



IQTISODIYOT&TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

No2



ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>

2026



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Bosh muharrir:

Sharipov Kongiratbay Avezimbetovich

Elektron nashr. 2026-yil, fevral.

Bosh muharrir o'rinbosari:

Karimov Norboy G'aniyevich

Muharrir:

Qurbonov Sherzod Ismatillayevich

Tahrir hay'ati:

Salimov Oqil Umrzoqovich, O'zbekiston Fanlar akademiyasi akademigi
Abduraxmanov Kalandar Xodjayevich, O'zbekiston Fanlar akademiyasi akademigi
Sharipov Kongiratbay Avezimbetovich, texnika fanlari doktori (DSc), professor
Rae Kvon Chung, Janubiy Koreya, TDIU faxriy professori, "Nobel" mukofoti laureati
Osman Mesten, Turkiya parlamenti a'zosi, Turkiya – O'zbekiston do'stlik jamiyati rahbari
Axmedov Durbek Kudratillayevich, iqtisodiyot fanlari doktori (DSc), professor
Axmedov Sayfullo Normatovich, iqtisodiyot fanlari doktori (DSc), professor
Abduraxmanova Gulnora Kalandarovna, iqtisodiyot fanlari doktori (DSc), professor
Kalonov Muxiddin Baxritdinovich, iqtisodiyot fanlari doktori (DSc), professor
Siddiqova Sadoqat G'afforovna, pedagogika fanlari bo'yicha falsafa doktori (PhD)
Xudoyqulov Sadirdin Karimovich, iqtisodiyot fanlari doktori (DSc), professor
Maxmudov Nosir, iqtisodiyot fanlari doktori (DSc), professor
Yuldashev Mutallib Ibragimovich, iqtisodiyot fanlari doktori (DSc), professor
Samadov Asqarjon Nishonovich, iqtisodiyot fanlari nomzodi, professor
Slizovskiy Dimitriy Yegorovich, texnika fanlari doktori (DSc), professor
Mustafakulov Sherzod Igamberdiyevich, iqtisodiyot fanlari doktori (DSc), professor
Axmedov Ikrom Akramovich, iqtisodiyot fanlari doktori (DSc), professor
Eshtayev Alisher Abdug'aniyevich, iqtisodiyot fanlari doktori (DSc), professor
Xajiyev Baxtiyor Dushaboyevich, iqtisodiyot fanlari doktori (DSc), professor
Hakimov Nazar Hakimovich, falsafa fanlari doktori (DSc), professor
Musayeva Shoiraz Azimovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), professor
Ali Konak (Ali Ko'nak), iqtisodiyot fanlari doktori (DSc), professor (Turkiya)
Cham Tat Huei, falsafa fanlari doktori (PhD), professor (Malayziya)
Foziljonov Ibrohimjon Sotvoldix'o'ja o'g'li, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dots.
Utayev Uktam Choriyevich, O'z.Respub. Bosh prokuraturasi boshqarma boshlig'i o'rinbosari
Ochilov Farkhod, O'zbekiston Respublikasi Bosh prokuraturasi IJQKD boshlig'i
Buzrukxonov Sarvarxon Munavvarxonovich, iqtisodiyot fanlari nomzodi, dotsent
Axmedov Javohir Jamolovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)
Toxirov Jaloliddin Ochil o'g'li, texnika fanlari bo'yicha falsafa doktori (PhD), katta o'qituvchi
Bobobekov Ergash Abdumalikovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), v.b. dots.
Djudi Smetana, pedagogika fanlari nomzodi, dotsent (AQSH)
Krissi Lyuis, pedagogika fanlari nomzodi, dotsent (AQSH)
Glazova Marina Viktorovna, Iqtisodiyot fanlari doktori (Moskva)
Nosirova Nargiza Jamoliddin qizi, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Sevil Piriyeva Karaman, falsafa fanlari doktori (PhD) (Turkiya)
Mirzaliyev Sanjar Makhamatjon o'g'li, TDIU ITI departamenti rahbari
Ochilov Bobur Baxtiyor o'g'li, TDIU katta o'qituvchisi
Golisheva Yelena Vyacheslavovna, Iqtisodiyot fanlari nomzodi, dotsent.
Abdukurimova Dinara Rustamxanovna, bank-moliya akademiyasi professori, DSc., professor.
Ikramov Murod Akramovich, iqtisodiyot fanlari doktori (DSc), professor
Nazarova Ra'no Rustamovna, iqtisodiyot fanlari doktori (DSc), professor



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Editorial board:

