second part, there are items about the fear of missing out and the technology acceptance model, while in the third part, there are items about the e-holiday purchase intention. As for the "e-holiday purchase intention" scale, the study of Pavlou and Gefen (2004) was employed. For the technology acceptance model scale, the study by Çetingöz (2015) was made use of, whereas the studies by Çetinkaya and Shahbaz (2020) were utilized for "fear of missing out" scale. The dimensions of the technology acceptance model were measured with 12 items (Perceived usefulness with two items, perceived ease of use with three items, confidence with three items, and perceived risk with four items). On the other hand, fear of missing out was measured with eight items, and e-holiday purchase intention with four items. Participants' levels of agreement with each item included in the survey were in the range of "1: Strongly Disagree – 5: Strongly Agree".

3.2. Sampling and data collection

Employees working in public organizations in Turkey make up the research's population, however only those in Ankara are included in the study's sample. Ankara was selected as the research sample since it is home to many of Turkey's ministries and general directorates as well as a

sizable population of government personnel. 49 individuals from the Social Security Institution, 54 individuals from the Ministry of Finance, 65 individuals from the Ministry of National Education, 71 individuals from the Ministry of Health, and 128 individuals working in other public institutions in Ankara were reached as part of the research sample, and a total of 397 individuals' data were analyzed.

It needs to be explained that legal permission was requested from the administrative chiefs of the Social Security Institution, the Ministry of Health, and the Ministry of Finance, where the highest participation was achieved. However, no official document regarding the said permission was given, and no decision was made regarding the study's non-execution. Although 397 surveys submitted using Google forms are taken into consideration, the research findings can only accurately reflect the sample that was actually processed.

The questionnaire was disseminated through social media (Facebook, Instagram, Twitter, WhatsApp, Mail, etc.) in order to adhere to social distance rules within the context of coronavirus restrictions and to efficiently reach a larger number of participants. These data were gathered between May 15, 2022, and August 1, 2022. On the other hand, the convenience sampling method was used while collecting data. The basis of this method is the sampling that has been decided upon within the parameters of the study and the inclusion of everyone who answered the questionnaire (Gürbüz and Şahin, 2018). Thus, anyone employed by a public institution in Ankara was able to respond to the questionnaire.

Table 2: Measurement items

Concept	Author	Question generated
Technology Acceptance	Çetingöz (2015)	<i>Perceived usefulness-PU</i>
		Purchasing holidays using the Internet is a more effective method of buying.
		Purchasing a holiday using the Internet is a faster method of buying.
		<i>Perceived Ease of Use-PEU</i>
		Learning to purchase tourism products for holidays on the internet is easy for me.
		It does not require much of my mental effort to purchase a holiday using the Internet.
		The Internet is an easy tool for me to purchase tourism products for the holidays.
		Trust
		The intermediary companies that sell holidays online are reliable.
		Online websites are reliable while purchasing tourism products for holidays on the Internet.
		Online websites in tourism are honest.
		<i>Perceived Risk</i>
		Purchasing a tourism product online is risky.
		It is risky to use a credit card to purchase tourism products online.
		Giving confidential information over the Internet is risky.
In general, making online payments is risky.		
Fear of Missing Out	Çetinkaya and Şahbaz (2020)	I feel anxious when I do not know what my friends are doing.
		It bothers me to miss the opportunity to meet my friends.
		I feel worried when I find out my friends are having fun while I am away.
		It is important for me to understand the "jokes and conversations" of my friends.
		When I am having a good time, it is important to me to share details of it online.
		When I go on a holiday, I continue to follow what my friends are doing.
		It scares me that other people's experiences are more satisfying than mine.
It bothers me to miss a scheduled meeting (graduation day, etc.).		
Holiday Purchase Intention	Pavlou and Gefen (2004)	I will probably purchase a tourism product online for my next holiday.
		In the future, the internet will probably be a tool for me to purchase tourism products.
		I intend to use the internet to purchase tourism products in my next holidays.
		I will recommend my friends to purchase tourism products online for their holidays.

