

The Effect of Self-Esteem on Fear of Missing Out In Early Adult Vape Pod Users

Vania Husni Nasyita¹, Lilis Ratnasari^{2*}

Department, Faculty Psychology, Gunadarma University, Indonesia

Article History

Received : 07 January 2026

Revised : 09 February 2026

Accepted : 28 March 2026

Published : 16 June 2026

Corresponding author*:

lilis.ratnasari.lr@gmail.com

Cite This Article:

Lilis Ratnasari, & Vania Husni Nasyita. (2026). The Effect of Self-Esteem on Fear of Missing Out In Early Adult Vape Pod Users. *Jurnal Sosial Humaniora Dan Pendidikan*, 5(1), 188–194.

DOI:

<https://doi.org/10.56127/jushpen.v5i1.2824>

Abstract: Along with current developments, switching from tobacco cigarettes to electronic cigarettes (vapes) has become an increasingly popular trend in various circles of society, which has resulted in the emergence of Fear of Missing Out behavior and Self-Esteem as a benchmark for assessing a person's FoMO level. This study aims to determine the influence of Self-Esteem on Fear of Missing Out in early adult vape pod users. This study is a quantitative study using a simple regression analysis technique. The sample in this study consisted of 127 respondents who were early adult active vape pod users. The data collection technique used was purposive sampling with the criteria of male/female, aged 20-40 years, active vape pod users. Based on the results of the study, showing a significance value of 0.000 ($p < 0.01$), with a contribution of 11,2% based on the results of the study, the hypothesis in this study is accepted, namely there is a very significant influence of self-esteem on fear of missing out in early adult vape pod users.

Keywords: Self-Esteem, Fear of Missing Out, Early Adult Vape Pod Users

INTRODUCTION

Current developments have brought significant changes in smoking habits, evident in the shift from tobacco cigarettes to e-cigarettes. While tobacco cigarettes once dominated the market and lifestyle across various age groups, e-cigarettes are now taking over as a more modern alternative. This phenomenon is generally driven by increased awareness of the negative impacts of tobacco cigarettes, which are often referred to as safer and less smoke producing (Ramadhanti, 2020). Furthermore, e-cigarettes have become a trend among the public, with the perception that purchasing them can elevate one's social standing, particularly among young people (Hutapea and Fasya, 2021). Other factors include the influence of the social environment and a strong desire to follow trends (Ibrahim & Aviani, 2024). Thus, e cigarettes are no longer merely an alternative option for quitting smoking. While considered a safe and healthy option, they have created a new normalization, where e-cigarettes are no longer viewed as a smoking cessation tool but as an important lifestyle standard for young people.

According to the 2021 Global Adult Tobacco Survey (GATS) (in the World Health Organization, 2024), e-cigarette users in Indonesia were recorded at 3%. This figure has increased tenfold compared to 2011, when it was only 0.3%. The survey data shows that the current market share of e-cigarettes is highly sought after by the Indonesian public and could make e-cigarettes a new trendsetter among the public. According to Wijayanti (2022), e cigarettes, also known as vapes, are devices that function like cigarettes but do not use burned tobacco leaves like regular cigarettes. Based on this data, the development

of vapes has not only created new consumption patterns for tobacco products but also indicates a shift in lifestyle influenced by trends and views on vapes, which are considered more modern.

Electronic cigarettes (vapes) come in various shapes and sizes, but their composition and main components remain the same, consisting of three types: a heating element, a battery, and a cartridge (Setiadarma, 2021). Vapes typically use a liquid consisting of e-liquid as a solvent and inhaled with nicotine (Wijayanti, 2022). E-liquid is a type of liquid used to fill electronic cigarettes, made from ingredients such as vegetable glycerin (VG), propylene glycol (PG), flavorings such as fruit and other food flavorings, and nicotine. The price of e-liquids varies greatly, from cheap to expensive (Ababil, Wibowo, and Zahro, 2022). According to Harding (2023), electronic cigarettes have three types: Cig-a-like products, Tanks, Pods, and Mods. The current trending e-cigarette is the Portable on Demand (POD) type, which is a popular choice among teenagers and adults due to its practicality and relatively affordable price compared to vape mods. However, according to an article by Chubb (2024), vape pods also have negative health effects, as they can be addictive, cause brain disorders, and increase the risk of lung and heart problems.