Salimov Okil Umrzokovich, Academician of the Academy of Sciences of Uzbekistan
Abdurakhmanov Kalandar Khodjayevich, Academician of the Academy of Sciences of Uzbekistan
Sharipov Kongirathbay Avezimbetovich, Doctor of Technical Sciences (DSc), Professor
Rae Kwon Chung, South Korea, Honorary Professor at TSUE, Nobel Prize Laureate
Osman Mesten, Member of the Turkish Parliament, Head of the Turkey–Uzbekistan Friendship Society
Akhmedov Durbek Kudratillayevich, Doctor of Economic Sciences (DSc), Professor
Akhmedov Sayfullo Normatovich, Doctor of Economic Sciences (DSc), Professor
Abdurakhmanova Gulnora Kalandarovna, Doctor of Economic Sciences (DSc), Professor
Kalonov Mukhiddin Bakhriddinovich, Doctor of Economic Sciences (DSc), Professor
Siddikova Sadokat Gafforovna, Doctor of Philosophy (PhD) in Pedagogical Sciences
Khudoykulov Sadirdin Karimovich, Doctor of Economic Sciences (DSc), Professor
Makhmudov Nosir, Doctor of Economic Sciences (DSc), Professor
Yuldashev Mutallib Ibragimovich, Doctor of Economic Sciences (DSc), Professor
Samadov Askarjon Nishonovich, Candidate of Economic Sciences, Professor
Slizovskiy Dmitriy Yegorovich, Doctor of Technical Sciences (DSc), Professor
Mustafakulov Sherzod Igamberdiyevich, Doctor of Economic Sciences (DSc), Professor
Akhmedov Ikrom Akramovich, Doctor of Economic Sciences (DSc), Professor
Eshtayev Alisher Abduganiyevich, Doctor of Economic Sciences (DSc), Professor
Khajiyev Bakhtiyor Dushaboyevich, Doctor of Economic Sciences (DSc), Professor
Khakimov Nazar Khakimovich, Doctor of Philosophy (DSc), Professor
Musayeva Shoirazimovna, Doctor of Philosophy (PhD) in Economic Sciences, Professor
Ali Konak, Doctor of Economic Sciences (DSc), Professor (Turkey)
Cham Tat Huei, Doctor of Philosophy (PhD), Professor (Malaysia)
Foziljonov Ibrokhimjon Sotvoldikhoja ugli, Doctor of Philosophy (PhD) in Economic Sciences, Associate Professor
Utayev Uktam Choriyevich, Deputy Head of Department, Prosecutor General's Office of Uzbekistan
Ochilov Farkhod, Head of DCEC, Prosecutor General's Office of Uzbekistan
Buzrukkhonov Sarvarkhon Munavvarkhonovich, Candidate of Economic Sciences, Associate Professor
Akhmedov Javokhir Jamolovich, Doctor of Philosophy (PhD) in Economic Sciences
Tokhirov Jaloliddin Ochil ugli, Doctor of Philosophy (PhD) in Technical Sciences, Senior Lecturer
Bobobekov Ergash Abdumalikovich, Doctor of Philosophy (PhD) in Economic Sciences, Acting Associate Professor
Judi Smetana, Candidate of Pedagogical Sciences, Associate Professor (USA)
Chrissy Lewis, Candidate of Pedagogical Sciences, Associate Professor (USA)
Glazova Marina Victorovna, Doctor of Sciences in Economics (Moscow)
Nosirova Nargiza Jamoliddin kizi, Doctor of Philosophy (PhD) in Economic Sciences, Associate Professor
Sevil Piriyeva Karaman, Doctor of Philosophy (PhD) (Turkey)
Mirzaliyev Sanjar Makhamatjon ugli, Head of the Department of Scientific Research and Innovations, TSUE
Ochilov Bobur Bakhtiyor ugli, Senior lecturer at TSUI
Golisheva Yelena Vyacheslavovna, Candidate of Economic Sciences, Associate Professor.
Abdukarimova Dinara Rustamkhanovna, Doctor of Economic Sciences (DSc), Professor
Ikramov Murod Akramovich, Doctor of Economic Sciences (DSc), Professor
Nazarova Ra'no Rustamovna, Doctor of Economic Sciences (DSc), Professor

Ekspertlar kengashi:

