

Driven by Fear and Fun: How FOMO and Hedonic Motivation Shape Emotional Engagement and Participation in Sportainment Events

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Abstract: This study investigates the roles of Fear of Missing Out (FOMO) and hedonic motivation as antecedents of emotional engagement and continued participation intention in sportainment events. Unlike prior studies that examine these constructs in isolation or in Western metropolitan contexts, this research integrates both psychological drivers within a single affective mediation framework applied to an emerging Indonesian urban setting. A quantitative, cross-sectional survey of 150 urban sportainment participants in Bandung was conducted using a structured Likert-scale questionnaire and analyzed via partial least squares structural equation modeling (PLS-SEM). Both FOMO and hedonic motivation positively and significantly influence emotional engagement, with hedonic motivation exhibiting a stronger effect. Emotional engagement, in turn, significantly predicts continued participation intention and fully mediates both antecedent effects. These findings reveal that while FOMO generates social momentum for attendance, hedonic experience quality is the principal driver of sustained emotional involvement and re-attendance and re-engagement. The results offer theoretically grounded and practically actionable insights for event designers and marketers in emerging urban markets.

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INTRODUCTION

Sportainment events that blend sport, entertainment, and social interaction, such as fun runs, sports festivals, and hybrid sport-entertainment experiences, have become a prominent manifestation of the contemporary experience economy, in which consumers increasingly prioritize affective, memorable, and shareable experiences over material acquisition (Bettiga et al., 2023; Fernández-Martínez et al., 2022). Urban lifestyles intensify demand for such experiences because dense social networks, time scarcity, and identity work make experiential consumption both feasible and socially consequential. In this environment, sportainment functions not merely as physical activity but as a platform for social signaling, identity construction, and affective consumption, producing outcomes that extend beyond attendance counts to include emotional resonance, content creation, and lifestyle affirmation (Teare & Taks, 2021; Getz, 2018). Driven by digital connectivity and post-pandemic recovery, innovations like phygital sports and interactive festivals cater to wellness, equity, and sustainability preferences



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among millennials and Gen Z (Stults-Kolehmainen et al., 2023). For instance, hybrid events combining physical exertion with music, colors, and social rituals foster a sense of community and adrenaline-fueled joy, reshaping leisure in densely populated cities worldwide (Halim & Teofilus, 2025).

Urban lifestyles exacerbate this demand, as professionals navigate high-stress environments by pursuing "fun" outlets that promise instant gratification and Instagrammable moments (Kim et al., 2017). Social media culture intensifies participation, turning events into platforms for lifestyle signaling where attendees broadcast participation to affirm status and belonging (Kim et al., 2020). In Indonesia, sportainment has gained traction as urban centers embrace hybrid events to counter sedentary lifestyles and promote active living (Nuryana et al., 2023). Bandung, a burgeoning creative hub in West Java, exemplifies this evolution with recurring fun runs like the Bandung Color Run Festival (scheduled for May 2026) and Bandung QRIS Run, which integrate cultural themes, sustainability, and entertainment to draw thousands (Bandung QRIS Run, 2025). These events resonate with Bandung's young, tech-savvy consumers, who use social media for real-time sharing, amplifying FOMO through peer visibility and scarcity cues like limited tickets (Kim et al., 2020). Amid rapid urbanization and work pressures, sportainment offers escapism, aligning with national pushes for healthier lifestyles while boosting local economies through tourism and sponsorships (Nuryana et al., 2023).

