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Ephemeral marketing trends as a digital marketing strategy: Analyzing FOMO, gratification and user engagement in driving purchase intention

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Abstract

The purpose of this study is to explore and analyze the influence of ephemeral marketing content in motivating users through Fear of Missing Out (FOMO) behaviors and its impact on user engagement and purchase intention among millennials on social media platforms, adopting the uses and gratifications theory (U&G). Furthermore, the mediating impact of gratification between Fomo and user engagement was also tested. The study utilized primary data collected via online questionnaires distributed to 200 respondents who are active users of instagram. The method employed is quantitative, with PLS-SEM data analysis technique. The results indicate that ephemeral marketing content significantly affects FOMO and customer engagement. Moreover, FOMO impacts customer engagement directly and indirectly through user satisfaction as a mediating variable. The findings also reveal that customer engagement significantly influences purchase intention. Based on these findings, it is recommended that business practitioners and marketers create and enhance digital marketing strategies through appealing ephemeral marketing content to boost consumer engagement with a brand or product, which can subsequently influence their purchasing interest.

Keywords ephemeral marketing; fear of missing out (FOMO); gratification; purchase intention; user engagement.

INTRODUCTION

The use of social media is prevalent among millennials, who are the primary users of these platforms (Mettan & Sancoko, 2020). In Indonesia, social media users increased from 170 million in 2021 to 191 million in 2022, with Instagram being the most popular platform among millennials (DataIndonesia.id, 2022). Instagram as the most popular social media platform among millennials has grown into a global community with over one billion monthly active users, significantly influencing digital marketing trends with the fashion industry being one of the sectors adapting to this trend (Ellison & Vitak, 2015) (Lu & Lin, 2022). The fashion industry, in particular, has embraced social media and e-commerce, leading to increased online fashion sales. By 2023, the online fashion market is expected to reach $872 billion, with 74% of consumers relying on social media for purchasing decisions. This highlights the growing competition in the online fashion market, emphasizing the need for marketers to create interactive and innovative strategies to attract potential consumers and boost product sales (Tiahn Wetzler, 2020).

Ephemeral marketing is a rising trend in digital marketing as an interactive and innovative strategies, leverages temporary content such as advertisements or promotional messages lasting up to 15 seconds and disappearing within 24 hours (Swathi & Dreenu mohan, 2019). Popularized by platforms like Snapchat and Instagram Stories, this strategy has gained traction since

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Instagram introduced its "Instastory" feature in 2016 (Dange et al., 2022). Instastory allows users to share ephemeral photo or video stories, interact with creators through responses, polls, or swipe-up links, and has attracted over 500 million daily users (Stallone & Koller, 2021) (K. J. Chen & Cheung, 2019). Marketers widely use this content to engage consumers, promote products, and build long-term customer relationships, making it a crucial tools for influencing online purchase intention (Bayer et al., 2016; K. J. Chen & Cheung, 2019). It is crucial for marketers to identify how ephemeral content can motivate online purchasing intention of consumers on Instagram.

Consumer purchase intention refers to a consumer's desire to buy a product, triggered by factors that stimulate their psychological state. In the online context, content marketing is a key factor that influences consumer purchasing intention (Yoong & Lian, 2019). Social media has transformed consumer purchasing behavior, which is now heavily influenced by online marketing activities through engaging marketing content, ultimately driving consumer purchase intention (Prasetya & Susilo, 2022).

Ephemeral marketing, a content marketing strategy that leverages temporary content such as Instagram Stories or Snapchat, significantly impacts online consumer purchase intentions through the *Uses and Gratification* (U&G) theory (Katz et al, 1973). Studies adopting the U&G approach suggest that marketing content influences purchasing intentions (Moreno et al., 2017; Liu et al., 2017).

U&G theory posits that consumers use media to satisfy specific needs, such as gaining information, entertainment, and social interaction. In the context of ephemeral marketing, disappearing content creates a sense of urgency or *fear of missing out* (FOMO), fulfilling the need for exclusivity and real-time engagement. Moreover, interactive features like polls, stickers, and direct links on platforms such as Instagram Stories allow consumers to feel connected to brands, thereby addressing their need for social interaction and personal engagement. These contents are often visually appealing and creatively designed, providing entertainment while effectively delivering product information. This integration of entertainment, interactivity, and information access creates a positive experience that motivates consumers purchase intention (Lopez et al., 2021). Consequently, ephemeral marketing serves not only as a promotional tool but also as a means to satisfy consumers' emotional and cognitive needs, ultimately boosting purchase intentions significantly.

