

FOMO AND ANTECEDENTS OF INTENTION TO BUY NEW SMARTPHONES AMONG THAI ADOLESCENTS FROM THE PERSPECTIVE OF THE THEORY OF PLANNED BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

This academic article examines Thai adolescents' purchase intentions for new smartphones using the theory of planned behavior (TPB), which incorporates subjective norms, perceived behavioral control, and attitudes as key determinants of consumer behavior. Through a systematic literature review, this study identifies social media use, fear of missing out (FOMO), subjective norms, and perceived behavioral control as primary influences on attitudes and brand association, which in turn drive purchase intentions. Findings highlight that social media platforms reinforce brand loyalty and intensify FOMO, influencing purchasing behavior. These insights provide meaningful implications for businesses seeking to optimize digital marketing strategies and for policymakers aiming to promote responsible digital consumption among adolescents.

Keywords: Thai Adolescents; FOMO; Social Media Usage; Theory of Planned Behavior; Brand Association; Purchase Intention

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INTRODUCTION

Thai adolescents rapidly adapt to modern trends in fashion, accessories, and technology (Chonlasathian, 2024). Their clothing choices are heavily influenced by Korean and Japanese artists and global brands, showcasing an East-West cultural fusion (Bangkok Business, 2024). Accessories serve as tools for personal expression and identity formation (Nuchnomboon, 2020). Smartphones are integral to Thai teens' lives, with studies showing they spend approximately 9 hours daily on these devices, exceeding the general population's usage (Nukulomprathan, 2024). The latest smartphone models symbolize social status, with teens typically upgrading every 1-2 years (National Statistical Office, 2024). Social media platforms have become essential for Thai adolescents to build relationships and express their digital identity (Sanofi, 2024).

Fear of Missing Out (FOMO) significantly impacts Thai adolescents' psychology, especially regarding smartphone and social media use. Studies show that teenagers use smartphones to connect with peers and information access (Ngo, Nguyen, La, Truong, & Nguyen, 2024). FOMO drives behavior modification to align with online peer groups, avoiding feelings of isolation. Research reveals strong links between FOMO and problematic smartphone usage, potentially leading to depression (Gokul & Karthika, 2023) due to anxiety about missing online experiences (Y. Xu & Tian, 2023). This phenomenon directly affects teenagers' quality of life (Pratiwi, Putri, Rahmatullah, Dewi, & Sari, 2023). High FOMO levels can result in smartphone addiction, particularly among frequent social media users, and may cause digital hoarding behavior driven by social comparison (Gokul & Karthika, 2023).

Thai adolescents' smartphone purchase intentions can be understood through the theory of planned behavior, which links purchase intentions to consumer attitudes, social norms, and perceived behavioral control (Chandiona, Kallier, & Makhitha, 2024). In the digital era, examining connections between social media use, fear of missing out (FOMO), and brand relationships among Thai adolescents is crucial, as social media significantly influences their purchasing decisions (Chandiona et al., 2024). FOMO motivates teenagers to purchase products seen on social media, particularly when peer acceptance is evident (Balroo & Saleh, 2023). Strong brand relationships developed through social media marketing enhance brand loyalty and lead to better purchase decisions, especially among teenagers who are sensitive to market trends (Sabri & Nazri, 2023). Understanding these mechanisms is essential for developing effective smartphone marketing strategies targeting Thai adolescents, and applying TPB provides businesses with deeper insights into consumer behavior (Chandiona et al., 2024). This academic article aims to examine Thai adolescents' intentions to purchase new smartphones by applying the theory of planned behavior.

2.1 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) explains and predicts individual behavior through three key factors that influence behavioral intention: attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitudes represent a person's evaluation of behavior, as seen in examples like electric vehicle usage and travel platform choices (Setiawan, Farhana, & Rahayu, 2023). Social norms reflect perceived social pressure, notably impacting language learning through teacher and peer influence (Aknouch, 2023). Perceived behavioral control indicates an individual's sense of control over their actions, affecting various behaviors from eco-friendly purchases to gaming (Setiawan et al., 2023). These three factors collectively shape behavioral intentions across diverse contexts, making TPB a valuable framework for understanding human behavior (Ajzen, 2020).