Berkinov Bazarbay, iqtisodiyot fanlari doktori (DSc), professor
Po'latov Baxtiyor Alimovich, texnika fanlari doktori (DSc), professor
Aliyev Bekdavat Aliyevich, falsafa fanlari doktori (DSc), professor
Isakov Janabay Yakubbayevich, iqtisodiyot fanlari doktori (DSc), professor
Xalikov Suyun Ravshanovich, iqtisodiyot fanlari nomzodi, dotsent
Rustamov Ilhomiddin, iqtisodiyot fanlari nomzodi, dotsent
Hakimov Ziyodulla Ahmadovich, iqtisodiyot fanlari doktori, dotsent
Kamilova Iroda Xusniddinovna, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)
G'afurov Doniyor Orifovich, pedagogika fanlari bo'yicha falsafa doktori (PhD)
Fayziyev Oybek Raximovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Tuxtabayev Jamshid Sharafetdinovich, iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent
Xamidova Faridaxon Abdulkarim qizi, iqtisodiyot fanlari doktori, dotsent
Yaxshiboyeva Laylo Abdisattorovna, katta o'qituvchi
Babayeva Zuhra Yuldashevna, mustaqil tadqiqotchi
Komilova Nilufar Karshiboyevna, Geografiya fanlari doktori, professori
Umirzoqov Ja'sur Artiqboy o'g'li, iqtisodiyot fanlari doktori (DSc), dotsent
Zebo Kuldasheva, iqtisodiyot fanlari doktori (DSc), dotsent

Board of Experts:

Berkinov Bazarbay, Doctor of Economic Sciences (DSc), Professor
Pulatov Bakhtiyor Alimovich, Doctor of Technical Sciences (DSc), Professor
Aliyev Bekdavat Aliyevich, Doctor of Philosophy (DSc), Professor
Isakov Janabay Yakubbayevich, Doctor of Economic Sciences (DSc), Professor
Khalikov Suyun Ravshanovich, Candidate of Economic Sciences, Associate Professor
Rustamov Ilhomiddin, Candidate of Economic Sciences, Associate Professor
Khakimov Ziyodulla Akhmadovich, Doctor of Economic Sciences, Associate Professor
Kamilova Iroda Xusniddinovna, Doctor of Philosophy (PhD) in Economics
Gafurov Doniyor Orifovich, Doctor of Philosophy (PhD) in Pedagogy
Fayziyev Oybek Raximovich, Doctor of Philosophy (PhD) in Economics, Associate Professor
Tukhtabayev Jamshid Sharafetdinovich, Doctor of Philosophy (PhD) in Economics, Associate Professor
Khamidova Faridaxon Abdulkarimovna, Doctor of Economic Sciences, Associate Professor
Yakhshiboyeva Laylo Abdisattorovna, Senior Lecturer
Babayeva Zuhra Yuldashevna, Independent Researcher
Komilova Nilufar Karshiboyevna, Doctor of Geographical Sciences, Professor
Umirzokov Jasur Artiqboy ugli, Doctor of Economic Sciences (DSc), Associate Professor
Zebo Kuldasheva, Doctor of Economic Sciences (DSc), Associate Professor

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
- 08.00.04 Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 Ekonometrika va statistika
- 08.00.07 Moliya, pul muomalasi va kredit
- 08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 Jahon iqtisodiyoti
- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 Turizm va mehmonxona faoliyati

Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi
336/3-sonli qarori bilan
ro'yxatdan o'tkazilgan.