Source: Authors' own elaboration

Data analysis

The model developed in this study was analyzed by partial least squares-structural equation modeling (PLS-SEM). There are several reasons for using PLS-SEM. First, the moderating variable in this study was measured as a continuous variable. it is recommended to use PLS-SEM in models where the moderator variable is measured as a continuous variable (see Hair, Hollingsworth, Randolph, & Chong, 2017; Rasoolimanesh et al., 2022). Second, Likert scale was used in all measurements in this study. PLS-SEM is also suitable for analyzing data collected via ordinal scales such as Likert (Hair, Matthews, Matthews, & Sarstedt, 2017). Therefore, PLS-SEM was chosen in order to test the research model in the present study. PLS-SEM was performed using SmartPLS 3.3.9 (Ringle, Wende, & Becker, 2017). PLS-SEM path model consists of the outer

model and the inner model (Hair et al., 2017a). The outer model was examined at first. Then, the inner model was examined. To examine moderating effect of FOMO, the two-stage approach was chosen.

4. 4. Findings

Demographic findings

The research hopes to review public institution employees' fear of missing out on social media events and their intention to purchase a holiday in the electronic environment with the technology acceptance model. Table 3 below summarizes the conclusions of the data gathered in response to the descriptive questions provided for this purpose.

Table 3. Demographic findings

Gender	N	%	Age	N	%
Male	189	47,6	20 and younger	27	6,8
			Between 21-30	88	22,2
			Between 31-40	154	38,8
Female	208	52,4	Between 41-50	85	21,4
			51 and older	43	10,8
			Total	397	100
Educational Status			Public Institution		
Primary	11	2,8	SSI	49	19,9
High school	45	11,3	The Ministry of Finance	54	13,6
Associate	77	19,4	Ministry of National Education	65	16,4
Bachelor	195	49,1	Ministry of Health	128	32,2
Graduate	69	17,4	Others	397	100
Total	397	100	Total		

Source: Authors' own elaboration

Table 4. Result of outer model

Dimension	Items	Outer loadings	T values	CR	AVE	Cronbach Alpha
PU	AF1	.94	84.00	.92	.85	.82
	AF2	.90	40.25			
PEU	AKK1	.87	38.07	.89	.73	.82
	AKK2	.82	24.06			
	AKK3	.88	39.02			
PR	AR1	.81	28.50	.85	.59	.78
	AR2	.82	28.11			
	AR3	.69	12.79			
	AR4	.75	17.64			
T	GVN1	.86	40.96	.91	.78	.86
	GVN2	.89	64.01			
	GVN3	.90	55.88			
FOMO	GKK1	.56	10.04	.87	.50	.83
	GKK3	.76	25.61			
	GKK4	.65	16.50			
	GKK5	.79	31.34			
	GKK6	.80	41.88			
	GKK7	.72	20.60			
	GKK8	.62	17.08			
	HPI	TSN1	.85			
TSN2	.82	35.04				
TSN3	.89	65.92				
TSN4	.86	50.96				

Notes. PU: perceived usefulness; PEU: perceived ease of use; T: Trust; PR: perceived risk; FOMO: FOMO on social media; HPI: e-holiday purchase intention
Source: Authors' own elaboration

According to the obtained demographic data, it was determined that there were female participants (189 people) and male participants (208 people), and again, female participants constituted 47.6% of the research and 52.4% of male participants. When the participants' educational backgrounds were evaluated, it was found that 195 (49%), or participants, held bachelor's degrees, while 11 (2.8%) had just completed primary school. This viewpoint leads to the conclusion that the majority of staff members in public institutions at least hold a degree from one faculty. Meanwhile, when the participants' ages were assessed, it was observed that those who engaged in the research the most fell into the 31–40 age range, while those who participated the least fell into the 20–19 age range.

Outer Model

Internal consistency, discriminant validity, and convergent validity were checked, as all the constructs in the outer model are reflective as suggested by Hair et al. (2017b). The results are presented in Table 4.

Table 4 shows that Cronbach's alphas are between .88 and .94 and CRs are between .92 and .95. AVE values are above .50. The factor loadings of the items are between .56 and .94. Therefore, internal consistency and convergent validity were established. Fornell-Larcker (1981) criterion were used to examine discriminant validity. Table 3 shows

that discriminant validity was achieved, as the square roots of AVE values below the correlations of the relevant constructs.