Two psychological constructs are particularly relevant to understanding sportainment consumption. Fear of Missing Out (FOMO), a social anxiety about being excluded from rewarding experiences, has been linked to heightened social media engagement and stronger intentions to attend events, especially among younger cohorts exposed to frequent peer activity online (Przybylski et al., 2013; Choi et al., 2025). Hedonic motivation, defined as the pursuit of pleasure, excitement, and sensory gratification, consistently predicts engagement with leisure services and experiential offerings, shaping both initial attendance and in-event behaviors (Venkatesh et al., 2012). Research on emotional engagement, the affective immersion and intensity participants experience during events, suggests that such engagement is a powerful predictor of satisfaction, word-of-mouth, and behavioral intentions, and may function as a mediator linking antecedent motivations to participation outcomes (Brodie et al., 2011). Urban behavioral trends further shape sportainment dynamics. Social media sharing transforms attendance into visible lifestyle signaling, amplifying both FOMO and hedonic incentives to participate; consumers often attend events to generate content that affirms social identity and accrues social capital. Lifestyle signaling through curated participation is particularly salient in Bandung's youth culture, where creative consumption reinforces group belonging and urban identity. Simultaneously, urban stress and escape behavior drive consumers toward leisure activities that combine physical release with entertainment, making sportainment attractive as both restorative and pleasurable diversion.

Despite these converging lines of inquiry, three research gaps are evident. First, empirical studies rarely integrate FOMO and hedonic motivation within a single explanatory model for sportainment participation; prior work treats these constructs separately (Przybylski et al., 2013; Venkatesh et al., 2012), leaving their joint and comparative effects unexamined. Second, the mediating role of emotional engagement—how affective immersion translates psychological drivers into concrete participation behaviors—remains underexplored in sportainment contexts, as most studies focus on digital consumption or tourism rather than hybrid sport-entertainment events. Third, most empirical evidence derives from large metropolitan centers in Western or East Asian markets; emerging urban cities such as Bandung are underrepresented despite distinctive cultural and digital ecologies that may moderate

these relationships. This study, therefore, makes three novel contributions. First, it is among the first to simultaneously examine FOMO and hedonic motivation as competing antecedents of emotional engagement within a sportainment framework. Second, it establishes emotional engagement as a formal mediator connecting both motivational drivers to continued participation intention, clarifying the psychological mechanism through which social and hedonic forces produce behavioral loyalty. Third, it provides empirical evidence from Bandung, an emerging creative city in Indonesia, extending the generalizability of experience-consumption models beyond previously studied populations.

This study, therefore, investigates how FOMO and hedonic motivation jointly influence emotional engagement and subsequent participation in sportainment events among urban consumers in Bandung. The research contributes theoretically by integrating social-psychological (FOMO) and motivational (hedonic) perspectives within an emotional engagement framework, and empirically by providing evidence from an emerging urban context. Practically, the findings will inform event designers and marketers on how to leverage social media dynamics, hedonic cues, and affective experience design to enhance engagement and foster sustainable participation in sportainment.

LITERATURE REVIEW

The growing popularity of sportainment events reflects a broader transformation in consumer behavior, particularly within urban environments where individuals increasingly seek experience-based consumption. In cities such as Bandung, Indonesia, sportainment events, including fun runs, sports festivals, and hybrid entertainment-sport activities have evolved beyond physical exercise into platforms for social interaction, lifestyle expression, and emotional fulfillment. This shift highlights the importance of understanding the psychological drivers that influence participation, particularly in the context of digital lifestyles and social media engagement.

One of the key drivers shaping contemporary consumer behavior is Fear of Missing Out (FOMO). FOMO is defined as a social-cognitive anxiety arising from the perception that others are experiencing rewarding events without one's involvement (Buglass et al., 2021; Przybylski et al., 2013). Recent studies conceptualize FOMO as both an emotional state and a motivational force that drives individuals to seek participation in socially visible experiences (Akbari et al., 2021). In the context of consumer behavior, FOMO operates through social comparison and anticipatory regret, encouraging individuals to engage in activities that enhance their social presence and reduce feelings of exclusion. Social media platforms intensify this phenomenon by continuously exposing users to curated experiences, making absence more psychologically salient (Gioia et al., 2021; He et al., 2024). In urban settings such as Bandung, where digital connectivity and lifestyle signaling are prominent, FOMO plays a significant role in motivating individuals to participate in sportainment events.

