

AN EMPIRICAL STATISTICAL INVESTIGATION OF FOMO IN GOLD MARKETS: BEHAVIORAL DRIVERS AND SOCIO-ECONOMIC CONSEQUENCES IN DEVELOPING COUNTRIES CONTEXT

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Abstract

This study examines how the Fear of Missing Out impacts the individual investment financial decisions and behavior particularly in the gold market, with specific emphasis on Pakistan as case study. The study examines the role of social influence, media and social networking on impulsive attitude towards gold investment. This study took support from historical gold price data for five years (2020-2025) (World Gold council and State Bank of Pakistan (SBP) along with survey conducted from 300 retails gold investors across major regional markets.

Results: Results shows a significant link between gold prices volatility and high FoMO level among investors. According to results, Over 70% of survey respondents reportedly invested in gold due to FoMO gains, mostly influenced by trends and exaggerated reports on social media or recommendation by social networks. Such impulsive behavior in investments heavily impacts personal savings and brings financial stress at the cost of household resources. The study emphasizes on the broader socio-economic results of FoMO based investment decisions and highlights the need of financial literacy in education and proves the importance of responsible information sharing mechanism to guide investors towards well-informed investment and financial decisions

Keywords: FoMO, Gold Investment, Behavioral Finance, Developing Countries, Investor Behaviour, Financial Literacy, Market Volatility

1. INTRODUCTION

In near past, gold and other minerals has emerged as a best choice of investment globally with no exception in Pakistan, particularly among retail investors seeking to have safe heaven against inflation and currency depreciation particularly in Pakistan (Ashraf, Thongpapanl, Menguc, & Northey, 2017; Faisal, Hameed, & Badini, 2025). This exponentially increasing trend in gold investment is not only because of economic indicators but is also significantly impacted by psychological and social behaviors. The Fear of Missing out (FoMO) criterion, attributed by the fear of losing potential profit observed among peers or influenced by social media, has become a dominating behavioral factor in investment decisions (Gupta & Shrivastava, 2022). This paper examines linkage between FoMO and gold investment in Pakistan, exploring how psychological, emotional and social factors impacts investors' behavior and the associated socio-economic consequences.

The Behavioral Finance Theory (BFT) suggests that investors mostly deviate from their routine rational decision making due to the impact of cognitive biases and emotional influences (Gabhane, Sharma, & Mukherjee, 2023). In the context of gold investment, FoMO can lead to impulsive attitude in buying decisions, without taking fundamental

analysis or long-term financial planning in consideration especially when dealing with illusive short term gains (Kofler, 2025). This pattern is particularly common in developing countries like Pakistan due low financial literacy and financial decision is least rational and influenced by social media and social networks. Multiple studies have proven that such behavior are prevalent and biases in emerging short term markets and need to have strong understating of financial markets.