Table 5. Results of discriminant validity

Fornell-Larcker	HPI	FOMO	PEU	PU	PR	T
HPI	.86					
FOMO	-.51	.71				
PEU	.29	-.05	.86			
PU	.34	-.03	.76	.92		
PR	-.36	.21	-.03	-.13	.77	
T	.39	-.15	.55	.60	-.18	.88

Notes. PU: perceived usefulness; PEU: perceived ease of use; T: Trust; PR: perceived risk; FOMO: FOMO on social media; HPI: e-holiday purchase intention.
Source: Elaborated by Authors

4.3. Testing of hypothesis

After validating findings regarding the outer model, the research model was tested. Table 6 shows that trust impact positively affect e-holiday purchase intention. In other hand, perceived risk has a negative and significant impact on e-holiday purchase intention. Therefore, H3 and H4 were supported, while H1 and H2 were not supported. The R2 value shows that 25% of e-holiday purchase intention are explained by antecedents. f2 value shows that perceived risk has a low-medium effect (.12), and trust have a low effect (.04) on e-holiday purchase intention. Q2

Table 6. Result of inner model

Relation	Path Coefficients	t values	p values	Bias Corrected		VIF	f ²	R ²	Q ²
				LB	UB				
PU→HPI	.12	1.52	.36	-.03	.27	2.659	.01	.25	.18
PEU→HPI	.07	.92	.13	-.09	.22	2.476	.00		
PR→HPI	-.30	5.88	.00	-.40	-.19	1.054	.12		
T→HPI	.22	3.72	.00	.10	.33	1.659	.04		

Notes. PU: perceived usefulness; PEU: perceived ease of use; T: Trust; PR: perceived risk; HPI: e-holiday purchase intention.
Source: Authors' own elaboration

value shows that the construct provides a small predictive relevance for the model ($Q^2 = .18$)

Table 7 shows that FOMO has a moderating effect on the effect of perceived usefulness, perceived ease of use, and trust on the e-holiday purchase intention. In other words, the effect of perceived usefulness, perceived ease of use and trust on the e-holiday purchase intention increases with the increase in FOMO. Therefore, H5a, H5b and H5d were supported, while H5c was not supported.

Table 7. Result of interaction effect of FOMO

Hypotheses	Relations	Path coefficient	t value	p	Bias Corrected	
					LB	UB
H5a	PU*FOMO→HPI	.19	4.23	.00	.10	.27
H5b	PEU*FOMO→HPI	.20	4.61	.00	.11	.27
H5c	PR*FOMO→HPI	-.02	.43	.67	-.09	.06
H5d	T*FOMO→HPI	.20	5.36	.00	.12	.26

Notes. PU: perceived usefulness; PEU: perceived ease of use; T: Trust; PR: perceived risk; FOMO: FOMO on social media; HPI: e-holiday purchase intention. Source: Elaborated by Authors

5. Conclusion and discussion

Thanks to the rapid rise of new technologies, social media networks and internet usage are today expanding throughout societies. Due to the increasing usage of the Internet, consumers frequently reference social media when making travel-related purchases. In this regard, the research aims to investigate public institution employees' fears about missing out social media advancements and their intention to purchase a holiday in an online setting via the technology acceptance model. 397 employees in Ankara's public institutions were engaged for this rationale, and information was collected using the survey method. The questionnaire includes questions about the participants' demographics, such as where they work as public servants, whether they fear missing out and whether they intend to purchase e-holidays. Using the requisite analysis programs, reliability and validity tests were run on the data gathered from the questionnaire. Then distributions by frequency, arithmetic mean, and percentage were computed, and an analysis of correlation and structural equation models was undertaken. These analyses have shown a precise relationship between the fear of missing out and the e-holiday purchase intention of the employees working in public institutions in Ankara. And furthermore, it was concluded that the dimensions of the technology acceptance model (perceived usefulness, perceived ease of use, trust, and perceived risk) evaluated within the scope of structural equation modeling (SEM) have a significant effect on the e-holiday purchase intentions of the employees working in the public institutions.