The highest percentage of e-cigarette users is in adulthood, namely 21-40 years old, which is 63.7%, then in second place is the age of teenagers at 36.3% (Anggraeni & Piter, 2019). Based on these data, it shows that the age group that uses e-cigarettes the most is early adulthood. Early adulthood is a period of adaptation to new lifestyle patterns. The general characteristics of early adulthood according to (Putri, Nur'aini, Sari & Mawaadah, 2022) are: early adulthood as a reproductive age, early adulthood is in a period full of problems, early adulthood is a period of high emotional tension, and early adulthood is a period of dependence. Early adulthood has characteristics, one of which is a period of dependence where even though they are adults, many early adults still depend on certain people for various periods. This means that this can occur because it is often influenced by social interactions and the social environment, thus forming a pattern of dependence related to self-identity and adjustment to their social group so as not to be left behind.

The phenomenon of fear of being left out and not being involved in a moment that is valuable to others is known as Fear of Missing Out (FoMO). Fear of Missing Out can be characterized by an impulsive urge to socialize and a desire to connect with others and what they are doing. Fear of Missing Out is a feeling of worry about missing out on important and valuable moments experienced by others when one is unable to attend those moments, which can cause individuals to feel afraid and anxious about being ignored because they are not involved in those experiences (Przybylski, Murayama, Dehaan & Gladwell, 2013). In this phase, the desire for social acceptance and the desire to be recognized in a group can strengthen the emergence of FoMO. This condition can encourage impulsive behavior in socializing and increase dependence on social interactions, so that individuals will more easily feel dissatisfied or feel neglected when not involved in experiences that are considered enjoyable.

Fear of Missing Out is not a new phenomenon; this syndrome was first studied in 1996 through observations of a group discussing a product. This behavior is similar to the fear of missing out on opportunities and possible pleasures (Mandas and Silfiyah, 2022). FoMO can also occur in human social life even before the advent of mobile phones and social media. Although platforms such as mobile phones and social media have expanded experiences and connectivity, FoMO can emerge in response to social events perceived as important or interesting by others (Ibrahim and Aviani, 2024). This condition can show that FoMO is not only influenced by internal factors, but also by the social environment and technological advances that increasingly support individual connectedness. The

negative impacts of Fear of Missing Out according to Akbar, Aulya & Sofia (2018) include a low level of concern for oneself and others, disturbed sleep and eating times, and a tendency to feel inadequate with what one has. Furthermore, Umam (2021) states that one of the predictors influencing Fear of Missing Out is self-esteem.

According to Mandas and Silfiah (2022), self-esteem is how a person views and evaluates themselves. Evaluation occurs after an individual forms an image of themselves by comparing themselves with others close to them (Significant Others). According to Tafarodi & Swann (2001), self-esteem has two aspects, namely self-competence and self-liking. In addition, Przybylski, Murayama, Dehaan & Gladwell (2013) stated a significant relationship between self-esteem and Fear of Missing Out, which found that individuals with low self-esteem tend to have a greater risk of experiencing Fear of Missing Out. This shows that self-esteem can play an important role in a person's anxiety about missing social moments that are considered important by others and has a significant impact on Fear of Missing Out, where self-esteem plays a role in predicting the emergence of Fear of Missing Out seen from the individual's own needs (Siddik, Mafaza, and Sembiring, 2020). In line with Abel, Buff, and Burr (2016) who classified the main factor that causes someone to be afraid of being left behind is low self confidence or low self-esteem. This means that people who have low self-esteem feel insecure and tend to experience FoMO because they always want to be accepted in their social environment. This is in line with the opinion of Isnéniah, Nuryani & Lindasari (2024) self esteem is one of the needs for humans and is one of the factors that cause FoMO where if satisfaction in life is low it can encourage high FoMO and affect individual self-esteem. Furthermore, according to Mahfuzah & Agustin (2025) good Self-Esteem allows individuals to understand their abilities, always be optimistic, accept all conditions that can occur naturally, accept all conditions that occur, be able to interact well in social environments that make individuals avoid feelings of Fear of Missing Out which has excessive anxiety when individuals do not participate in activities carried out by their peers.