Previous research has linked the use of ephemeral content to the behavior known as Fear of Missing Out (FOMO), which is the fear of missing out on moments or experiences, a phenomenon that is growing especially among millennials related to consumer psychological aspects. Ephemeral marketing trends are designed to build a sense of urgency and exclusivity that creates the FOMO phenomenon among consumers. Ephemeral marketing content sharing information about promotions, new product launches, and online polling can put pressure on consumer decision-making processes and affect their psychological aspects to stay connected with the content (Halidy, 2022; Alt, 2015). The Uses and Gratifications (U&G) theory developed by (Katz et al, 1973) explains how user motivations, psychosocial dispositions, and the effects of social media use holistically. This theory connects user motivations, including FOMO (Lai et al., 2016) with the use of ephemeral content to achieve gratification (grativication). FOMO is also suspected to influence user engagement with ephemeral content (Brodie et al., 2013; K. J. Chen & Cheung, 2019).

The FOMO phenomenon plays a crucial role in explaining consumer engagement on social media, surpassing several individual factors such as the level of need satisfaction (gratification). Other research shows a relationship between the level of satisfaction (gratification) and user engagement with ephemeral content. Consumers' motivation to consume ephemeral content can stimulate their satisfaction levels and increase

engagement with the content (G. M. Chen, 2011). The level of user satisfaction (gratification) from consuming ephemeral content can mediate the relationship between user motivation through FOMO and user engagement (K. J. Chen & Cheung, 2019). Ultimately, user engagement with ephemeral content can influence their purchase intention (Y. R. R. Chen, 2017).

As a newly emerging trend in digital marketing, studies on ephemeral marketing in relation to motivating user behavior and online purchase intention on social media platforms are still scarce. This limitation has become a growing issue among marketers today due to a lack of knowledge about the factors that can drive and motivate social media users to adopt ephemeral content and its impact on increasing consumer engagement and influencing their purchasing intention behavior.

Although users are interested in adopting ephemeral marketing content on social media platforms, academic attention towards understanding and leveraging these features in a marketing context remains limited. Previous research has only explored user evaluations of their experiences with ephemeral content (Bayer et al., 2016; Ganguli Student et al., 2019) and factors driving social media user behavior such as the need for social interaction, self-expression, enjoyment, escapism, and surveillance (Ben et al., 2015; Sheldon & Bryant, 2016). Therefore, further research is needed to deeply understand the impact and variables involved in the effects of ephemeral marketing on online buying behavior.

Unlike previous studies, this research focuses on the power of ephemeral marketing content in identifying antecedents and consequences on online buying behavior among millennials on social media platforms. This study will develop a research model by adopting the Uses and Gratifications (U&G) theory and further investigate variables that can motivate users such as FOMO and their impact on user satisfaction (gratification), user engagement, and purchase intention. Therefore, this study aims to explore and analyze further the influence of ephemeral marketing content in motivating users through the Fear of Missing Out (FOMO) phenomenon and its impact on user engagement and purchase intention, with user satisfaction (gratification) serving as a mediating variable between the FOMO phenomenon and user engagement.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Uses and gratifications (U&G) theory

The Uses and Gratifications (U&G) theory, introduced by (Katz et al, 1973), explains the relationship between media and its audience, highlighting how actively engaged audiences use media to satisfy their needs and desires. This theory emphasizes the motivations and gratifications that drive audiences' interactions with media. U&G theory has been widely applied to various forms of new media associated with communication technologies. Consequently, new categories have been developed to explain the reasons behind people's use of social media. For instance, the information and engagement opportunities offered by media platforms can influence consumers' purchase intentions for products or services (Sheldon & Bryant, 2016).

Katz et al (1973) identified five categories of need gratification factors: cognitive needs (seeking information, knowledge, and understanding), affective needs (enhancing aesthetic, pleasurable, and emotional experiences), integrative needs (boosting credibility, stability and status), social integrative needs (strengthening contact with people and affiliation), and escape needs (tension release and diverting attention from unpleasant to pleasant).