Theoretical implications

The findings of the study demonstrate that there is a positive and substantial relationship between e-holiday purchase intention and the sub-dimensions of the technology acceptance model (perceived usefulness, perceived ease of use, trust, and perceived risk). As a result, the results of this study corroborate with those of studies (Gefen et al., 2003; Ramayah & Ignatius, 2005; Ling et al., 2011; Guritno & Siringoringo, 2013; Çetinsöz, 2015) that have established a relationship between the technology acceptance model and the intention to make an e-holiday purchase.

Besides, unlike the literature, this study determined whether the fear of missing out has a moderating role between perceived usefulness, perceived ease of use, trust and perceived risk, the sub-dimensions of the technology acceptance model, and e-holiday purchase intention. It is anticipated that this study would close this scholarly gap in this regard. Consequently, the H5a, H5b, and H5c hypotheses were accepted and the H5d hypothesis was rejected when the outcomes from this point of view were considered.

Practical implications

It was uncovered in this study that there is a positive and substantial relationship between public institution employees' intention to purchase e-holidays and their fear of missing out. With the advancement of information technology in recent years, it has become widely known that people are greatly influenced by their immediate environment and social media while making decisions concerning their holidays. Due to this impact, many pick up their holiday destinations and look for accommodation facilities on the most recent website they have come across on social media. For this reason, it is of great importance for the managers of hospitality businesses to constantly monitor their websites and programs, and to organize various activities (such as family discounts, group discounts, and special discounts for public employees) according to the demand expectations that may occur.

In the study, "I totally agree and I agree" were the two responses given by 72.7% of the employees working in public institutions to the statement that "Purchasing a holiday using the Internet is a faster means of buying." As this result demonstrates, it is crucial to make sure that the managers of hospitality businesses take the appropriate precautions to appraise this possibility and protect their visitors from incidents like social media fraud. This is because purchasing a holiday via the internet is a fairly simple process. This is due to the fact that consumers rarely make purchases in settings they do not trust.

Limitations and future directions

The study included only those individuals working in public institutions in Ankara due to time and location constraints, but future studies might include individuals

working in public institutions in other provinces as well as local or foreign tourists. On the other side, despite the fact that employees of public institutions have a great potential for participating in tourism, it has been revealed from the literature review that there are not enough studies on the tourism demands pertaining to these employees. Future research should take into account the personnel of public institutions.

With the help of the technology acceptance model, this study examined employees' intentions to make e-holiday purchases and their fear of missing out. However, the distinctions between the personnel working in public institutions in terms of their intentions to make an online holiday purchase were not stated. These criteria included age (which generation they belong to), income status, gender, and educational status. For this reason, it is proposed that future research additionally look into the aforementioned variations.