TPB is essential for analyzing Thai adolescents' digital behavior, particularly smartphone use and media consumption. Research shows social and environmental factors influence smartphone addiction and "phubbing" among Thai Muslim teenagers (Kim, Dhammasaccakarn, Laeheem, & Rinthaisong, 2024). Media access to health information increases knowledge about healthy eating, aligning with TPB's concept that knowledge and attitudes affect behavior (Jindarattanaporn, Rittirong, Phulkerd, Thapsuwan, & Thongcharoenchupong, 2023). Studies on e-cigarettes demonstrate that social factors and risk perception influence usage decisions (Seeherunwong et al., 2023), while research on abortion found self-efficacy beliefs impact intentions, consistent with TPB principles. Using TPB to analyze Thai teenagers' behavior in the technological era provides insights into decision-making factors, valuable for developing supportive policies and programs (Jindarattanaporn et al., 2023).

TPB explains factors influencing young people's intention to purchase smartphones, comprising three main components: social norms, attitudes, and perceived behavioral control. Several studies support the importance of these factors. Benita, Teguh, and Proboyo (2023) and Frintika and Rachmawati (2023) found that social norms affect purchase intention, while Ngian et al. (2023) pointed out that attitudes impact purchase intention. Additionally, Salmah and Shikur (2023) discovered that perceived behavioral control is a significant predictor of purchase intention. The interaction between these factors demonstrates the complexity of consumer behavior among young people regarding smartphone purchases. Therefore, TPB can be used to explain the behavior of Thai adolescents in their intention to purchase a new smartphone. The research team presents the behavioral intention to purchase a new smartphone among Thai adolescents, as well as the factors that contribute to this behavior, in the following order.

2.2 Purchase intention

Purchase intention is a crucial factor in consumer behavior, reflecting the tendency and readiness to buy products or services in the future (Heriyati, Bismo, & Erwinta, 2024). It demonstrates environmental responsibility and is influenced by social media marketing and customer engagement (Tuan Phan, Van Nguyen, Van Ho, & Ha Hai, 2024). Purchase intention results from consumers' value assessment of products

and involves consideration of various decision-making factors (Pasaribu, Nadapdap, Trisilo, Rahman, & Ismayanti, 2024). As a significant indicator of future buying behavior, it reflects attitudes toward brands and represents consumers' efforts to buy products (Elshaer, Alrawad, Lutfi, & Azazz, 2024). In essence, purchase intention refers to the likelihood or commitment of consumers to plan or attempt to buy a product soon, making it an important predictor of consumer behavior and a key consideration for marketers and businesses.

Purchase intention significantly impacts business outcomes, influencing customer acquisition, revenue, and growth. Key factors enhancing purchase intention include social media marketing, which boosts customer engagement and brand loyalty (Zulqarnain, Iqbal, & Muneer, 2023), electronic customer relationship management (E-CRM), and sustainability initiatives, which appeal to environmentally conscious consumers (Sakr et al., 2023). These factors directly contribute to business growth and revenue generation, as evidenced in live-streaming e-commerce (Zhang, Wang, & Ariffin, 2024) and at PT Berlian Jasa Terminal Indonesia (Herlambang, Triyonowati, & Prijati, 2023). Accurate prediction of purchase intention helps optimize marketing strategies, further enhancing customer acquisition and overall business growth (Wang, 2024). By focusing on these key areas, businesses can effectively increase purchase intention, leading to improved performance across various sectors and industries.

The purchase intentions of Thai adolescents for new smartphones significantly impact business dynamics and society, reflecting broader marketing opportunities and social trends. Businesses can adapt by focusing on teenagers' preferences, using social media platforms for engagement, and developing products that cater to this market (Frintika & Rachmawati, 2023). The trend towards environmentally friendly products indicates a shift in consumer behavior aligned with sustainability goals (Kumarasinghe, Huang, & Rathnayake, 2023). Social influences, including peer pressure and online communities, play a crucial role in shaping purchase intentions (Malik & Ahuja, 2023). Understanding these factors allows businesses to tailor marketing strategies, leading to improved sales efficiency and brand loyalty promotion (Ravichandran & Campus, 2023). Findings indicate that attitude and brand association directly affect teenagers' purchase intentions toward new smartphones, emphasizing the importance of these variables in the competitive and rapidly changing market (Chandiona et al., 2024).

2.3 Mediating Components

2.3.1 Brand association

Brand associations are the mental and emotional connections that consumers have with a brand, which arise from experiences and interactions with the brand (O'Reilly et al., 2024). They consist of image, attitudes, and perceived quality, both positive and negative (Jalees, Alam, Zaman, & Qabool, 2023). These associations are stored in consumers' memory and influence purchasing decisions, brand loyalty (Sutanto,

Setiobudi, & Sugiharto, 2024), and differentiation from competitors (Jalees et al., 2023). In summary, brand associations refer to the mental and emotional connections consumers have with a particular brand.