The Uses and Gratifications (U&G) theory suggests that consumers engage with media to fulfill specific needs, such as obtaining information, entertainment, and social interaction (Lopez et al., 2021). In ephemeral marketing, the transient nature of content, which disappears after a short period, creates urgency or fear of missing out (FOMO),

meeting the demand for exclusivity and real-time interaction. Features like polls, stickers, and direct links on platforms like Instagram Stories foster a sense of connection between consumers and brands, addressing their need for social interaction and engagement. These ephemeral contents, often visually appealing and creatively designed, provide entertainment while effectively conveying product information. By combining entertainment, interactivity, and information, ephemeral marketing delivers a positive user experience that enhances consumer purchase intentions (Moreno et al., 2017; Liu et al., 2017).

Ephemeral marketing

Ephemeral marketing content is defined as a communication tool in the form of text, images, and videos that disappear after being displayed for 24 hours (Mehra, T., Agarwa, I., & Swami, 2018; Saunders & Eaton, 2018). Based on this definition, ephemeral marketing content serves as an interactive marketing communication medium used to convey marketing information, conduct promotions, and various other marketing activities in forms of text, images, and videos that disappear within a limited time frame (24 hours) (Bayer et al., 2016).

Ephemeral content on social media, such as Instagram Stories and Snapchat, has become an increasingly popular marketing tool due to its temporary nature, creating a sense of urgency and exclusivity among users. This aligns closely with the Uses and Gratification (U&G) theory developed by Katz et al. (1973), which posits that individuals actively use media to fulfill specific needs, including information, entertainment, and social interaction. In the context of ephemeral marketing, disappearing content appeals to consumers' cognitive needs by delivering concise and engaging information about products or services.

Research by Bayer et al. (2016) and Lopez et al. (2021) supports the significant impact of ephemeral content in influencing consumer behavior. Bayer et al. (2016) highlighted how ephemeral content can evoke emotional satisfaction, stimulate the desire to share, encourage quicker engagement, and foster strong relationships with customers, ultimately influencing consumers' purchase intentions for a product. While Lopez et al. (2021) emphasized that such content creates a positive experience that enhances consumers' purchase intentions. Therefore, ephemeral marketing serves not only as a promotional tool but also as a medium that satisfies consumers' cognitive and emotional needs, making it a powerful strategy to drive online purchasing behavior.

Social media provides advertisers with an effective platform to market their offerings using concise, informative messages and short videos. Ephemeral marketing motivates millennials to engage with product or service brands through features like stickers and filters, enabling users to express themselves in creative and personalized ways (Kuss & Griffiths, 2017).

Purchase intention

Consumer purchase intentions refers to individual's willingness to purchase a certain product or service (Siqueira et al., 2022). Purchase intention as a consumer's desire to acquire a product, which arises when consumers are influenced by the product's quality and the information provided about it. The most effective strategy to capture consumer attention is by creating engaging and high-quality content for branding and customer engagement, which ultimately fosters purchase intention over time (Vivek et al., 2012).

Studies that adopt a U&G approach reveal that the effect of advertising content on social media affects purchase intentions (Liu, Y., Mensah, I. K., Fang, Z., & Mwakapesa, 2022; Moreno et al., 2017). In addition, Millennials' purchase motivation is related to their awareness of product and/or service brands. Thus, Millennials tend to be more reactive and impulsive in their sharing and participation in brand content on social media compared to

other generational groups (Flecha-Ortíz et al., 2021; Moreno et al., 2017).

According to (Sashittal et al., 2016), in the current generation, particularly the Millennial Generation, the use of ephemeral marketing content enhances connection and engagement. News reports highlight that Snapchat has popularized the trend of using temporary content to build recognition and boost purchase intention. Sashittal et al. (2016) further explain that for Millennials, temporary content provides instant gratification, which in turn drives consumer behavior.