In addition to social-driven motivations, hedonic motivation represents a critical internal driver of participation. Hedonic motivation refers to the pursuit of pleasure, enjoyment, and sensory stimulation derived from consumption experiences (Venkatesh et al., 2012). Rooted in hedonic consumption theory and the experience economy framework (Pine & Gilmore, 1999), this concept explains why consumers increasingly value experiential benefits over functional outcomes. Within sportainment contexts, hedonic elements such as music, visual aesthetics, entertainment features, and interactive activities contribute to creating enjoyable and immersive experiences. These elements not only enhance immediate satisfaction but also influence long-term behavioral intentions by generating memorable and emotionally rich experiences.

Therefore, hedonic motivation is essential in explaining why individuals are attracted to sportainment activities as a form of leisure and lifestyle expression.

Emotional engagement functions as a key psychological mechanism that links motivational drivers to behavioral outcomes. It is defined as the level of emotional involvement and affective intensity experienced during an activity (Brodie et al., 2011). Drawing from Affective Response Theory and customer engagement literature, emotional engagement captures how individuals emotionally connect with an experience through feelings such as excitement, joy, and belonging. In event-based contexts, higher emotional engagement leads to stronger psychological immersion, which enhances satisfaction and strengthens the relationship between participants and the event. Unlike purely cognitive evaluations, emotional engagement reflects the depth of experiential impact, making it a crucial determinant of subsequent behavioral responses. As such, it serves as an important mediator that translates both external (FOMO) and internal (hedonic motivation) drivers into meaningful participation outcomes.

Continued participation intention represents an individual's willingness to repeatedly engage in similar activities over time and is widely used as an indicator of behavioral loyalty. Grounded in the Theory of Planned Behavior (Ajzen, 1991) and expectation-confirmation theory (Oliver, 1999), continued participation intention is influenced by prior experiences, perceived value, and emotional responses. In experiential consumption settings, emotional factors often play a more significant role than cognitive evaluations, as individuals are more likely to repeat experiences that provide strong affective satisfaction. In the context of sportainment, emotionally engaging experiences not only enhance enjoyment but also create a desire for repeated participation, making emotional engagement a critical predictor of behavioral continuity. Recent empirical studies have explored the roles of FOMO, hedonic motivation, and emotional engagement across various domains, including digital consumption, tourism, and event participation. Research indicates that FOMO significantly increases individuals' engagement with social media and their likelihood of attending events, particularly in environments characterized by high social visibility (Akbari et al., 2021; Gioia et al., 2021). Similarly, hedonic motivation has been consistently identified as a strong predictor of experiential consumption and continuance behavior in both tourism and technology contexts (Venkatesh et al., 2012). Emotional engagement has also been widely recognized as a mediating variable that connects experiential stimuli to outcomes such as satisfaction, loyalty, and word-of-mouth (Brodie et al., 2011).

However, despite these findings, several research gaps remain. First, existing studies often examine FOMO and hedonic motivation independently, without integrating both constructs within a single framework. For instance, Tandon et al. (2023) examined FOMO and social media engagement in isolation without considering hedonic experiential quality, while Lim & Rasul (2022) reviewed customer engagement on social media without addressing the role of social anxiety, such as FOMO, as a co-driver. Second, the mediating role of emotional engagement in linking these motivational drivers to continued participation has not been sufficiently explored, particularly in sportainment contexts. Lianopoulos et al. (2024) demonstrated that affective experience dimensions significantly predicted behavioral intentions in mass sport participation events, but did not include FOMO as a social-cognitive antecedent. Third, much of the existing literature focuses on developed or Western urban settings, leaving emerging urban environments such as Bandung underrepresented. Given the unique characteristics of Bandung's urban consumers marked by strong digital engagement, social media influence, and lifestyle-oriented consumption, there is a need for context-specific research that captures these dynamics (Nuryana et al., 2023; Moghaddam et al., 2024).

Based on the theoretical and empirical discussions above, this study proposes a conceptual model that integrates FOMO and hedonic motivation as antecedents of emotional engagement, which in turn influences continued participation intention.