The relationship between brand associations and purchase intentions among Thai adolescents, particularly for new smartphones, highlights the significance of brand connections in buying decisions. Research shows that brand image greatly impacts perceived product value and quality, influencing purchase intentions, especially among teenagers susceptible to peer and social media influence (Srinivas, 2024). Brand equity, including loyalty and image, positively correlates with young adult consumers' purchase intentions (Shalom, Nyathi, & Tafirenyika, 2024). Similar findings in other industries support this, such as brand associations affecting luxury car purchase intentions in Indonesia (Ratnasari, Prajasari, & Kassim, 2023) and green brand associations influencing electric vehicle purchase intentions (Mombeuil & Diunugala, 2023). These studies confirm that strong brand associations can enhance purchase likelihood, particularly in competitive markets like smartphones. Therefore, it can be concluded that:

Proposition 1: Brand association would have an impact on Thai teenagers' intention to purchase a new smartphone.

2.3.2 Attitude toward the behavior

Attitude towards behavior is an individual's evaluation of a specific action in positive or negative terms, depending on beliefs about outcomes and the value placed on those outcomes (Ananieva-zlateva, 2023). This attitude has a significant influence on behavioral intentions, consistent with the theory of planned behavior (Aras & Peker, 2024). Attitude consists of three dimensions: cognitive (beliefs), affective (emotions), and behavioral (intention to act), demonstrating that attitude is not only about feelings but also includes beliefs and intentions that affect actual expression (Gui & Abdullah, 2024). Understanding these components helps us better comprehend the mechanisms by which attitudes influence behavior. In summary, attitude towards behavior is an individual's cognitive, emotional, and intentional evaluation of a specific action, which significantly influences behavioral expression, depending on beliefs about outcomes and the value that person places on those results.

The relationship between attitudes and purchase intentions for new smartphones among Thai adolescents is complex and influenced by various factors. Research indicates that positive brand attitudes significantly increase smartphone purchase intentions among young consumers. A study on the Chinese smartphone market revealed that consumer attitudes are crucial in determining purchase intentions (Blanco-Encomienda, Chen, & Molina-Muñoz, 2024). Product appearance and packaging also play vital roles in shaping consumer attitudes and influencing purchase intentions (Chandiona et al., 2024). This aligns with research emphasizing the importance of brand perception in consumer behavior, showing that positive brand attitudes can increase the likelihood of purchase intention (Fikri & Risqjani, 2023). These findings suggest that Thai adolescents with favorable views toward smartphone brands are more likely to have

stronger purchase intentions, highlighting the crucial role of consumer attitudes in influencing smartphone purchase decisions among this demographic, leading to the following conclusion.

Proposition 2: Attitude toward the behavior would have an impact on Thai adolescents' intention to purchase a new smartphone.

Research on Thai adolescents' attitudes and brand associations reveals interesting insights. Suo and Huang (2023) found a positive correlation between attitudes toward green brands and brand association strength. Celebrity endorsements significantly impact both attitudes and associations, with negative publicity about celebrities adversely affecting consumer perceptions (Hussain et al., 2023). Positive celebrity endorsements can effectively strengthen brand associations among Thai adolescents, who often admire public figures. Lagoonpot, Boonchutima, and Mazahir (2024) suggest that positive brand attitudes directly correlate with strong brand associations, enhancing brand image and attractiveness for young consumers. These findings highlight the importance of environmental consciousness, celebrity influence, and positive brand perception in determining Thai adolescents' attitudes and brand associations, ultimately affecting their consumer behavior and brand loyalty, leading to the following conclusion.

Proposition 3: Attitude toward the behavior would have an impact on Thai adolescents' brand association with a new smartphone.

2.4 Driving factors

2.4.1 Social media usage

Social media usage refers to engagement with online platforms that facilitate the creation, sharing, and exchange of user-generated content, which can significantly impact various aspects of an individual's life, including academic performance and social interactions (Deepak Anopchand, Mahdzar, Abd Gani, & Isa, 2024). It is characterized by the frequency and manner in which individuals interact with digital platforms, affecting brain function, social behavior, and overall well-being (Zhou et al., 2024). It encompasses an individual's engagement with various platforms that enable content creation, sharing, and exchange, which has become an integral part of the digital lives of the younger generation (Mude & Undale, 2023). Social media usage is defined as regular engagement with online platforms that allow users to communicate, share content, and connect with others, exerting a significant influence on various aspects of personal and social life (Alshantqiti, Alharbi, Ismaeel, & Abuanq, 2023). Social media usage can be summarized as an individual's engagement with online platforms that enable the creation, sharing, and exchange of user-generated content.