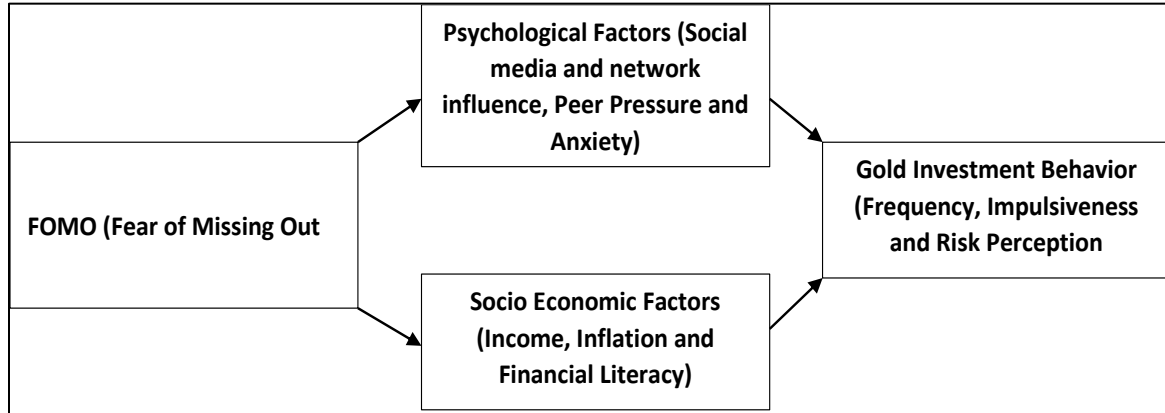


Figure 1: Conceptual Framework of FoMO in Gold Investment

The socio-economic factor on FoMO in gold investment have multiple dimensions. At individual level, the lack of financial planning and proper rationales of savings and investments, the impulsive investment in gold creates financial strain (Altundal, Argan, & Argan, 2024). Whereas on broader level (national or regional), FoMO based investment may enhance market volatility as sudden increase in buying patterns can create huge gap in supply demand and can disturb economic fundamentals. Moreover, among lower and middle income households, when financial resources which are necessary for basic household needs, are allocated to gold market, will create huge socio-economic disparities (Haundi, Tsokonombwe, Ghambi, Mkandawire, & Kasambara, 2021).

This objective of this study is to fill the gaps in existing literature by examining empirical evidence on the behavioral factors which drives the gold investment in Pakistan, and the emphasis is on the role of FoMO particularly in gold investments by general investors. The integration of BFT with socio-economic factors, this study seeks to provide deep insights into how the social media and networking along with socio-economic factors impacts the financial rather investment choices in developing countries particularly in Pakistan. The results of this study will help the financial education sector about the need of details policy on behavioral biases in investment education and provide the strategic roadmap to ensure lower or no adverse effects of FoMO on individual well-being.

2. LITERATURE REVIEW

The FoMO has been recognized as critically influencing behavioral factor in financial investment decision making among common consumers. It is defined as anxiety which increases from the fear or belief that other people are getting profits from the opportunities that one is missing, FoMO strongly influences both retail and institutional investors (Przybylski, Murayama, DeHaan, & Gladwell, 2013). Specifically in the gold investment FoMO contributes heavily in impulsive purchase behavior particularly during high fluctuations of price spikes, which is mostly driven by social networks or artificial market hype without taking rational analysis of market conditions (Argan, Altundal, & Tokay Argan, 2023). The literature on financial investment behaviors proposes that these emotion based decision may distort financial markets especially in case of safe heaven considered gold (Baur & Lucey, 2010; Bikhchandani, Hirshleifer, & Welch, 1992).

FoMO is primarily driven by psychological factors and play central role in shaping FoMO (Pane, Luthfi, Ismail Napitupulu, & Situmorang, 2024). Different traits among end user including risk aversion, trend to adopt social influence and financial literacy determine investor impulsive behavior in response of the markets (Elhai, Levine, Dvorak, & Hall, 2016). A study shows that financial literacy works as core role in developing countries which put investors in panic buying especially in price hike in gold (Chou & Edge, 2012). The rapid increase of digital financial information phobia and social media also exaggerates the FoMO by portraying others success as motivating factor and creates herd behavior and manipulates investment decision and this is happening especially in investment choices in gold (Idris, 2024). The spread of financial information online and on social media, yet without financial literacy boost the FoMO by presenting people others' apparent success. This phenomena motivates consumers to follow the footsteps of crowd and take risky but speculative investment decisions (A. Kumar & Lee, 2006)..

The gold FoMO is also driven by the gold markets structure and economic characteristics (Wang, Liu, Lee, & Hsu, 2023). Gold, which is considered safe heaven globally and traded worldwide, is highly volatile and liquid and highly

sensitive to geopolitical conditions and currency fluctuations. In the recent past it has been observed that with spark in geopolitical tensions like US-China trade war in the form of the high tariffs from both sides triggered gold prices, which in turn motivated the short term and long term investors driven by the FoMO profitable opportunities (Lucey & Tully, 2006; Parsapour, 2024). Another documented influencing behaviors is herd behavior where investors imitate others' actions especially in gold investment, often impacts volatility during price fluctuation periods (Devenow & Welch, 1996).