MUNDARIJA

TIJORAT BANKLARINING INVESTITSIYA LOYIHALARINI KREDITLASH MEKANIZMLARINI TAKOMILLASHTIRISH.....	40
Faxriddinov Temur Faxriddin o'g'li	
TEMIR YO'L YO'LLARINI TA'MIRLASH KORXONALARINING IQTISODIY SAMARADORLIGINI OSHIRISH OMILLARI.....	46
Allabergenov Sherzod Maksudbayevich	
BANKLARNI TRANSFORMATSIYALASH JARAYONIDA INVESTITSION KREDITLASHNING XORIJ TAJRIBASI.....	51
Tuxsanov Eldor Dilmurod o'g'li	
O'ZBEKISTONDA BUDJET OCHIQLIGINI TA'MINLASH BO'YICHA QONUNCHILIK BAZASINING EVOLYUTSIYASI VA RIVOJLANISH BOSQICHLARI.....	55
Mamanov Alisher Umbarovich	
ENERGETIKA TARMOG'I KORXONALARIDA INNOVATSION TEXNOLOGIYALARNI QO'LLASH YO'LLARI.....	60
Xamdanova Gavxar Absamatovna	
SMART UNIVERSITET MODELINING XALQARO TAJRIBASI VA UNI YANGI O'ZBEKISTON TA'LIM TIZIMIGA MOSLASHTIRISH MASALALARI.....	65
Saloxiddinova Sitora Baxodir qizi	
IJTIMOIIY OBYEKTlarda QURILISH XIZMATLARINI MOLIYALASHTIRISHNING NAZARIY – ASOSIY TAMOIYILLARI.....	68
Gapparov Azim Qayumovich	
QURILISH MATERIALLARI SANOATI KORXONALARINING ISHLAB CHIQARISH FAOLIYATIGA RAQAMLI TRANSFORMATSIYANI JORIY ETISH ORQALI RAQOBATBARDOSHLIKNI TA'MINLASH.....	72
Zaripov Shoxboz Alijon o'g'li	
O'ZBEKISTONDA MASOFAVIY BANK XIZMATLARINING IQTISODIY VA IJTIMOIIY BARQARORLIKKA TA'SIRI.....	75
Kolmatova Asila Menglimurod qizi	
РОЛЬ GREEN BONDS В МЕЖДУНАРОДНОЙ ФИНАНСОВОЙ СТРАТЕГИИ КОММЕРЧЕСКИХ БАНКОВ.....	81
Н.Т. Бекназарова	
BARQAROR RIVOJLANISH SHAROITIDA EKOLOGIK BOSHQARUV VA AUDIT.....	86
Shaymatova Nargiza Ashurovna	
NORASMIY IQTISODIYOTNING MAVJUDLIGINING NAZARIY MASALALARI VA UNI ANIQLASHNING USLUBIY YONDASHUVLARI.....	93
Alimardonov G'ayratjon Nuraliyevich	
DIGITAL TWIN-BASED DECISION SUPPORT FOR COST OPTIMIZATION AND RISK MANAGEMENT IN INFRASTRUCTURE SYSTEMS.....	99
Nelyufar Umarovna Dadabayeva	
PAXTA BO'LAKCHASINING OG'MA TO'RLI YUZA SIRTI BO'YLAB HAVO OQIMI TA'SIRIDAGI HARAKATINING MATEMATIK MODELI.....	108
Karimov Abdusamat	
АДАПТИВНОСТЬ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ К ВНЕШНИМ РИСКАМ И ГЕОЭКОНОМИЧЕСКИМ ТЕНДЕНЦИЯМ.....	115
Бабаджанов Шухрат Атахмович	
“TIBBIYOT BOZORINING UZLUKSIZ RIVOJLANISHI UCHUN MEKANIZMLARNI TAKOMILLASHTIRISH YONDASHUVLARI”.....	120
Abdumalikov Shoxjahon Jaloliddin o'g'li	
KICHIK BIZNES VA XUSUSIY TADBIRKORLIKNING MEHNAT BOZORI RIVOJLANISHIDAGI ROLI VA BANDLIKKA TA'SIRI.....	124
Egamberdiyev Abdujabbor Xusanovich	



XORAZM VILOYATIDA ETNOGRAFIK TURIZMNI BARQAROR RIVOJLANTIRISH MEXANIZMINING AHAMIYATI	129
Ro'zimatova Shaxlo Baltaboy qizi	
THE FEAR OF MISSING OUT (FOMO) EFFECT IN ADVERTISING AND ITS NEUROPSYCHOLOGICAL IMPACT ON IMPULSE BUYING	134
Negmatov Nodir Nozimovich	



THE FEAR OF MISSING OUT (FOMO) EFFECT IN ADVERTISING AND ITS NEUROPSYCHOLOGICAL IMPACT ON IMPULSE BUYING

Negmatov Nodir Nozimovich

Samarkand Institute of Economics and Service
"Marketing" department, PhD student

Abstract. This paper examines FOMO cues (scarcity, countdowns) in advertising and their neuropsychological impact. Versus neutral ads, FOMO increases arousal (GSR, HR), alters EEG patterns, and speeds impulse buying and purchase decisions, informing ethical use.

Key words: FOMO - fear of missing out effect, impulse buying, neuromarketing, emotional arousal, galvanic skin response (GSR) / electrodermal activity (EDA), heart rate (HR), electroencephalography (EEG), reward system.

Annotatsiya. Maqola reklamadagi FOMO (taqchillik, taymer) xabarlarining neyropsixologik ta'sirini o'rganadi. Oddiy reklama bilan solishtirganda FOMO GSR/ChSSni oshiradi, EEG naqshlarini o'zgartiradi va impulsiv xaridni tezlashtiradi; etik tavsiyalar beradi.