The impact of social media usage on brand associations among teenage consumers is a complex and significant phenomenon. Social media platforms have become crucial for brand communication, especially with teenagers as primary users. Their interactive nature allows brands to engage directly with audiences, creating brand associations through shared experiences and community participation (Miller,

2024). Influencers play a vital role in driving engagement and influencing teenagers, who often rely on peer recommendations and influencer endorsements (Tarabieh, Gil, Galdón Salvador, & Faisal Ahmad AlFraihat, 2024). Micro-influencers, in particular, create a sense of accessibility and authenticity that resonates with this target group (Galdón-Salvador, Gil-Pechuán, AlFraihat, & Tarabieh, 2024). These interactions lead to stronger brand connections, aligning with studies showing that social media marketing activities can effectively enhance brand associations among teenage consumers (Susanto & Ruswanti, 2024). These can be summarized as follows:

Proposition 4: Social media usage would have an impact on Thai adolescents' brand association with a new smartphone.

The impact of social media usage on teenage consumer attitudes is a complex issue, encompassing psychological, social, and economic dimensions. Recent studies indicate that these platforms significantly influence teenagers' perceptions and attitudes towards brands. Chen (2024) found that exposure to social media can create idealized images of lifestyles and possessions, leading teenagers to develop desires that may exceed their financial means. Moreover, engagement with social media reinforces the formation of brand attitudes through communication with peers and the perceived authenticity of online content. Xu and Li (2024) emphasize the importance of peer pressure in understanding teenage consumer behavior, pointing out that teenagers often seek acceptance through consumption choices, which are heavily influenced by social media interactions. The role of social media influencers is also a crucial factor. Azkiah and Hartono (2023) found that influencers significantly impact teenagers' brand attitudes, as they often represent desirable figures. This influence is particularly prominent in the context of luxury brands, where Kwon (2023) identifies social media as a platform for status display and identity expression among peers. These findings lead to the following conclusion:

Proposition 5: Social media usage would have an impact on Thai teenagers' attitudes toward the behavior of purchasing a new smartphone.

2.4.2 Fear of missing out (FOMO)

The psychological phenomenon known as fear of missing out (FOMO) has garnered significant attention among teenagers, particularly in the context of Thai society, reflecting unique cultural dimensions. FOMO can be defined as anxiety arising from the belief that others are having rewarding experiences in which one is not participating. This aligns with Nguyen, Vu, Nguyen, Hua, and Tran-Chi's (2024) research highlights FOMO's influence on teenage engagement patterns. This anxiety often manifests through obsessive use of social media due to fear of being excluded from social interactions (Tao, 2024). Additionally, Qudsyi and Fasya (2024) found a negative correlation between FOMO and mental health among university students, directly relevant to Thai adolescents who may face pressure to conform to social norms and expectations (Lestari & Suratmini, 2024). FOMO is also considered a crucial factor contributing to social media addiction among teenagers. Rinaldi (2024) points out that this fear of missing

out compels teenagers to frequently check their communication devices, which may ultimately lead to problematic internet use.

The FOMO phenomenon is becoming increasingly important in connecting brands with teenage consumers. This anxiety about missing out on impressive experiences significantly impacts consumer behavior, especially in the realm of social media. Lu and Sinha (2024) demonstrate that FOMO can drive minimalist consumption, allowing brands to create perceptions of scarcity and desirability. Sijabat (2024) finds that the congruence between consumer self-image and brand image when combined with FOMO, increases the likelihood of online purchase decisions among teenagers. Furthermore, Fadlan Ihza Andika Widiyantoro and Kuswati (2024) suggest that emotional connections through positive brand experiences can mediate between FOMO and brand loyalty, further strengthening brand associations. Finally, Dwi Putri and Dwiridotjahno (2024) emphasize the role of social media in amplifying FOMO, which can effectively stimulate impulsive buying behavior among teenagers. This phenomenon thus serves as a powerful tool for brands to forge connections with young consumers by leveraging urgency, exclusivity, and responsiveness to their identities, making FOMO an integral part of modern brand association strategies in the digital age. These findings lead to the following conclusion:

Proposition 6: Fear of missing out would have an impact on Thai teenagers' brand association with a new smartphone.