This study is conducted in response to the rising trend of vape pod use among young adults, which has contributed to the emergence of FoMO. The research aims to provide valuable insights for designing more effective anti-vape health campaigns targeted at early adults, who are particularly vulnerable to social pressure. The FoMO phenomenon can adversely affect individuals' mental and social well-being if left unaddressed. Therefore, efforts to reduce it are necessary, one of which is building healthier self-esteem, as this can help individuals overcome fear, make more rational decisions, and reduce dependence on social approval.

Based on previous studies with similar variables and themes, several differences still exist, such as variations in sample criteria and subjects. Moreover, prior research examined the general phenomenon of vape use without focusing on specific categories of electronic cigarettes, whereas this study specifically targets vape pod users. Research by Ibrahim & Aviani (2024) found a significant negative relationship between self-esteem and FoMO in vape users. Likewise, Mandas & Silfiah (2022) showed a negative relationship between self-esteem and FoMO among Generation Z social media users.

Based on these findings, the present study aims to examine the effect of self-esteem on Fear of Missing Out among early adults who use vape pods.

RESEARCH METHOD

This study uses a quantitative research method with two variables: the independent variable (X), namely self-esteem, and the dependent variable (Y), namely fear of missing out. The scale used to measure the fear of missing out variable in this study is an adapted

and modified scale from the research of Kaloeti, Kurnia & Tahamata (2021), namely missed experience, compulsion, and comparison with friends. Meanwhile, the scale used to measure the self-esteem variable in this study was a scale adapted and modified from the research of Tafarodi & Swann (2001), namely Self-competence and Self-liking.

The scale model used in this study is a Likert scale model with favorable and unfavorable statements with four alternative answers: strongly agree (SS), agree (S), disagree (TS), and strongly disagree (STS). The score for favorable statements is in the range of 1-4 where a score of 1 (strongly disagree) and a score of 4 (strongly agree), for unfavorable statements the score will be reversed.

The population in this study were men/women, early adults aged 20-40 years, and active vape pod users. The sampling technique used in this study was purposive sampling. The characteristics of the sample in this study were early adults who were active vape pod users. In this study, data were collected using a questionnaire distributed directly. The validity test used in this study was content validity by considering expert judgment. The reliability test used in this study was the Cronbach's Alpha technique. The data analysis technique used in this study was simple regression analysis using the SPSS version 25 for Windows program.

RESULT AND DISCUSSION

Based on the hypothesis testing conducted using simple regression analysis, the results showed a significance value of 0.000 ($p < 0.010$). Therefore, the proposed hypothesis is accepted, indicating a highly significant effect of Fear of Missing Out on self-esteem among early adults who are vape pod users. This finding is consistent with the study by Siddik, Mafaza, and Sembiring (2020), which demonstrated that self-esteem plays a significant role in influencing Fear of Missing Out (FoMO). The data analysis further revealed an R Square value of 0.112, indicating that self-esteem contributes 11.2% to the variation in Fear of Missing Out, while the remaining 88.8% is influenced by other factors not included in this study.

Based on the empirical mean calculations of Fear of Missing Out and Self-Esteem, both variables fall into the moderate category. This suggests that a moderate level of FoMO indicates that respondents tend to follow trends to avoid feeling left out; however, this drive does not dominate their behavior to the point of causing excessive anxiety. Additionally, self-esteem at a moderate level reflects that individuals possess adequate, yet not optimal, self-evaluation abilities, making them still vulnerable to social environmental influences. This aligns with Abdel (2016), who states that self-esteem plays an important role in regulating emotional states within social relationships.