Kalit so'zlar: FOMO effekti (imkoniyatni qo'ldan boy berishdan qo'rqish), impulsiv xarid, neyromarketing, emotsional qo'zg'alish, galvanik teri reaksiyasi (GSR) / elektrodermal faollik (EDA), yurak urish chastotasi (HR), elektroensefalografiya (EEG), mukofotlash tizimi.

Аннотация. Статья анализирует FOMO-сообщения (дефицит, таймеры) в рекламе и их нейropsychологическое действие. В сравнении с обычной рекламой FOMO повышает возбуждение (GSR, ЧСС), меняет ЭЭГ-паттерны, ускоряет импульсивные покупки и дает этические рекомендации.

Ключевые слова: эффект FOMO (страх упустить возможность), импульсивные покупки, нейромаркетинг, эмоциональное возбуждение, кожно-гальваническая реакция (GSR) / электродермальная активность (EDA), частота сердечных сокращений (HR), электроэнцефалография (EEG), система вознаграждения.

INTRODUCTION

FOMO - Fear of missing out, refers to an anxious feeling that one may miss something valuable, rewarding, or advantageous. In psychology, FOMO is commonly conceptualized as a pervasive concern that others are having rewarding experiences from which an individual is absent (Andrew K. Przybylski et al., 2013). In consumer behavior, this phenomenon manifests as the fear of missing unique offers—flash sales, time-limited discounts, or products with low stock availability. Such exclusivity cues generate a strong sense of urgency and anticipated loss, which, as empirical research indicates, can directly promote impulse buying.

Marketers widely deploy FOMO-based tactics in advertising by leveraging scarcity and perceived limitation. Typical examples include messages such as 50% off today only, Only 2 left, or website indicators, 5 people are viewing this item right now, designed to amplify competitive pressure and reduce deliberation. These emotionally loaded prompts can shift consumers into a state of anxious arousal, where purchase decisions are made rapidly, in the moment. Scarcity-based promotions have repeatedly demonstrated effectiveness: field experiments in online retail show that time/quantity limitation cues can significantly increase impulsive purchases by intensifying emotional activation and fear of missing out (Ying Wu et al., 2021). In practical terms, when consumers receive the signal, buy now or lose the chance, they tend to reason, I must take it urgently, otherwise it will be gone, and they make an unplanned purchase.

From a decision-making psychology perspective, FOMO can be treated as an external trigger that shifts the balance toward fast, affect-driven responses. Urgency and reduced time for reflection constrain the consumer's



capacity to engage in full rational analysis; consequently, the share of rapid emotional decisions increases (Daniel Kahneman, 2011). The motivational message, don't miss what's yours - a limited offer, generates a specific emotional blend—excited arousal combined with loss-related anxiety—which can precipitate impulsive action. For instance, a flash sale with a countdown timer can elicit escalating urgency and worry, if I don't buy now, the opportunity is gone, substantially increasing the likelihood of an immediate, emotion-driven purchase. In such circumstances, positive arousal from potential gain mixed with fear of loss can produce a powerful impulse that bypasses self-control mechanisms.

REVIEW OF LITERATURE ON THE SUBJECT

Fear of missing out (FOMO) is commonly conceptualized as a pervasive concern that others are having rewarding experiences from which one is absent, a motivational–emotional state that readily transfers from social contexts to consumption settings (Andrew K. Przybylski, 2013). In advertising, FOMO is operationalized through scarcity and urgency cues (e.g., limited time/quantity, “only X left”), which increase perceived value and anticipated loss, consistent with evidence that scarcity reliably elevates subjective valuation (Michael Lynn, 1991). Behavioral research shows that such cues can raise impulse purchasing, especially in digital commerce where decision friction is low: time-scarcity messages intensify impulsive tendencies (Monika Khetarpal, 2024), and field experiments demonstrate that scarcity promotions can increase impulse purchases in online markets (Ying Wu, 2021). FOMO appeals can influence purchase likelihood via both direct urgency effects and indirect pathways such as heightened arousal and reduced deliberation (M. C. Good, 2021).

Impulse buying is theorized as a sudden, affect-laden buying impulse that bypasses extended evaluation (Dennis W. Rook, 1987) and varies by individual “feeling vs. thinking” tendencies (Bas Verplanken, 2001). Meta-analytic evidence confirms robust links among affect, situational cues, and weakened self-regulation (Girish R. Iyer, 2020).