The Fear of Missing Out (FOMO) phenomenon has profoundly impacted teenage consumer attitudes, forming both behaviors and decision-making processes across various contexts. As a mediating variable, FOMO links psychological characteristics with consumption behaviors, particularly in teenagers with high narcissistic personalities, who tend to increase their use of social media, which triggers FOMO, affecting online shopping attitudes (Ngo et al., 2024). This phenomenon not only influences impulsive purchasing decisions but also shapes broader consumer attitudes, leading to obsessive buying cycles driven by the fear of social exclusion (Sun & Bao, 2023). Furthermore, FOMO generates distorted perceptions of social norms, causing teenagers to feel pressured to conform to peer behaviors, which impacts long-term consumption attitudes. Research indicates that FOMO significantly influences teenage consumer attitudes, driving anxiety about trends and consumption decisions (Nasution, Sugianto, & Dharmas, 2023). Finally, FOMO affects impulsive buying decisions among younger consumers, which may impact attitudes toward products and promotional efforts through social media (Reisenwitz & Fowler, 2023). These findings lead to the following conclusion:

Proposition 7: Fear of missing out would have an impact on Thai adolescents' attitudes toward the behavior of purchasing a new smartphone.

2.4.3 Subjective norms

Subjective norms are a crucial component in various behavioral theories, particularly in the theory of planned behavior, which highlights the influence of social pressure on individual intentions and actions.

They are defined as an individual's perception of the expectations of significant others regarding participation in any behavior (Huong, Chuong, & Tich, 2024). This concept can also be understood through the lens of normative beliefs, comprising injunctive and descriptive norms, reflecting that subjective norms not only relate to social acceptance but also to behaviors observed in one's environment (Fraser, Counott, & Bergevoet, 2024). Moreover, subjective norms are viewed as a key factor driving behavioral intentions, directly affecting an individual's motivation to perform a particular behavior (Lei, Liu, Li, Xian, & Fan, 2024). As such, subjective norms serve as an essential mechanism for understanding social influences on human behavior, considering the opinions of close associates, societal expectations, and perceptions about behaviors that are accepted and commonly practiced in society.

The influence of subjective norms on brand associations among Thai adolescents is a complex phenomenon shaped by social pressure and cultural factors. Research by Perera, Nguyen, and Nayak (2023) demonstrates the significant relationship between subjective norms and brand associations, particularly in higher education and cyberspace. Kelly, Boyland, Tatlow-Golden, and Christiansen (2023) highlight how commercial media shapes normative beliefs about brands, especially relevant to teenagers who are susceptible to marketing influences and peer perceptions. In the context of Thai collectivist culture, the impact of subjective norms on brand associations may be intensified, as Khasanah and Yudiana (2021) note the significant effect of subjective norms on purchase intention. This cultural dimension is crucial in understanding how Thai adolescents manage brand associations within their social context. Consequently, subjective norms significantly influence brand associations among Thai adolescents. These can be summarized as follows:

Proposition 8: Subjective norms would have an impact on Thai adolescents' brand association with a new smartphone.

Subjective norms play a crucial role in shaping the attitudes and behaviors of Thai adolescents, influencing their perception and response to societal expectations (Nakhonchaigul & Siriyotha, 2024). The theory of planned behavior provides a framework for analyzing the interaction between social norms and attitudes, which aligns with the study by Guo and Yu (2024) demonstrating the influence of social norms on teenagers' intentions to provide social support. Furthermore, social norms function as mediating variables between other factors and attitudes, as evident in the research by Mizana and Albari (2024), which found that social norms and religious strictness positively influence consumers' attitudes towards halal products, leading to purchase intentions. These findings reflect the importance of social influences in molding teenage attitudes, particularly within specific cultural contexts. Therefore, it can be concluded that:

Proposition 9: Subjective norms would have an impact on Thai adolescents' attitudes toward the behavior of purchasing a new smartphone.

2.4.4 Perceived behavioral control

Perceived Behavioral Control is a fundamental concept in understanding human behavior, especially within the context of the theory of planned behavior. This concept reflects an individual's assessment of their ability to perform a specific behavior, influenced by both internal and external factors. Panahi and Ghalavand (2024) define it as an individual's judgment about their ability to control and execute intentional actions, while Okati-Aliabad, Hashemi Habybabady, Sabouri, and Mohammadi (2024) emphasize that this concept encompasses a person's belief in managing their actions, significantly affecting intention and motivation. Furthermore, Putri, Karuniasa, and Wahyono (2024) point out that perceived behavioral control is a highly effective predictor of behavioral intentions. Consequently, this concept is essential for understanding human behavior across various contexts. In summary, perceived behavioral control is an individual's evaluation of their capabilities and resources to perform a specific behavior, which influences the intention and expression of that behavior, serving as a key component in the theory of planned behavior.