The role of socio-economic conditions in developing countries is another strong factors which intensifies the FoMO in gold investment. Gold, in South Asian countries, is considered as most secure wallets of wealth and also have strong roots in cultural and religious practices (e.g., Pakistan, India and Bangladesh etc.). This emotional and cultural attachment to gold also plays vital role in abrupt buying pattern during market surges particularly in case of gold (Andrić, Hak, & Pathy, 2023; Baur & Lucey, 2010). Additionally, due to non-availability of financial advisory, lack of market transparency and above all, unofficial and informal trading channels without state control leads to vulnerability for common consumers in such investment markets (R. Kumar & Goyal, 2019).

The social media (Facebook, Twitter and Instagram etc.) plays crucial amplifying role of FoMO has gained attention in multiple studies (Tandon, Dhir, Almugren, AlNemer, & Mäntymäki, 2021). These platforms spread exaggerating information to the general consumers having no or little financial literacy about investment trends. These platforms are playing huge role in creating FoMO with the perception among consumers that others are making profits and this behavior motivates them towards impulsive investments (Elhai et al., 2016; Przybylski et al., 2013). Previous studies have shown highly positive and significant correlation between the sentiment created by social media and gold price volatility and also suggests that FoMO is not just personal feeling but measurement market implications (Bollen, Mao, & Zeng, 2011).

Historically, multiple empirical studies focusing on FoMO particularly in financial markets emphasized on cryptocurrency or stock and exchange markets, which created gap in literature in metals trading particularly in gold investment in developing countries (Hasan, Alam, Habib, & Khan, 2024). Gold works in dual way, either as safe haven in developing countries and speculative instruments gives it a unique context in studying FoMO effects whereas some studies have reported the strong correlation between gold prices fluctuation and investor sentiments in developed investment markets globally (Baur & Lucey, 2010). There is scarcity of evidence on how socio economic determinants, financial literacy and cultural practices interact with FoMO in developing countries like Pakistan. Addressing these gaps are critical for understanding how these factors impacts behaviors of consumers in investments decisions and how it can be mitigated in attached risks.

The financial competence in the form of financial literacy needs to be provided as policy intervention and at educational institutions to mitigate the financial risks in case of FoMO in gold investment (Gerrans, Abisekaraj, & Liu, 2023). This financial literacy will provide up to date market status and information and promote structural information dissemination to reduce influenced impulsive investment on the basis of FoMO. The developing countries may study these behavioral drivers to introduce regulatory policies which can stabilize gold markets, mitigate speculations and false propaganda through social media (R. Kumar & Goyal, 2019; Lucey & Tully, 2006).

3. METHODOLOGY

This study adopted quantitative and qualitative methods research design to examine the impact of FoMO in gold market investment behavior in Pakistan which is a developing country. A mixed approach including survey responses and historical market trends and data, was used to analyze and combined the results to get clear picture of the real on ground scenario. This combination of both approaches enable to enhance the results validity and reliability (Creswell & Clark, 2017). The core emphasis focuses on gold price and volatility trends, key geopolitical and macroeconomic changes globally whereas qualitative aspect examines the triggering factors which impacts the investors and impacts their motivation and perceptions. investor perceptions. The quantitative component focuses on gold price trends, volatility analysis, and correlations with key geopolitical and macroeconomic events, while the qualitative component examines investor perceptions, motivations, and behavioral triggers. This blend of analyses helps to study both market and psychological drivers of investment patterns of consumers in study population.

Different reputable available sources like World Gold Council (historical gold prices and trends) and State Bank of Pakistan (SBP) for currency conversion to get unit rates of gold in PKR. Reuters and Bloomberg were consulted to get data on geopolitical tensions, international trade tension and global economic factors caused uncertainty among gold investments. To understand the impact of social media trends and patterns, people sentiment driven FoMO, Facebook and twitter were used. Table-1, shows the type of data, frequency and their respective sources.