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Drawing on social comparison theory, FOMO is expected to positively influence emotional engagement, as the desire to avoid social exclusion heightens emotional involvement during participation. Similarly, hedonic motivation is expected to enhance emotional engagement by encouraging individuals to seek pleasurable and immersive experiences. Furthermore, emotional engagement is anticipated to positively influence continued participation intention, as emotionally satisfying experiences increase the likelihood of repeated participation. Finally, emotional engagement is proposed to mediate the relationships between both FOMO and hedonic motivation and continued participation intention, serving as the key mechanism that translates motivation into sustained behavior.

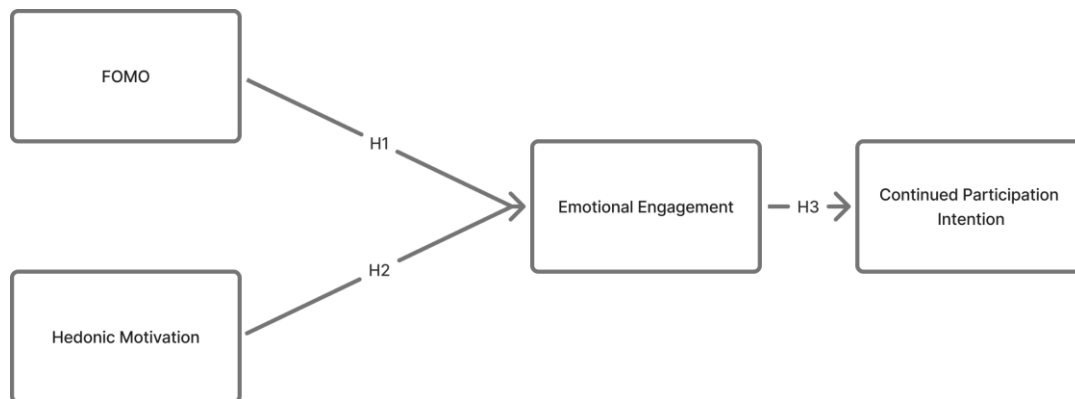


Figure 1. Framework of Thought
Source: Processed by the author (2025)

Accordingly, the following hypotheses are proposed:

- H1: FOMO positively influences emotional engagement in sportainment events.
- H2: Hedonic motivation positively influences emotional engagement.
- H3: Emotional engagement positively influences continued participation intention.
- H4: Emotional engagement mediates the relationships between FOMO and hedonic motivation and continued participation intention.

METHODS

This study adopts a quantitative, cross-sectional survey design to test the proposed model in which Fear of Missing Out (FOMO) and hedonic motivation influence emotional engagement, which in turn affects continued participation intention in sportainment events. A quantitative approach is appropriate because the research aims to test theoretically derived hypotheses, estimate the strength and direction of relationships among latent constructs, and generalize findings to an identifiable urban consumer population. The cross-sectional survey design enables efficient collection of perception-based data from a relatively large sample at a single point in time, which is suitable for behavioral research that examines current motivations, affective responses, and intentions; this design is commonly used in consumer behavior and event studies when the objective is hypothesis testing rather than causal inference from experimental manipulation (Hair et al. 2019).

The object of the research is consumer behavior in sportainment events, defined as attendance and engagement in hybrid sport-entertainment experiences such as fun runs, sports festivals, and other leisure events that combine athletic activity with entertainment elements. The study subjects are individuals who have participated in at least one sportainment event in Bandung, Indonesia. Inclusion criteria require

respondents to be aged 18 years or older, to have attended at least one sportainment event in Bandung within the past 12 months, to be current residents of Bandung, and to provide informed consent for participation. These criteria ensure that respondents have recent, relevant experience of the phenomena under study and can validly report on motivations, emotional engagement, and intentions to continue participation.

The target population comprises urban sportainment participants in Bandung. Given the study’s focus on a specific experiential consumer segment and the practical constraints of accessing event attendees, purposive sampling is employed to recruit respondents who meet the inclusion criteria. Purposive sampling is appropriate for theory-driven research where the objective is to sample individuals with direct experience of the phenomenon rather than to produce a probability sample of the general population. The planned sample size is 150 respondents. This sample size is justified based on structural equation modeling (SEM) guidelines: for variance-based SEM (partial least squares), rules of thumb and power analyses recommend a minimum sample that is at least ten times the maximum number of structural paths directed at any latent construct or sufficient to achieve acceptable statistical power for path estimates (Hair et al., 2019). With a model in which two exogenous constructs predict a mediator and the mediator predicts a single endogenous construct, a sample of 150 provides adequate power for detecting moderate effect sizes and supports reliable estimation of measurement and structural parameters in SmartPLS.