The theory of planned behavior provides an effective framework for analyzing the relationship between perceived behavioral control and attitudes among teenagers in the context of smartphone consumption (Agnes Yemima, R. Wahjoe Witjaksono, & Luthfi Ramadani, 2024). Empirical studies have shown that perceived behavioral control significantly influences consumers' attitudes and behavioral intentions (Nakhonchaigul & Siriyotha, 2024), with a positive correlation found between higher levels of perceived behavioral control and favorable attitudes toward technology adoption (Adulyarat, Adulyarat, Kim, Poskin, & Manajit, 2024). This mechanism reflects that when teenagers perceive they have control over smartphone purchases and usage, it results in more positive attitudes toward these devices. Furthermore, studies on environmentally friendly behaviors among Thai university students confirm the combined influence of perceived behavioral control and attitudes on behavioral intentions (Oludoye & Supakata, 2024). This suggests that similar psychosocial dynamics may occur in the smartphone market, where teenagers' attitudes toward new devices are shaped by their perceived behavioral control over the purchasing process and peer influences. Therefore, it can be concluded that:

Proposition 10: Perceived behavioral control would have an impact on Thai adolescents' brand association with a new smartphone.

The perceived behavioral control of teenagers significantly influences their connection to new smartphone brands. Studies have found that excessive smartphone use correlates with negative mental health outcomes, which may affect teenagers' perception of usage control. Parental control strategies can help reduce risks and enhance teenagers' ability to control their smartphone usage (Antawati, Resmadewi, & Muttaqien, 2024). Moreover, brand awareness among teenagers is linked to materialism, often leading to the development of strong associations with brands that symbolize social status (Waqar, Javed, & Rasool, 2023). Research also shows that brand association is a crucial component influencing purchase intentions among teenagers (Srinivas, 2024). Teenagers with high perceived behavioral control are more likely to

develop positive associations with brands that align with their needs (Benita et al., 2023). Meanwhile, influencer marketing has demonstrated effectiveness in shaping teenage consumer perceptions and behaviors, serving as social proof that reinforces perceived behavioral control through endorsements that align with target group values (James, Etim, Nnana, Inyang, & Celestine., 2024). Therefore, it can be concluded that:

Proposition 11: Perceived behavioral control would have an impact on Thai teenagers' attitudes toward the behavior of purchasing a new smartphone.

CONCLUSION

Based on a comprehensive review of existing literature, this study highlights the significant influence of social media usage behavior and FOMO on purchase intentions among Thai adolescents. These factors, integrated with the theory of planned behavior, including subjective norms, attitudes, and perceived behavioral control, significantly contribute to the development of brand associations and smartphone purchasing behavior.

The findings suggest that social media platforms serve as key sources of consumer information, reinforcing adolescents' desire to conform to social trends and reference group expectations. Furthermore, perceived behavioral control enhances purchase confidence, making adolescents more likely to engage with brands that align with their social and psychological needs. Influencer marketing also becomes apparent as a significant driver of purchase intentions, as endorsements from trusted figures strengthen perceived brand credibility.

NEW KNOWLEDGE

This study addresses critical research gaps in smartphone purchasing behavior among Thai adolescents by extending the Theory of Planned Behavior (TPB) through an innovative theoretical framework that integrates digital-era psychological constructs. Specifically, the study examines the connection between FOMO, social media influence, and traditional behavioral determinants in creating technology adoption decision-making.

By using the systematic literature review, the study offers a rich insight into smartphone purchasing intentions within the unique socio-cultural context of Southeast Asian markets. The key contributions include:

1. Theoretical expansion – the study systematically extends the TPB by incorporating emerging psychological constructs that reflect the digital communication context, thereby addressing existing theoretical limitations in consumer behavior research.

2. Contextual specificity - by focusing on Thai adolescents, the study captures the distinctive technological adoption patterns of a demographic characterized by high digital engagement and complex social media interactions.

3. Methodological innovation - the study develops a robust analytical framework that empirically investigates the various drivers of technology purchasing decisions, moving beyond traditional linear behavioral models.

The conceptual model not only clarifies the complex decision-making processes of adolescent consumers but also provides actionable insights for marketers, technology manufacturers, and policymakers seeking to understand emerging technology adoption trends in increasingly digitalizing Southeast Asian markets.

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