An analysis of respondents' FoMO levels based on gender showed that both males and females fall within the moderate category. These findings indicate no significant difference in FoMO levels between men and women. This may occur because both genders can be equally influenced by information, lifestyle, and vape pod trends, leading them to feel compelled to engage in new activities to avoid being left behind socially. Consequently, even though their level of self-confidence is not low, some individuals still feel driven to compare themselves with others in terms of lifestyle or social interactions, aligning with the FoMO aspects of missed experience and comparison with friends.

Respondent analysis based on age revealed that FoMO levels among individuals aged 20–30 and 31–40 years fall into the moderate category. This indicates that early adulthood ranging from ages 20 to 40 is a period in which individuals are exploring their identity and adapting to various forms of environmental pressure, resulting in a higher motivation to

stay connected with social information and trends. This is consistent with Przybylski (2013), who stated that FoMO is most prevalent during the early adulthood phase.

Findings based on the duration of vape pod usage showed that individuals who had used vape pods for less than 1 month fell into the low category, while those who had used them for 1–4 months, 4–6 months, and more than 6 months fell into the moderate category. This suggests that the longer individuals use vape pods, the stronger their social connections and trend-based interactions become, making them more susceptible to FoMO regarding interesting or socially valuable experiences.

Analysis based on daily vape pod usage duration showed that respondents in all categories 2–7 hours, 7–9 hours, and more than 9 hours fell into the moderate FoMO category. This indicates that the more time individuals spend using vape pods, the more likely they are to be exposed to social situations that trigger feelings of missing out. Within the 2 – 7 hour range, individuals interact frequently enough with their surroundings to develop a desire to adjust and remain socially connected.

Respondents who used vape pods due to friendship environment influences also fell into the moderate category, suggesting that social pressure for acceptance among peers can trigger FoMO. This aligns with Pebrianti (2021), who found that individuals with high FoMO tend to follow trends to remain accepted within their social groups. Meanwhile, respondents who used vape pods for lifestyle purposes fell into the low category, meaning that using vape pods as a lifestyle symbol does not strongly trigger FoMO. Those who used vape pods as a substitute for tobacco cigarettes fell into the moderate category, indicating that although their initial intention was to replace smoking habits, social ties formed along the way may still contribute to FoMO.

Finally, analysis based on daily social media usage showed that the empirical mean of FoMO fell within the moderate category across all levels of social media use—1–3 hours, 4–6 hours, and more than 6 hours. This indicates that social media can be a contributing factor to FoMO, aside from direct real-world social experiences. Through social media, individuals can constantly view others' activities, achievements, and trends without limitations, encouraging them to stay connected and avoid missing out on information. Therefore, FoMO in early adulthood is influenced not only by social pressures in daily interactions but also by extensive exposure to online content.

CONCLUSION

Based on the results of the study, it can be concluded that the proposed hypothesis is accepted. There is an effect of self-esteem on fear of missing out (FoMO) among early adults who are active vape-pod users. This effect is negative, meaning that the higher an individual's level of self-esteem, the lower their level of fear of missing out.

The findings also indicate that the self-esteem variable falls into the high category, while the fear of missing out variable is in the moderate category. These results reinforce the notion that individuals with higher self-esteem tend to experience lower levels of FoMO.

WORDS OF THANKS

The authors sincerely thank all respondents, especially early adult pod-based vape users, for their participation and valuable contributions to this study on the influence of self-esteem on FoMO.

