

Unravelling the Impact of FOMO on the Link Between Information Credibility and Investment Decisions

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ABSTRACT

Purpose - The objective of this study is to examine how Fear of Missing Out (FOMO) influences the relationship between information credibility and investment decisions. The research aims to explore the extent to which how reliable information impacts FOMO, which in turn affects how investors behave while making investments.

Design/ Methodology/ Approach – The study is currently in progress and employs a quantitative research structure. Validated survey that evaluates the three variables that are Information Credibility, FOMO and investment decision are being used to gather data from a varied group of investors.

Initial Findings – According to the initial's findings of the research, FOMO and investment decisions are significantly improved by information credibility. It is anticipated that FOMO's functions as a mediator will offer a broader understanding of the behavioural mechanisms affecting investor decision making.

Originality/ Value – This ongoing research contributes in the interactions between informational and emotional elements in investing decision making. The study improves the field of behavioural finance by addressing the psychological factors that come on by reliable informational sources. The findings have the potential to help financial educators and advisors to help develop methods that can improve investors outcome.

Keywords: Information Credibility, FOMO, Investment Decision.