Table-1: Secondary Data Sources

Data Type	Source	Frequency	Use in Study	Reference
Gold Price (USD/oz.)	World Gold Council	Daily / Annual	Track market trends, compute volatility	World Gold Council, 2025

Exchange Rate (PKR/USD)	State Bank of Pakistan (SBP)	Monthly	Convert USD gold prices to PKR per tola	SBP Annual Report
Market Events	Reuters, Bloomberg	As needed	Analyze impact of geopolitical & economic events	Reuters, 2025; Bloomberg, 2025
Social Media Trends	Twitter / Facebook API	Daily / Weekly	Sentiment analysis, assess FOMO influence	(Chou & Edge, 2012)
Investor Reports	Local investment surveys	Annual	Cross-check gold demand & buying patterns	SBP Surveys, 2023

3.1 Primary Data Collection

For primacy data, a stratified random sampling based structured survey of size 300 investors has been planned in major gold market in Pakistan. The stratification ensured the proper representation across all income, education and geographical backgrounds of investors from Pakistan. The survey categorically focused on socio-demographics of investors, investment behavior and FoMO attitude of investors in gold markets. To measure FoMO, a 5 point Likert scale is adapted from (Przybylski et al., 2013), which give core indicators of assessing anxiety and stress on missing profitable gold investment opportunities. To examine investment behavior, structured questions on purchase frequency, selection of timings and investors' impulsiveness was observed whereas socio-economic impact was assessed using self-reported changes in financial stress and debt accumulation along with savings behaviors.

Table 2: Survey Variables and Measurement

Variable	Type	Measurement / Scale	Reference
FoMO Score	Independent	5-point Likert scale	(Przybylski et al., 2013)
Investment Frequency	Dependent	Number of gold purchases per year	Customized questionnaire
Impulsiveness in Investment	Dependent	Likert scale (1-5)	(Chou & Edge, 2012)
Socio-Demographic Variables	Control	Age, income, education, gender	Customized questionnaire
Socio-Economic Impact	Dependent	Changes in savings/debt/financial stress	Investopedia, 2020

4. Data Analysis

Both Quantitative (numbers and statistics) and qualitative (interviews, observations and text) data were analyzed using multiple complementary methods. Descriptive statistics were used to study gold price and investment trends and survey responses. Volatility which is highly crucial factor in metal investment was analyzed using year-on year (YoY) and cumulative changes in gold prices and correlation and regression is adapted to examine FoMO and investment behavior on socio-demographic variables. Analytical methods are summarized in Table-3.

Table-3: Analytical Techniques

Data Type	Analysis Method	Purpose / Justification	Reference
Gold Price Data	Descriptive statistics, volatility, YoY % change	Identify market trends and risk	(Baur & Lucey, 2010)
Survey Responses	Descriptive statistics, correlation, regression	Assess FoMO impact on investment behavior	(Przybylski et al., 2013)
Qualitative Survey	Thematic / content analysis	Explore behavioral triggers and socio-economic impact	(Chou & Edge, 2012)

4.1 Ethical Considerations

To ensure the proper consents and all the participants were given informed consent and it ensured proper confidentiality of their responses along with anonymity. The study discussed all ethical considerations from market administrators. The results of this study are Pakistan specific, the result provides generalizability of FoMO behavior in gold market across homogenous developing countries.

4.2 Gold Price Trends (2020–2025)

Table 4 shows the annual average gold prices both in USD/oz. and PKR per tola, with YoY% changes (both in USD and PKR) and finally cumulative percent change for the period of 2020-2025. The findings reveal an upward trend over the period (2020-2025), reflecting global price increased patterns and in local currency depreciation as well

Table-4: Gold Price Trends in Pakistan (2020–2025)

Year	Gold (USD/oz.)	Gold (PKR/tola)	YoY % Change USD	YoY % Change PKR	Cumulative % Change PKR (from 2020)
2020	2,067	121,500	–	–	–
2021	1,895	110,200	-8.3%	-9.3%	-9.3%
2022	1,804	156,300	-4.8%	+41.8%	+28.7%
2023	2,041	186,500	+13.1%	+19.3%	+53.5%
2024	2,300	223,000	+12.7%	+19.6%	+83.5%
2025	2,490	440,900	+8.3%	+97.8%	+263.0%

*PKR/tola data converted using SBP exchange rates

Sources: World Gold Council (2025) and State Bank of Pakistan (2025).

Source: World Gold Council, State Bank of Pakistan, other market reports.