Data are collected using a structured questionnaire administered online. The online survey is distributed through event organizers’ mailing lists, social media groups for Bandung leisure communities, and targeted advertisements to users who follow local sportainment pages; this approach facilitates access to recent event participants while maintaining cost and time efficiency. The questionnaire uses five-point Likert scales (1 = strongly disagree to 5 = strongly agree) for all multi-item measures to capture intensity of agreement and to align with common practice in consumer behavior research. Screening questions at the beginning of the survey confirm residency in Bandung, age eligibility, and attendance at a sportainment event within the past 12 months; respondents who fail the screening are routed out of the main questionnaire. The Operational Definition of Variables in this study follows :

Table 1. The Operational Definition of Variables

No	Variables	Definition	Items
1	FOMO (Fear of Missing Out)	Anticipatory social anxiety and concern about being excluded from rewarding social experiences, which motivates individuals to monitor and attend socially visible events (Przybylski et al., 2013; Buglass et al., 2021).	and I worry when I miss information about sportainment events. I feel anxious if I do not know what others are doing at sportainment events. I often check social media to see who is attending sportainment events. I attend sportainment events because I fear missing out on what others will experience. I feel compelled to join sportainment events when I see others posting about them.
2	Hedonic Motivation	Intrinsic drive to seek pleasure, excitement, sensory stimulation, and fun from consumption experiences; in sportainment, this reflects enjoyment and affective gratification derived from	I attend sportainment events because they are enjoyable. I participate in sportainment events to have fun and excitement. The entertainment elements of sportainment events (music, spectacle, games) make participation pleasurable.

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No	Variables	Definition	Items
3	Emotional Engagement	event features (Venkatesh et al., 2012; Pine & Gilmore, 1999). The intensity of affective involvement and felt immersion during the event, including emotions such as excitement, joy, and a sense of belonging, is conceptualized as the affective dimension of customer engagement (Brodie et al., 2011).	I join sportainment events to experience sensory stimulation and excitement. During sportainment events, I feel emotionally absorbed. I experience strong positive emotions (e.g., excitement, joy) while participating. I feel a sense of connection and belonging when I participate in sportainment events. I become deeply involved emotionally in the activities at sportainment events. My emotional experience at sportainment events is intense and memorable.
4	Continued Participation Intention	The stated likelihood and commitment to re-attend, remain involved with, or recommend similar sportainment events in the future, grounded in behavioral intention and loyalty frameworks (Fernández-Martínez et al., 2022; Ajzen, 1991; Oliver, 1999).	I intend to attend similar sportainment events again in the future. I am likely to participate in other sportainment events in Bandung. I will recommend sportainment events like this to friends or family. I plan to follow and engage with organizers of sportainment events for future activities.

Source: Processed data (2026)

This study, therefore, investigates how FOMO and hedonic motivation jointly influence emotional engagement and subsequent participation in sportainment events among urban consumers in Bandung. The research contributes theoretically by integrating social-psychological (FOMO) and motivational (hedonic) perspectives within an emotional engagement framework, and empirically by providing evidence from an emerging urban context. Practically, the findings will inform event designers and marketers on how to leverage social media dynamics, hedonic cues, and affective experience design to enhance engagement and foster sustainable participation in sportainment.

RESULTS AND DISCUSSION

The measurement model was assessed to examine the reliability and validity of the constructs. The results show that all indicator loadings range between 0.70 and 0.80, indicating acceptable convergent validity. This suggests that each indicator adequately represents its corresponding latent variable. Furthermore, construct reliability and validity were evaluated using Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE). All constructs meet the recommended thresholds, confirming that the measurement model is reliable and valid.