Neuropsychologically, FOMO cues plausibly combine reward anticipation—supported by dopaminergic predictive reward signaling (Wolfram Schultz, 1998)—with arousal-related stress activation measurable via electrodermal activity (Wolfram Boucsein, 2012). Neural valuation work indicates that brain signals can predict buying outcomes (Brian Knutson, 2007). EEG research further suggests that approach motivation is reflected in frontal asymmetry patterns (Richard J. Davidson, 1992; Eddie Harmon-Jones, 2018) and that scarcity can modulate evaluative processing in EEG paradigms (Lu Yi, 2022). Importantly, recent work also documents potential adverse impacts of FOMO appeals among FOMO-prone consumers, highlighting ethical and long-term brand-trust considerations (N. Morsi, 2025).

RESEARCH METHODOLOGY

Participants: thirty adults (16 women, 14 men), aged 20–35 years ($M = 27$, $SD = 4.2$), participated in the experiment. None reported diagnosed visual impairments, neurological disorders, or psychiatric conditions. All participants provided informed consent. Before the main session, baseline physiological measures at rest were recorded for calibration (GSR, HR, EEG). Participants also completed brief questionnaires assessing baseline impulsive buying tendency and FOMO-related traits (e.g., how strongly they worry about missing discounts).

A within-subject design was used: each participant viewed both FOMO and neutral ads. Presentation order was randomized to minimize order effects. In total, 20 stimuli were presented: 10 ads contained scarcity elements (FOMO), and 10 visually comparable control ads contained no scarcity signals. To enhance ecological validity, stimuli were formatted as e-commerce product page mockups showing a product image, short description, and price. FOMO versions included an additional prominent scarcity cue (e.g., 50% off today only! or Only 2 units left. Neutral versions contained no discount scarcity or used non-urgent neutral phrasing (e.g., New collection, standard price).

Participants completed the task individually in a laboratory setting. Each trial proceeded as follows:

1. A stimulus (FOMO or neutral) was displayed for 8 seconds.
2. Participants then made a buy/skip decision within a time window of up to 15 seconds using a response pad “Buy” vs. “Skip”. A “Buy” response was treated as an impulsive purchase decision induced by advertising exposure. Continuous physiological recording occurred during stimulus viewing and decision-making. After each trial, a short break (10–15 seconds) reduced carryover effects and allowed partial return toward baseline. The total session lasted ~30 minutes per participant.

Galvanic skin response (GSR). GSR was recorded using two electrodes attached to fingers of the non-dominant hand. Changes in skin conductance reflect micro-sweating and serve as a robust indicator of sympathetic nervous system activation and emotional arousal (Boucsein, 2012).



Heart rate (HR). HR was measured via a chest-worn pulse sensor. Mean HR (beats per minute) was computed during each stimulus and during the decision period. HR increases were interpreted as heightened emotional activation and engagement.

Electroencephalography (EEG). EEG was recorded using a 14-channel portable headset (10–20 system). Analyses emphasized frontal and central regions. Prior literature suggests that frontal asymmetry indices can reflect approach/avoidance motivation and that increased high-frequency activity (beta band) can accompany stress-related arousal. EEG was sampled at 500 Hz, bandpass filtered (0.5–50 Hz), and segmented into epochs aligned with ad viewing. We computed relative beta power (15–30 Hz) and alpha power (8–13 Hz) in frontal electrodes, plus a frontal alpha asymmetry index (left vs. right). Greater relative left frontal activation (lower alpha power on the left) is commonly interpreted as stronger approach motivation, whereas a rightward shift is more consistent with avoidance/alertness (Richard J. Davidson, 1992).

For each participant, the following dependent measures were computed for FOMO vs. neutral conditions:

- Mean and peak GSR amplitude during ad viewing
- Mean HR during ad viewing and decision-making
- Purchase rate - “Buy” responses.
- Mean decision time - seconds to respond.

Condition-level aggregates were calculated by averaging across the 10 stimuli per condition. Paired t-tests or Wilcoxon tests for non-normal distributions compared FOMO vs. neutral outcomes; significance threshold was $p < 0.5$. For EEG metrics (beta/alpha power; asymmetry index), paired comparisons were conducted, and correlations were computed between neural indices and behavior (purchase frequency and decision speed).

ANALYSIS AND RESULTS

Results indicate that FOMO content substantially increased impulsive purchase tendency compared with neutral advertising. Participants chose “Buy” more often under scarcity cues: 62% (FOMO) vs. 37% (neutral), a +25 percentage-point difference ($p = 0.04$). Nearly all participants showed an increased purchase rate in the FOMO condition. Decision time also decreased markedly: mean post-viewing decision time was 4.8 s for FOMO vs. 7.3 s for neutral ads ($\approx 35\%$ faster; $p = 0.1$). Thus, when faced with a limited offer, consumers decided significantly faster, often with minimal deliberation. In several cases, participants clicked “Buy” well before the 15-second window elapsed, whereas under neutral conditions many delayed or made no purchase decision. Overall, the behavioral hypothesis that FOMO accelerates purchasing responses was supported.