Table-4 summarizes the gold price trends in Pakistani market from 2020-2025 on the basis of annual and cumulative prices. The interesting fact is that according to YoY fluctuation, during the period of 2021-2022, gold prices in USD showed decreasing trend which was actually global market correction but in PKR, a sharp increase has been observed in 2022 (+41.8%) due to PKR depreciation. The cumulative percentage column provides overall long-term increasing trend in gold prices since 2020, by reaching over +263% in PKR by 2025. This strange hike, specifically in 2025 reflects the role of gold as best attraction against high inflation in Pakistan and it helped to setup strong foundation for FOMO driven behavior. These fluctuations provide wrong perceptions to investors which boosts FOMO by reinforcing impulsive gold buying decisions.

4.3 Survey Findings FoMO and Investment Behaviour

Table-5: Survey Results showing Behavioral Drivers of FoMO (n = 300)

Statement	Agree % (n)	Neutral % (n)	Disagree % (n)
“I bought gold because my friends/family did.”	61% (183)	21% (63)	18% (54)
“I feared prices would keep rising.”	74% (222)	14% (42)	12% (36)
“I follow social-media trends about gold.”	58% (174)	20% (60)	22% (66)
“I regret not buying sooner.”	66% (198)	19% (57)	15% (45)
“My purchase affected my savings.”	49% (147)	27% (81)	24% (72)

(Author’s survey conducted in 2025)

Table-5 explains the respondents’ intentions towards FoMO behavioral drivers in gold market. The survey results for each item reflects a strong influence of price expectations along with social factors with most of the respondents fell into FoMO of rising prices and regret of availing the opportunities like delayed purchases. Results also reflect the impact of social influence from family and friends and strong impact of social media (58%) whereas almost half of the respondents highlighted the financial impact on their saving (49%) and that is adverse effect of FOMO based impulsive behavior and decision in gold investment.

Table-6 summarizes descriptive statistics for key survey variables including FoMO score, investment frequency, and reported socio-economic impact.

Table-6: Descriptive Statistics of Survey Variables (n = 300)

Variable	Mean	Standard Deviation	Minimum	Maximum
FoMO Score (1–5 Likert)	3.78	0.82	1.6	5.0
Investment Frequency (purchases/year)	4.25	2.10	1	10
Impulsiveness Measure (1–5 Likert)	3.45	0.94	1.2	5.0
Socio-Economic Impact (composite stress index, 1–5)	3.12	0.88	1.0	5.0

The Table-6 provides detailed descriptive statistics and provides real insights on key survey variables- FOM score, investment frequency, impulsiveness and socio-economic impact. The average FOMO score of 3.78 shows that majority of the gold investors in Pakistan faces moderate to high anxiety level about fear of missing profitable gold investment during fluctuation time. The average purchase per year of 4.25 shows active investors engagement in gold investments, which is often short term price fluctuations rather than considering long term fundamentals of gold prices patterns. This argument get support from impulsive measure which has an average value of 3.45, and it is aligned with previous studies showing support on behavioral factors like emotional triggers and gold investment decisions (Chou & Edge, 2012; Przybylski et al., 2013). Finally, the socio-economic impact which reflects composite stress index having average value of 3.12 reflects that substantial portion of stress, reduced saving are associated with impulsive gold buying.

4.4 Regression Analysis

Table-7 explores the relationship between FoMO score by taking it as an independent variable and investment behavior as dependent variable by controlling demographic variables (Age, income and education).

Table-7: Regression Results on FoMO Predicting Investment Behaviour

Predictor	Coefficient (β)	Std. Error	p-value
FoMO Score	0.48	0.09	0.000
Age	-0.17	0.06	0.012
Income	0.21	0.08	0.008
Education	0.09	0.07	0.190
Constant	1.65	0.45	0.000