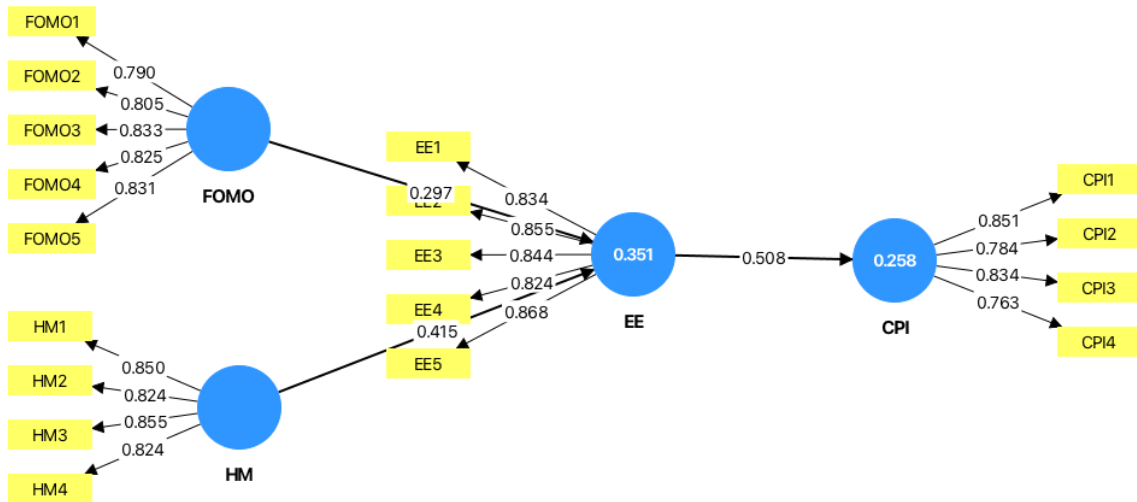


Figure 2. Outer Loading
Source: Processed data (2026)

Table 2. Construct Reliability and Validity

Construct	Cronbach’s Alpha	Composite Reliability	AVE
CPI	0,826	0,851	0,654
EE	0,900	0,903	0,714
FOMO	0,875	0,878	0,667
HM	0,860	0,864	0,703

Source: Processed data (2026)

The results in Table 2 indicate that all constructs have Cronbach’s alpha and composite reliability values above 0.70, suggesting strong internal consistency. Additionally, all AVE values exceed 0.50, confirming convergent validity. These findings are consistent with the criteria suggested by Hair et al. (2019), indicating that the measurement model is acceptable.

Discriminant validity was assessed using the Fornell–Larcker criterion. The results show that each construct is empirically distinct from other constructs.

Table 3. Fornell-Larcker Criterion

Construct	CPI	EE	FOMO	HM
CPI	0,809			
EE	0,508	0,845		
FOMO	0,433	0,449	0,817	
HM	0,379	0,524	0,364	0,839

Source: Processed data (2026)

The diagonal values (square root of AVE) are higher than the correlations between constructs, indicating that discriminant validity is achieved. This suggests that each construct captures a unique aspect of consumer behavior in sportainment participation.

The structural model was evaluated using the coefficient of determination (R^2). The results indicate that Emotional Engagement is explained by FOMO and hedonic motivation, while Continued Participation Intention is explained by emotional engagement.

Table 4. R-Square

Construct	R ²
Emotional Engagement	0,351
Continued Participation Intention	0,258

Source: Processed data (2026)

The R² value of 0.351 indicates that 35.1% of the variance in emotional engagement is explained by FOMO and hedonic motivation. Meanwhile, the R² value of 0.258 suggests that emotional engagement explains 25.8% of continued participation intention. These values indicate moderate explanatory power, which is acceptable in behavioral research.

Hypothesis Testing

Hypothesis testing was conducted using bootstrapping procedures. The results of direct effects are presented in Table 5.