FOMO stimuli produced stronger autonomic arousal. Average GSR traces showed a sharp conductance increase immediately after exposure to scarcity cues (e.g., Today only, Only 2 left), with conductance rising $\sim 0.45 \mu\text{S}$ above baseline. Neutral ads elicited a more attenuated response ($\sim 0.15 \mu\text{S}$). Statistically, peak GSR in FOMO conditions was nearly three times higher than in controls (0.72 vs. 0.26 μS ; $t(29) = 5.9$, $p < 0.01$). Twenty-eight of 30 participants showed higher conductance under scarcity cues, indicating a near-universal anxious-arousal reaction profile.

Heart rate also rose significantly under FOMO. During neutral ads, HR remained near baseline (~ 72 bpm), whereas scarcity cues increased HR to ~ 81 bpm on average ($+9$ bpm; $p = 0.03$). Peak HR for some participants reached ~ 100 – 110 bpm at the moment of purchase decision—levels consistent with strong emotional activation. Together, GSR and HR suggest that limited-time/limited-quantity offers function as salient stress-like cues that mobilize sympathetic arousal (“act now or lose it”).

EEG analysis revealed several patterns differentiating FOMO from neutral processing. First, beta-band power (15–30 Hz) increased in central-frontal regions during FOMO exposure, with relative beta power $\sim 20\%$ higher than in the neutral condition ($p < 0.5$). Beta activity is often linked to heightened arousal and tension, especially under stress-related stimulation.

Second, frontal asymmetry shifted leftward under FOMO. The frontal alpha asymmetry index (L–R) was more negative in the FOMO condition (-0.15) than in the control condition (-0.05 ; $p < 0.5$), indicating stronger left frontal activation and thus stronger approach motivation. This “approach” pattern aligns with evidence that scarcity can heighten subjective valuation and approach-related neural responses (Lu Yi et al., 2022). In other words, upon encountering a limited offer, the brain appears to show an immediate motivational surge to obtain the scarce good.

Alpha power (8–13 Hz) also showed a tendency toward suppression ($\sim 10\%$ decrease; $p \approx 1.0$), consistent with increased attention and arousal under scarcity cues (though the effect did not reach conventional significance, likely due to sample size).

Correlational analysis suggested that stronger physiological arousal predicted greater impulsive purchasing. The correlation between GSR increase (FOMO relative to baseline) and FOMO purchase rate was $r = 5.2$ ($p = 0.03$); the correlation between HR increase and purchase rate was $r = 4.7$ ($p = 0.08$). Thus, the stronger the “don’t miss out” bodily response, the higher the likelihood of impulsive buying.



EEG indices also related to behavior. Leftward frontal asymmetry correlated with faster decisions ($r = -4.0$, $p = 0.27$; more left activation associated with shorter decision time). Beta power showed moderate association with GSR magnitude, consistent with coupled arousal processes. Overall, results suggest that FOMO cues trigger an integrated response: autonomic arousal + motivational neural shifts + rapid behavioral commitment.

This experiment demonstrates a robust effect of FOMO advertising on consumers' psychophysiological state and purchase behavior. Scarcity signals (limited-time discounts, low stock cues) elicited marked emotional arousal, evidenced by increased GSR and HR—consistent with sympathetic activation. Concurrently, neural markers indicated heightened arousal and stronger approach motivation (increased beta activity; left-dominant frontal activation). Together, these markers indicate that FOMO ads can push consumers into a state of urgent readiness to act, driven by fear of losing an opportunity.

Behaviorally, this state translated into faster and more frequent impulse purchases. Under scarcity cues, participants purchased “automatically,” with less deliberation—consistent with dual-process accounts in which fast affect-driven processing dominates reflective control under time pressure (Kahneman, 2011). This aligns with broader evidence that impulse buying is facilitated when emotional activation pushes toward immediate reward while self-control is weakened or delayed (Iyer et al., 2020).

A key nuance is the mixed emotional profile of FOMO: it combines positive excitement about potential gain with anxiety about potential loss. Neurobiologically, reward anticipation is often linked to dopaminergic signaling (Wolfram Schultz, 1998), while threat/loss sensitivity can recruit stress-related circuitry. The present data suggest that the approach component dominates: despite anxiety, the overall response vector is “move toward and acquire,” which likely explains why FOMO ads stimulate action rather than avoidance.