The regression results ($\beta = 0.48, p < 0.001$) proves that FoMO is a significant predictor as it is statistically significant and have strong influence on gold investment behavior particularly among Pakistani gold investors. It shows that as FoMO pressure and intensity increases by single unit, investment frequency also increases by nearly half a unit by holding other factors constant. Younger investors are proven to be more impacted by FoMO ($\beta = -0.17, p < 0.05$) and also consistent with global financial findings whereas income shows positive significance ($\beta = 0.21, p < 0.01$), leading to conclude that resources allocation among high income investors is high on FoMO based impulsive gold investment. Education, although showed positive result but statistically insignificant ($p = 0.19$), reflects that financial knowledge does not significantly impact investment decisions. The model explains approximately 41% of variance ($R^2=0.41$ with adjusted $R^2=0.39$) in investment behavior which demonstrate moderate to strong predictive power. The results of this study validate the core hypothesis of this study that FoMO plays central role and strong behavior driver of gold investment in developing countries like Pakistan.

4.5 Visualization of Key Findings

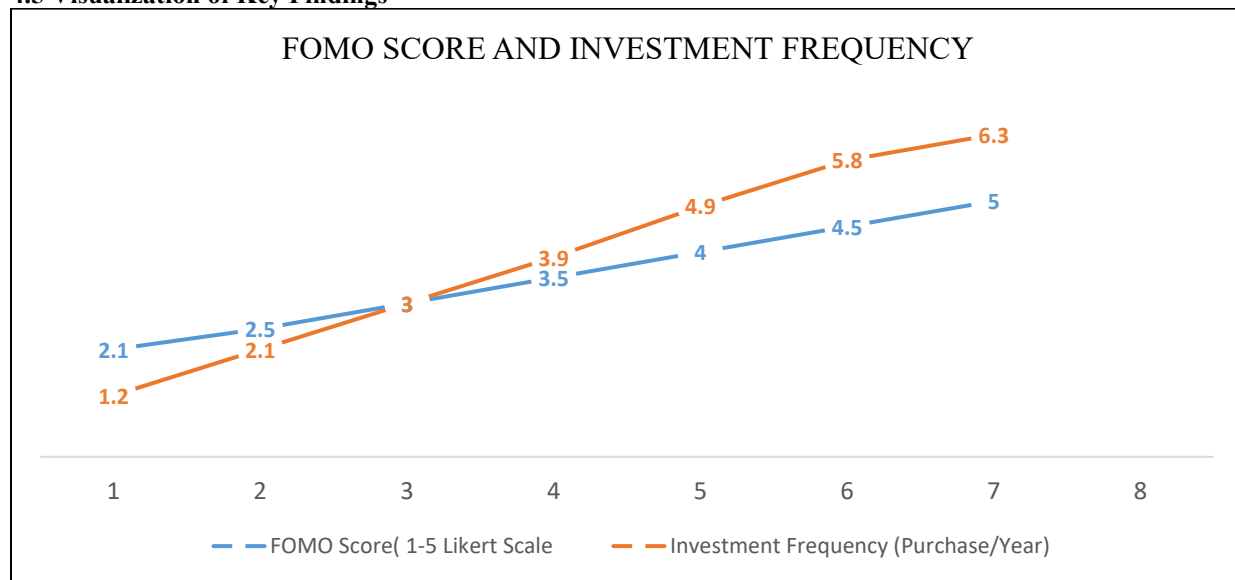


Figure-2: Relationship between FoMO Score and Investment Frequency

The Figure-2 demonstrates the relation between investors' FoMO (Fear of Missing Out) scores and their investment frequency (which is measured as purchases per year). The graph shows a strong positive correlation between FoMO levels and investment frequency. The graph clearly explains that as the FoMO intensity increases, investment frequency reacts accordingly that is rises correspondingly. This trend reflects that psychological FoMO influences investors' investment frequency significantly.