Table 5. Direct Effects

Hypothesis	Relationship	Beta	T-value	P-value	Result
H1	FOMO -> EE	0,297	4,534	0.000	Supported
H2	HM ->EE	0,415	6,270	0.000	Supported
H3	EE ->CPI	0,508	8,223	0.000	Supported

Source: Processed data (2026)

The results show that FOMO has a positive and significant effect on emotional engagement, supporting H1. This finding is consistent with previous studies (Akbari et al., 2021; Gioia et al., 2021), which indicate that FOMO drives individuals to engage in socially visible experiences. In the context of sportainment, individuals who fear missing out are more emotionally involved in events due to social comparison and digital exposure. This result aligns with Tandon et al. (2021), who established that FOMO amplifies affective investment in socially visible activities among digitally connected young adults, and is further corroborated by Lim & Rasul (2022), whose systematic review confirmed that social anxiety states, including FOMO, consistently elevate emotional and behavioral engagement across consumer contexts. In Bandung's environment, where social media penetration and lifestyle signaling are particularly pronounced among younger urban demographics, FOMO operates as an affective catalyst that predisposes participants to deeper emotional immersion when events are perceived as socially salient and shareable.

Hedonic motivation also significantly influences emotional engagement, supporting H2. This finding aligns with hedonic consumption theory (Venkatesh et al., 2012), which emphasizes that pleasure and enjoyment are key drivers of consumer engagement. The stronger effect of hedonic motivation compared to FOMO ($\beta = 0.415$ vs. $\beta = 0.297$) suggests that intrinsic enjoyment plays a more dominant role in shaping emotional engagement in sportainment contexts. This differential effect can be explained by the theoretical distinction between extrinsic social pressure (FOMO) and intrinsic motivational orientation (hedonic drive): while FOMO generates approach behavior primarily through anticipatory regret and social anxiety, hedonic motivation sustains affective immersion through ongoing pleasurable stimulation experienced during the event itself (Ryan & Deci, 2000). This interpretation is consistent with Sevilmis et al. (2024), who reported that enjoyment quality was the strongest experiential predictor of affective engagement and behavioral intention in sport service contexts, surpassing the

influence of social or functional cues. Furthermore, Lianopoulos et al. (2024), in a PLS-SEM study of mass sport event participants, demonstrated that affective and sensory experience dimensions explained a substantially greater proportion of variance in satisfaction and behavioral intentions than social comparison-based factors. These convergent findings suggest that the primacy of hedonic motivation over FOMO in determining emotional engagement reflects a broader pattern in which intrinsic experiential quality outweighs extrinsic social pressure as a driver of affective depth. From a practical standpoint, this implies that event organizers should prioritize sensory design, entertainment integration, and immersive experience features rather than relying primarily on social media scarcity or exclusivity cues when seeking to maximize participant emotional engagement and sustained loyalty.

Furthermore, emotional engagement significantly affects continued participation intention, supporting H3. This result is consistent with Affective Response Theory and prior studies (Brodie et al., 2011), which highlight the importance of emotional experiences in driving behavioral intentions. Participants who feel emotionally connected are more likely to continue participating in similar events. This finding is corroborated by Lianopoulos et al. (2024), who demonstrated in a PLS-SEM study of mass sport event participants that affective experience dimensions predicted 63% of the variance in behavioral intentions, establishing emotional quality as the primary driver of re-participation intent. The substantial path coefficient obtained in this study ($\beta = 0.508$) is consistent with the broader pattern identified by Lim & Rasul (2022), who confirmed through a systematic review that emotional engagement is among the most robust predictors of behavioral continuance across experiential consumer contexts. Taken together, these findings reinforce the view that emotionally immersive sportainment experiences, particularly those combining physical exertion with multisensory entertainment in a socially resonant setting, are especially effective in converting attendance into sustained participation commitment.

The mediating role of emotional engagement was tested using indirect effect analysis. The results are presented in Table 6.

Table 6. Indirect Effects (Mediation Test)

Hypothesis	Relationship	Beta	T-value	P-value	Result
H4a	FOMO -> EE -> CPI	0,151	3,643	0,000	Supported
H4b	HM -> EE -> CPI	0,211	4,569	0.000	Supported

Source: Processed data (2026)

The results indicate that emotional engagement significantly mediates the relationship between FOMO and continued participation intention, supporting H4a. This suggests that FOMO influences behavior indirectly through emotional involvement. This finding reinforces the role of emotional processes in translating social pressure into behavioral outcomes.

