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# The impact of FOMO and hyperplanning on Generation Z's event experience

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## ABSTRACT

This study explores how Fear of Missing Out (FOMO) and hyperplanning shape Generation Z's lived experiences and enjoyment of events. Adopting a qualitative, phenomenological approach, the research aims not to measure the prevalence of FOMO, but to understand how it emerges, how it influences event planning behaviours, and how these processes affect subjective enjoyment. Data were collected through sixteen semi-structured, in-depth interviews with Generation Z participants who had attended festivals or social events. Interviews were conducted online and face-to-face, transcribed verbatim, and analyzed using thematic analysis. The findings reveal four central themes: (1) social and digital pressures as drivers of hyperplanning, (2) the ambivalent role of planning in shaping anticipation and anxiety, (3) qualitative differences between participants with and without FOMO, and (4) perceived responsibilities of event organizers in managing expectations. The study contributes to event and leisure research by offering an in-depth qualitative understanding of how emotional, cognitive, and social dynamics converge in the construction of event enjoyment among Generation Z.

## ARTICLE HISTORY

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## KEYWORDS

FOMO; hyperplanning;  
emotional; events;  
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## Introduction

In today's digital era, Generation Z finds itself immersed in a highly connected and digitized world, where social media and technology have become an indispensable part of their lives (Moral Pérez et al., 2021). Born between the mid-1990s and the mid-2010s, these young individuals are immersed in a culture of shared experiences and social connections, where attending events has become a fundamental part of their social and cultural life (Casillas, 2023). Consequently, the youth of this generation are experiencing psychological phenomena that affect their mental health and well-being, most notably FOMO and the tendency towards hyperplanning. Recent studies confirm that Generation Z exhibits higher FOMO levels than previous generations, primarily due to constant exposure to curated online content and the social pressure to participate in experiences shared by peers (Groenestein et al., 2025; Sharma et al., 2023) intensifying feelings of comparison and anticipation, creating pressure for individuals to seek