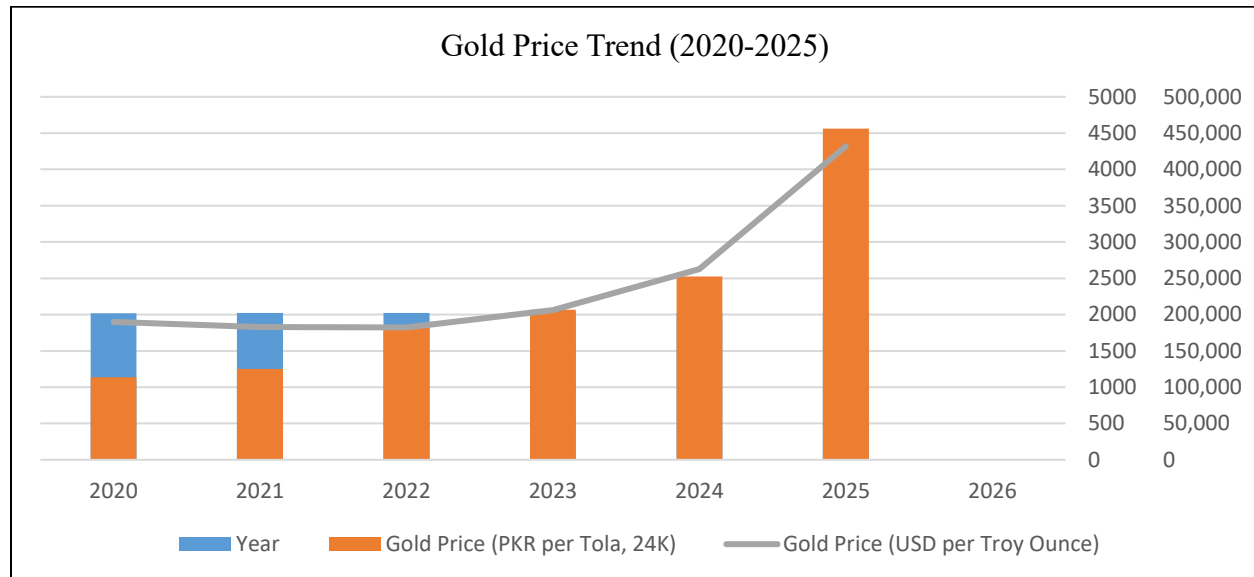


Figure-3: PKR Gold Price Trend (2020–2025)

The Figure-3 presents the fluctuations in gold prices from 2020-2025 in both PKR/tola and USD/oz., this movement reflects both gold prices and impact upon PKR due to depreciation in local currency. Both series shows an upward pattern over the period with some mid period fluctuations. During 2020-2022, there was slight decline in gold prices then recovery period started from 2023 and reaching all time high at the end of 2025. In Pakistani market gold showed consistent yet sharp increase after 2022 which was steeper as compared to USD trend because of high inflation in Pakistani market as compared to US markets. The role of domestic factors like currency depreciation of PKR have contributed significantly in local gold prices.

4.6 Socio-economic Impacts for Gold Investors

The survey results provides explicit insights of socio-economic implications for gold investors where a significant proportion of study participants reported negative outcome due to emotional FoMO based impulsive gold investment. 49% of the respondents reported impact on their saving as it is reduced due to investment in gold and it has also affected their financial stress. These results reflects the real FoMO based implications in the gold market among all type of gold investors.

5. DISCUSSION

5.1 Gold Investment in Developing Countries

There are multiple dominating factors which leads to gold investments in developing countries. Other than investment as prime investments factor, there are cultural dominance where it plays a significant source for securing their assets as having strong store value against inflation and depreciation. Multiple empirical research shows that in developed economies gold is taken as safe haven but in many developing countries its function is mixed. In a study titled, Is Gold a Safe Haven? International Evidence (Baur & Lucey, 2010) concluded that in emerging economies, the aspect of safe haven is weaker, another study showed that in such economies gold plays a vital role of safe haven and hedge as well, but it all depends upon the market condition and local market behaviors and trends (Gürkün & Ünalmiş, 2014).

In the perspective of behavioral finance, a least explored fact is psychological and social determinant in investment decision and planning is FoMO. Limited financial literacy, lack of institutional investment market and strong influence of peer and social media based speculations arises behavioral bias, plays critical role in investment decision particularly in gold market than purely fundamentals based planning. The FoMO is of great interest of researchers and still emerging as base of multiple studies in investment decision making, but it is quite evident that FoMO is mainly driven and correlated with peer behavior and impulsive investments and social media channel influences this exposure in developing countries like Pakistan (Przybylski et al., 2013) .