The results substantiate the proposed model in which both social-comparative anxiety (FOMO) and intrinsic pleasure-seeking (hedonic motivation) drive affective immersion, which then fosters intentions to continue participating in sportainment events. The positive effect of FOMO on Emotional Engagement aligns with literature that positions FOMO as a motivational state that heightens attention to socially rewarding experiences and increases affective investment when individuals attend visible events (Przybylski et al., 2013; Akbari et al., 2021). In the Bandung context, characterized by active social media use and lifestyle signaling, FOMO appears to operate as a social catalyst that increases emotional involvement when participants perceive events as socially salient.

Hedonic Motivation's stronger effect on Emotional Engagement underscores the primacy of intrinsic enjoyment in sportainment contexts. This finding is consistent with hedonic consumption and experience economy perspectives, which emphasize that sensory stimulation, fun, and excitement are central drivers of immersive experiences (Pine & Gilmore, 1999; Venkatesh, Thong, & Xu, 2012). Practically, this suggests that while social pressure (FOMO) can attract attendance, the quality of hedonic stimuli determines the depth of emotional engagement and thus the likelihood of repeat participation.

Emotional Engagement's substantial effect on Continued Participation Intention corroborates customer engagement and affective response theories that position affective immersion as a proximal predictor of loyalty and behavioral intentions (Brodie et al., 2011). The mediation results further clarify the mechanism: FOMO and hedonic motivation translate into sustained behavioral commitment primarily by generating intense, positive emotional experiences during events. This mediation pattern highlights emotional engagement as a key leverage point for converting transient attendance into ongoing participation. The study extends event and experiential consumption literature by integrating social-psychological (FOMO) and motivational (hedonic) antecedents within an emotional engagement framework. By empirically demonstrating partial mediation, the findings refine the understanding of how social and hedonic drivers operate conjointly to shape behavioral intentions in sportainment. This integrated perspective contributes to theory by showing that affective processes are central to the conversion of both extrinsic social pressures and intrinsic pleasure motives into durable participation outcomes.

Several limitations warrant caution. The cross-sectional design precludes strong causal claims; longitudinal or experimental designs could better establish temporal ordering. The purposive sample from Bandung limits generalizability to other urban contexts; comparative studies across Indonesian cities or cross-national samples would clarify boundary conditions. Additionally, the model focuses on affective mediation and does not include potential moderators such as social identity, event type, or digital engagement intensity; future research should test conditional processes and explore alternative mediators (e.g., perceived value, social capital).

CONCLUSION

This study demonstrates that the interplay of social-comparative anxiety and intrinsic pleasure-seeking fundamentally shapes how urban consumers experience and commit to sportainment events, with emotional engagement functioning as the central psychological mechanism that converts transient motivations into sustained behavioral intention. In Bandung's digitally mediated and lifestyle-oriented environment, FOMO operates as a social catalyst that heightens attention to visible, shareable experiences and predisposes individuals to seek participation as a means of social inclusion and identity affirmation, while hedonic motivation supplies the immediate affective rewards fun, excitement, and sensory stimulation that deepen immersion during events; together these antecedents generate the intensity of emotional engagement that ultimately underpins intentions to re-attend, recommend, and remain involved with sportainment offerings. The findings imply that attracting participants through social visibility alone is insufficient for long-term retention: organizers must design experiences that deliberately cultivate strong positive affect and a sense of belonging so that initial attendance driven by FOMO or curiosity is transformed into durable participation. Practically, this suggests a dual focus on pre-event communications that leverage social proof and on in-event design that amplifies hedonic cues and opportunities for meaningful emotional

connection. Theoretically, the results extend experience-consumption and engagement literatures by integrating extrinsic social motives and intrinsic hedonic drivers within an affective mediation framework, and they highlight the need for future research to examine boundary conditions such as event typology, social identity, and digital engagement intensity that may moderate these processes in emerging urban contexts.

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