References

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Atsız, O. (2021). Virtual reality technology and physical distancing: A review on limiting human interaction in tourism. *Journal of Multidisciplinary Academic Tourism*, 27-35.
- Aydın, H. (2018). Sosyal Medyadaki Gelişmeleri Kaçırma Korkusunun (Fomo) İçgüdüsel Alımlara Etkisinin Öz Belirleme Kuramı İle Açıklanması, *International Journal of Economic and Administrative Studies*, 17.UİK özel sayısı: 415-426.
- Belkhamza, Z. & Wafa, S.A. (2009). The Effect of Perceived Risk on the Tendency to Use E-commerce: The Case of Algeria. *Journal of Internet Banking and Commerce*, 14-1.
- Çelik, F. & Diker, E. (2021). Covid-19 Sürecinde Depresyon, Stres, Gelişmeleri Kaçırma Korkusu ve Zorlayıcı Sosyal Medya Kullanımı Arasındaki İlişkiler. *Ayna Klinik Psikoloji Dergisi*, 8(1), 17 – 43.
- Çetinkaya, F.Ö. & Şahbaz, R.P. (2020). Gelişmeleri Kaçırma Korkusunun Kuşaklar Üzerindeki Tatil Satın Alma Niyetlerine Etkisi, *Journal of Tourism and Gastronomy Studies*, 2020, Special Issue (4), 152-167.
- Çetinsöz, B. C. (2015). Yerli Turistlerin E-Satın Alma Eğilimlerinin Teknoloji Kabul Modelinde Analizi, *Elektronik Sosyal Bilimler Dergisi*, 14 (53), 242-258.
- Cheng, J.M.S., Sheen, G.J. & Lou, G.C. (2006), "Consumer Acceptance of The Internet As A Channel Of Distribution InTaiwan - A Channel Function Perspective", *Technovation*, 26 (7), 856-864.
- Çınar, Ç.Y. & Mutlu, E. (2019). İnternet Bağımlılığının Benlik Saygısı, Dikkat, Gelişmeleri Kaçırma Korkusu, Yaşam Doyumu ve Kişilik Özellikleri ile İlişkisi, *Journal of Dependence*, 20(3), 133-142.
- Davis, F.D. (1989). Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology, *MIS Quarterly*, Vol.13, 318-339.
- Devaraj, S. Fan, M. & Kohli, R. (2002). Antecedents of Channel Satisfaction and Preference: Validating e-Commerce Metrics. *Information Systems Research*. 13, 316-333.
- Dnasky, K. H., Gamm, L.D., Vasey, J.J. & Barsukiewich, C.K. (1999). Electronic medical records: Arephysiciansready? *Journal of Healthcare Management*. 44 (6): 318-329.
- Erdoğan, P. & Şanlı, Y. (2019). Gelişmeleri Kaçırma Korkusunun Sosyal Medya Tutumları Üzerine Etkisi, *Selçuk Üniversitesi Sosyal Bilimler MYO Dergisi*, 22 (2), 615-627.
- Gefen, D., Karahanna, E. & Straub, D.W. (2003). Trustand TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27, 51-90.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90.
- Gökler, ME. Aydın, R. Ünal, E. & Metintaş, S. (2016).Sosyal Ortamlarda Gelişmeleri Kaçırma Korkusu Ölçeğinin Türkçe sürümünün geçerlilik ve güvenilirliğinin değerlendirilmesi, *Anatolian Journal of Psychiatry*, 17 (Suppl.1), 53-59.
- Gürbüz, S. & Şahin, F. (2018). "Sosyal bilimlerde araştırma yöntemleri (5. Baskı)", Seçkin Yayıncılık, Ankara.
- Guritno, S. & Siringoringo, H. (2013). Perceived Usefulness, Ease of Use, and Attitude Towards Online Shopping Usefulness Towards Online Airlines Ticket Purchase, *Procedia Social and Behavioral Sciences*, 81, 212-216.
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29 (7), 1021-1042.
- Hoşgör, H. Koç Tütüncü, S. Gündüz Hoşgör D. & Tandoğan, Ö. (2017). Öğrencileri Arasında Sosyal Medyadaki Gelişmeleri Kaçırma Korkusu Yaygınlığının Farklı Değişkenler Açısından İncelenmesi, *International of Academic Value Studies*, 3 (17), 213-223.
- Jahangir N. & Begum N. (2008). The Role of Perceived Usefulness, Perceived Ease of Use, Security and Privacy, and Customer Attitude to Engender Customer Adaptation in the Context of Electronic Banking, *African Journal of Business Management*, 2 (1), 32-40.
- Kavak, B. Özkul, N.E. & Tunçel, N. (2021). Gelişmeleri kaçırma korkusu (FoMO) nun sosyal medya temelli satın alma eğilimi üzerindeki etkisinde cinsiyetin düzenleyici rolü, *Disiplinlerarası Yeni Araştırmalar Dergisi*, 1(1), 94-103.
- Keller, C. (2005). Virtual learning environments: three implementation perspectives. *Learning, Media and Technology*, 30, 299-311.
- Law, R., Leung, K. & Wong, J. (2004). The Impact of The Internet on Travel Agencies, *International Journal of Contemporary Hospitality Management*, 16 (2), 100-107.
- Ling, K.C., Daud, D.B., Piew, T.H., Keoy, K.H. & Hassan, P. (2011). Perceived Risk, Perceived Technology, Online