Considering these concepts together, it can be asserted that gold investment influenced by currency depreciation, inflation in country and lack of saving avenues in limited financial markets. Lack of formal investment architecture provides space for FoMO based financial decisions and unstable price movement and social media helps to amplify the gold investment narrative.

Therefore, the framework adopted in this study that is (FoMO → gold investment behavior → socio-economic impacts) strongly with previous studies and adds contribution of developing countries specific context.

5.2 Context of Islamic Republic of Pakistan

The empirical findings and analyses provides clear pattern completely aligned with behavioral FoMO drivers in context of Pakistan-a developing country. The descriptive statistics provided in Table-6 indicates that a mean FoMO score of 3.8 with standard deviation of 0.82 and average investment frequency of 4.25 purchases annually among respondents, suggests impulsive behavior in gold investment rather than long term saving mechanism with strategic planning.

The regression analysis is provided in Table-7, reflects a strong and statistically significant FoMO coefficient ($\beta = 0.48, p < 0.001$), reassures that higher FoMO levels strongly predict greater frequency of gold investment. This result provides support for hypothesis that behavioral bias is strong driver for gold purchases among common retails users in Pakistan whereas age with negative coefficient ($\beta = -0.17, p < 0.05$) proposes that young investors are more susceptible from FoMO and this result is consistent with previous studies that young investors are more include to herd or impulsive buy behavior especially in investment decisions.

In the price trend data shown in figure-3, shows steep change in PKR gold prices with cumulative of 263% from 2020 to 2025. It reflects not global impact on gold prices but also shows the trends in PKR which clearly indicates the currency depreciation and inflation are dominating this trend in Pakistan gold investment market. The price escalation in local prices provides strong foundation for FoMO that is when investors observes exponential gain in gold in local prices, then possible regret of missing out profit becomes significantly influential due to their lack of financial literacy and ignorance of major fundamentals of gold investment.

Interestingly, most of the respondents showed their reservations on reductions in their saving according to socio-economic results along with financial stress as a result of FoMO driven impulsive investments in gold market. This finding reveals the negative impacts of FoMO driven investment. While the gold investment which is apparently seems was route to quick and huge gain, this behavioral financial move compromises the household financial stability and disturbs their budget especially among low or middle income households.

5.3 Theoretical and Practical Implications

The integration of FoMO in behavioral finance framework in physical asset acquisition in developing countries is strong theoretical implication of current study. It highlights that psychological factors plays substantial role along with fundamentals towards FoMO driven investment in gold. The result of current study proposes that gold investment in developing countries should be treated as central explanatory rather than peripheral.

Practical implications are highly significant for financial education and policy designers in developing countries including Pakistan. The results of current study supports practical implication as FoMO strongly correlates with annual investment frequency and investors' impulsive behaviors. Financial literacy initiatives should be part of studies dealing with behavioral finance and behavioral biases (Loerwald & Stemann, 2016). Policy makers should devise a policy to educate social media over trend based impulsive investment behavior. It is also need of the hour that financial experts should emphasize on long term savings perspectives and guide investors to avoid FoMO based decision making to mitigate socio-economic harm of FoMO particularly in gold investment.

5.4 Limitations and Future Research

This study tried to get broad picture by taking a sample of 300 investors from gold markets but this sample size is not sufficient to get national investment scenario as it does not cover all the segments of the Pakistani society as no consideration of comparative analysis of rural and urban population behavior. Secondly, causality cannot be established from cross sectional data, despite the fact regression results in this study shows good association, FoMO may be influenced by prior investment experience of investors. Future research may adopt longitudinal method by taking both rural and urban and by taking behavioral studies from other developing countries to compare results with other models and frameworks.

5.5 Conclusion of Discussion

Finally, the study concluded that FoMO cannot be ignored as strong determinant as behavioral drivers of gold investment in developing countries like Pakistan. The structural factors including prices surge, currency depreciation, cultural and financial role of gold as safe-haven, combined with social and peer influence on impulsive decision making in gold market. Results of this current study confirms the dynamic role of socio-economic risk for investors. Addressing this requires both behavioral and structural responses, financial education, policy oversight, and improved access to reliable information.

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