Empirical Economics Letters, 25 (11): (November 2026), pp. 39-46 ISSN 1681 8997
https://doi.org/10.5281/zenodo.24224962

Fear of Missing Out and Hyperconnectivity: An Empirical Economic Study on African SMEs

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Abstract: This article examines the role of Fear of Missing Out (FOMO) as a growth lever for African SMEs. Using ANSD data and sectoral reports, a multiple linear regression model integrates five variables: digitalization, AI adoption and penetration, Internet connectivity, and social media usage. Results show that internet (53.9%) and social media (28.8%) together explain over 80% of FOMO intensity, highlighting their central role in impulsive consumer behavior. Digitalization contributes secondarily, while AI remains marginal yet strategic. A comparison across Senegal, Nigeria, Kenya, and Ghana reveals a pan-African dynamic.

Keywords: FOMO, Consumer, Supply Analysis, Modern Marketing, Risk

JEL Classification Number: D3, D11, M31, G32