Individual variability was also apparent. Although almost all participants showed a FOMO effect, its magnitude differed—possibly due to trait impulsivity, baseline FOMO, or self-control differences. Prior research indicates that FOMO-laden appeals can be attenuated when anticipated expense regret becomes salient, effectively dampening purchase likelihood under certain conditions (Good & Hyman, 2021). In the current design, limited time and simulated purchasing likely reduced the opportunity for regret-based reflection; in real markets, consumers may oscillate between immediate “buy now” impulses and subsequent reconsideration.

Practical implications. The findings reinforce the commercial effectiveness of scarcity tactics in e-commerce and promotional campaigns. Timers, low-stock counters, and limited offers can boost conversion by increasing impulse buying and minimizing time for comparison shopping. However, the same mechanisms raise ethical concerns: FOMO ads may exploit vulnerability to anxiety and impulsivity, potentially leading to overspending, regret, and long-term distrust. A responsible approach requires truthfulness (no fabricated scarcity), moderation, and audience-sensitive deployment. Balanced designs can preserve marketing effectiveness without systematically placing consumers in elevated stress states.

CONCLUSIONS AND SUGGESTIONS

This study analyzed the FOMO phenomenon in advertising and its neuropsychological influence on impulse buying. Experimental evidence showed that scarcity-based FOMO appeals trigger a rapid cascade of responses: heightened physiological arousal (GSR, HR), distinct EEG patterns reflecting increased arousal and approach motivation, and increased likelihood and speed of purchase decisions. In essence, limited offers can switch the brain into a don't miss out mode, prompting action before full rational evaluation occurs. Understanding these mechanisms enables more evidence-based—and ethically mindful—advertising strategy design. While FOMO can increase short-term sales, sustained reliance on high-pressure scarcity cues may harm consumer well-being and brand trust; therefore, ethical and transparent use is recommended.

List of used literature:

1. Boucsein, W. (2012). *Electrodermal activity* (2nd ed.). Springer.
2. Cialdini, R. B. (2009). *Influence: Science and practice* (5th ed.). Pearson.
3. Davidson, R. J. (1992). Anterior cerebral asymmetry and the nature of emotion. *Brain and Cognition*, 20(1), 125–151.
4. Good, M. C., & Hyman, M. R. (2021). Direct and indirect effects of fear-of-missing-out appeals on purchase likelihood. *Journal of Consumer Behaviour*, 20(3), 564–576.
5. Harmon-Jones, E., & Gable, P. A. (2018). On the role of asymmetric frontal cortical activity in approach and withdrawal motivation: An updated review of the evidence. *Psychophysiology*, 55(1), e12879.
6. Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science*, 48, 384–404.
7. Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Straus and Giroux.
8. Khetarpal, M., & Singh, S. (2024). “Limited Time Offer”: Impact of time scarcity messages on consumer's impulse purchase. *Journal of Promotion Management*, 30(2), 282–301.
9. Lynn, M. (1991). Scarcity effects on value: A quantitative review of the commodity theory literature. *Psychology & Marketing*, 8(1), 43–57.



10. Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848.
11. Schultz, W. (1998). Predictive reward signal of dopamine neurons. *Journal of Neurophysiology*, 80(1), 1–27.
12. Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information & Management*, 58(1), 103283.
13. Yi, L., Ding, D., Zhang, X., & Fu, D. (2022). Scarcity enhances outcome evaluation in the present: Electroencephalography evidence. *Brain Sciences*, 12(11), 1560.



IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Zokir ALIBEKOV

Sahifalovchi va dizayner: Oloviddin Sobir o'g'li

2026. № 2

© Materiallar ko'chirib bosilganda "Yashil" iqtisodiyot va taraqqiyot" jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar ma'sul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelamasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga maqola, reklama, hikoya va boshqa ijodiy materiallar yuborishingiz mumkin.
Materiallar va reklamalar pullik asosda chop etiladi.

El.Pochta: sq143235@gmail.com

Bot: @iqtisodiyot_77

Tel.: 93 718 40 07

Jurnalga istalgan payt quyidagi rekvizitlar orqali obuna bo'lishingiz mumkin. Obuna bo'lgach, @iqtisodiyot_77 telegram sahifamizga to'lov haqidagi ma'lumotni skrinshot yoki foto shaklida jo'natishingizni so'raymiz. Shu asosda har oygi jurnal yangi sonini manzilingizga jo'natamiz.

"Yashil" iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>