REFERENCES

- Ababil, O. J., Wibowo, S. A., & Zahro, H. Z. (2022). Penerapan metode regresi linier dalam prediksi penjualan liquid vape di toko vapor pndaan berbasis website: *Jurnal Mahasiswa Teknik Informatika*, 6(1), 186-195
- Abel, J. P., Buff, C. L., & Burr, S. A. (2016). Social Media and the Fear of Missing Out: Scale Development and Assessment. *Journal of Business & Economics Research (JBER)*, 14(1), 33–44. <https://doi.org/10.19030/jber.v14i1.9554>
- Abdel-Khalek, A.M. (2016). Introduction to the psychology of self-esteem: *Journal Nova Science Publishers*. 1-23
- Akbar, R.S., Aulya, A., Apsari, A., Sofia, L. (2018). Ketakutan Akan Kehilangan Momen (FoMO) Pada Remaja Kota Samarinda. *Psikostudia: Jurnal Psikologi*, 7(2), 38-47.
- Anggraeni, P. & Piter. (2019). Studi deskriptif pengguna rokok elektrik di kecamatan tanjung priok: *Jurnal Social Clinilac Pharmacy Indonesia*. 4(2). 30-36
- Chubb (2024). Bahaya pods: ancaman tersembunyi dalam kemasan yang menarik. <https://www.chubb.com/id-id/articles/personal/5-bahaya-pods-dan-risikonya-untuk-kesehatan.html> (Diakses pada 23 januari 2025)
- Harding, J, J. (2023). Care of head and neck cancer patients for dental hygienists and dental therapist. USA: John Wiley & Sons Ltd.
- Hutapea, D. S. M., & Fasya, T. K. (2021). Rokok elektrik (vape) sebagai gaya hidup perokok masa kini di Kota Lhokseumawe. *Jurnal Ilmu Sosial dan Ilmu Politik Malikussaleh (JSPM)*, 2(1), 92-108.
- Ibrahim, A., & Aviani, Y. I. (2024). Hubungan Self-Esteem Dengan Fear of Missing Out Pada Pengguna Vape. *Innovative: Journal Of Social Science Research*, 4(1), 10886-10895.
- Isneniah, D., & Wulan Lindasari, S. (2024). Correlational study: Self-esteem and fear of missing out (FoMO) in emerging adulthood.
- Mahfuzah, A. A. & Agustin, R, W. (2025). Hubungan Self-Esteem Dengan Fear Of Missing Out Pada Remaja Pengguna Media Sosial di SMA Negeri 1 Muntilan Kabupaten Magelang.
- Mandas, A. L., & Silfiyah, K. (2022). Social self-esteem dan fear of missing out pada Generasi Z pengguna media sosial. *Jurnal Sinestesia*, 12(1), 19-27.
- Pebrianti, A. (2021). Tren Penggunaan TikTok Pada Kalangan Remaja Mahasiswa
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in human behavior*, 29(4), 1841-1848.
- Putri, J. E., Suhaili, N., Marjohan, M., Ifdil, I., & Afdal, A. (2022). Konsep self esteem pada wanita dewasa awal yang mengalami perceraian. *Jurnal EDUCATIO: Jurnal Pendidikan Indonesia*, 8(1), 20-25.
- Putri, U. N. H., Nur'aini, A. S., & Mawaadah, S. (2022). *Modul kesehatan mental*. CV. Azka Pustaka.
- Ramadhanti, A. (2020). Pendekatan Diagnosis Terbaru Vaping Associated Pulmonary Injury (VAPI). *Journal of Health Science and Physiotherapy*, 2(1), 74-80.
- Setiadarma, P, F. (2021). Cara sehat memperoleh sahabat. Semarang: STEP academic press.
- Tafarodi, R. W., & Swann Jr, W. B. (2001). Two-dimensional self-esteem: Theory and measurement. *Personality and individual Differences*, 31(5), 653-673.
- Umam, N. (2021). Harga Diri, Neurotisme & Kecanduan Internet Sebagai Prediktor Fear of Missing Out Pada Mahasiswa Self-Esteem, Neurotism & Internet Addiction as

Predictors Of Fear Of Missing Out Among Students. Prosiding Seminar Nasional 2021 Fakultas Psikologi UMBY, 55–69.

Wijayanti, M, D. (2022). Belajar IPA dari sebatang rokok. Surakarta: CV. Pajang Putra Wijaya.

World Health Organization (2024). Ministry of health and WHO release global adult tobacco survey Indonesia report 2021. <https://www.who.int/indonesia/news/detail/22-08-2024-ministry-of-health-and-who-release-global-adult-tobacco-survey-indonesia-report-2021> (Diakses pada tanggal 23 januari 2025)