- Trust for the Online Purchase Intention in Malaysia, *International Journal of Business and Management*, 6 (6), 167-182.
- Mandilas, A., Karasavvoglou, A., Nikolaidis, M., Tsourgiannis, L. (2013). Predicting Consumer's Perceptions in Online Shopping, *Procedia Technology*, 8, 435-444.
- Nunkoo, R. & Ramkissoon, H.(2013). Travelers' E-Purchase Intent of Tourism Products and Services, *Journal of Hospitality Marketing and Management*, 22, 505-529.
- Onat, G., & Karakuş, Y. (2021). Using digital technologies in destination management. Ed: Krystev, V., Çelik Uğuz, S., Efe, R., Kapluhan, E. içinde, *Tourism Studies And Social Sciences*, ST. Kliment Ohridski University, 119-133.
- Özer, G., Özcan, M. & Aktaş, S.(2010). Muhasebecilerin Bilgi Teknolojisi Kullanımının Teknoloji Kabul Modeli (Tkm) İle İncelenmesi, *Journal of Yaşar University*, 3278-3293.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7(3), 101-134.
- Phatthana W. & Mat, N.K.N. (2011). The Application of Technology Acceptance Model (TAM) on Health Tourism E-Purchase Tendency Predictors in Thailand, 2010 International Conference on Business and Economics Research, IACSIT Press, Kuala Lumpur, Malaysia, vol.1, 196-199.
- Przybylski, A.K., Murayama, K., De Haan, C.R. & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29, 1841-1848.
- Rahmafitria, F., Suryadi, K., Oktadiana, H., Putro, H. P. H., & Rosyidie, A. (2021). Applying knowledge, social concern and perceived risk in planned behavior theory for tourism in the Covid-19 pandemic. *Tourism Review*.
- Ramayah, T. & Ignatius, J. (2005). Impact of Perceived Usefulness, Perceived Ease of Use and Perceived Enjoyment on the Tendency to Shop Online, *ICFAI Journal of Systems Management*, 3 (3), 36-51.
- Soydal, H. (2006). Küçük ve Orta Büyüklükteki İşletmelerde E-Ticaret, Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 15, 539-552.
- Tutar, F. Kocabay, M. & Kılınç, N. (2007). Turizm Sektöründe E-Ticaret Uygulamaları: Nevşehir Örneği, Selçuk Üniversitesi Karaman İİBF Dergisi, 12 (9), 196-206.
- Tuthill, L. (2016). E-Commerce and, the WTO. https://www.wto.org/english/forums_e/business (E.T.: 10/02/2024)
- Tzou, R.C. & Lu, H.P. (2009). Exploring the Emotional, Aesthetic, and Ergonomic Facets of Innovative Product on Fashion Technology Acceptance Model. *Behaviour and Information Technology*, 28(4), 311-322.
- Wenting, X. (2019). Discussion on Strategies of Crisis Management in University Under The Back Ground of Social Media. *Science Journal of Education*, 7(1), 14.

INFO PAGE

Examining e-holiday purchase behavior through technology acceptance model and FoMO**Abstract**

The primary objective of this study is to examine the relationship between public institution employees' fear of missing out on social media developments and their intention to purchase holidays through electronic means using the technology acceptance model. In order to accomplish this objective, a survey was conducted with 397 public institution employees in Ankara, the capital city of Turkey. The findings indicate that trust and perceived risk play a crucial role as antecedents for e-holiday purchase intention. Additionally, the results suggest that the fear of missing out (FOMO) has a moderating effect on the associations between the three dimensions of the technology acceptance model (TAM) and e-holiday purchase intention.

Keywords: Strategic management, Bibliometrics, Science mapping, Tourism.

Authors

Full Name	Author contribution roles	Contribution rate
Yunus Doğan:	Conceptualism, Methodology, Software, Validation, Formal Analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision, Funding acquisition	50%
Sevgi Balıkçioğlu Dedeoğlu:	Validation, Formal Analysis, Data Curation, Writing - Original Draft, Writing - Review & Editing	40%
İbrahim İlhan:	Writing - Review & Editing, Supervision	10%

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. **Declaration of Conflicting Interests:** The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article

Ethics Committee Satatement: Ethics committee report is available for this research and it has been documented to the journal

Ethics committee: Mersin University Social Sciences and Humanities Ethics Committee

Date of ethics committee decision: 4.01.2022

Ethics committee decision number: 09.2.2022-27