

## **Fear of Missing Out Vs Joy of Missing Out: A Literature Review on Keeping Critical Mindedness A Top Priority in The Era of The Big Tech Boom\***

L'houssaine MOUNAIM

L-QUALIMAT - GRTE – DS research laboratory, Marrakesh, Morocco

Zineb BOUTAQBOUT

L-QUALIMAT - GRTE – DS research laboratory, Marrakesh, Morocco

Salma LOUANI

L-QUALIMAT - GRTE – DS research laboratory, Marrakesh, Morocco

Safaa TIGHAZRI

L-QUALIMAT - GRTE – DS research laboratory, Marrakesh, Morocco

Correspondence should be addressed to: Zineb BOUTAQBOUT; zinebboutakbout@gmail.com

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### **Abstract**

There is an increasing interest in the impact of technologies on our society in research that has been influenced by the technological progress and the boom in the High-Tech industry and by the reconceptualisation of consumer behaviour within the social sciences. The study aims to summarise and classify the existing research on the current strategic technology trends and identify the extant theoretical perspectives that are used to further elucidate their potential applicability. Thus, the article aims to fill a theoretical void by considering Fear Of Missing Out and Joy Of Missing Out as two social syndromes that influence consumer behavior. Thus, in today's world, technology has a part in success, but it isn't the be-all and end-all.

**Keywords :** Fear of Missing Out (FOMO), Joy Of Missing Out (JOMO), Fear Of Not Knowing (FONK), Artificial intelligence (AI), Internet of Things (IoT), Augmented reality (AR), Retail