The relationship between ephemeral marketing content and fear of missing out (FOMO)

The phenomenon of Fear of Missing Out (FOMO) is defined as the apprehension of envy over missed experiences. FOMO represents the fear of failing to capitalize on existing opportunities (Çelik et al., 2019). According to the Uses and Gratifications (U&G) theory developed by Blumler (1973), individuals use social media as a means to satisfy their needs for entertainment, information sharing, escapism, and social connection. Based on this theory, users' adoption of ephemeral content on social media platforms can motivate them to stay connected with such content. This motivation includes the fear or apprehension of missing out on moments and information if not connected to the content, known as Fear of Missing Out (FOMO). Millennials are the demographic most engaged in the FOMO phenomenon (Aripradono, 2020). In marketing activities, the use of ephemeral marketing content on social media platforms to share information about products, promotions, and online polls can influence users' motivation to stay connected with the content due to the fear of missing out on the shared information (Alt, 2015). The transient nature of ephemeral content, available only for a limited time, has the potential to increase users' FOMO (K. J. Chen & Cheung, 2019).

H1: Ephemeral Marketing positive significantly influences the FOMO behavior of Millennials on the Instagram Social Media Platform.

The relationship between FOMO and user satisfaction level (gratification)

The Uses and Gratifications Theory explains that user motivation, including the fear of missing out (FOMO), results from using ephemeral content to achieve satisfaction (gratification) (Lai et al., 2016). Several empirical studies have examined and found a positive relationship between FOMO and gratification. FOMO can serve as a basic motivation driving social media users to consume ephemeral content in order to satisfy their desires (gratification) (K. J. Chen & Cheung, 2019). The transient nature of ephemeral content, being available only briefly, causes FOMO behavior to create anxiety if users are not involved with the content. This compels users to spend more time exploring and searching for information related to the ephemeral content, ultimately increasing their satisfaction (gratification) with the content.

H2: FOMO behavior positive significantly influences the Satisfaction Level (Gratification) of Millennials on the Instagram Social Media Platform.

The relationship between ephemeral marketing and user engagement

The consumer behavior motivation to consume ephemeral content can increase user engagement with that content (G. M. Chen, 2011). Research by Przybylski et al. (2013) indicates that ephemeral content can enhance consumer engagement with it. In the marketing context, ephemeral content shared by marketers through Instastory, such as information about new products, promotions, and other marketing activities, can impact the psychological aspects of users. This will increase user engagement, including through actions like replying to content stories,

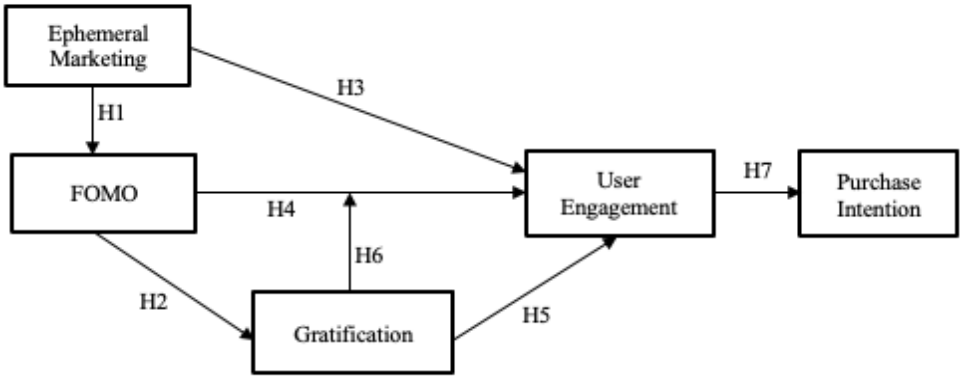

Figure 1.
Conceptual framework

responding to polling stickers, visiting the content creator's profile, and connecting to various other websites through the swipe-up function provided by the content.

H3: Ephemeral marketing positive significantly influences User Engagement among Millennials on the Instagram social media platform.

The relationship between FOMO behavior and user engagement

Psychological aspects play a crucial role in driving consumer engagement behavior on social media platforms. For consumers motivated by the fear of missing out on information (FOMO), participation in social media becomes highly appealing (Alt, 2015). This is often experienced by millennials who are particularly susceptible to FOMO behavior. Social media services such as Facebook, Twitter, and Foursquare serve as technological tools for seeking social connections and obtaining information that enhances user engagement. According to Self-Determination Theory (SDT), FOMO behavior is a significant factor in explaining an individual's engagement with social media, beyond individual factors such as the level of need satisfaction. In this context, FOMO behavior will affect user engagement with ephemeral marketing content (Przybylski et al., 2013). Other research also shows that FOMO behavior drives individuals who are concerned about missing out on information to stay connected with the content and increase their engagement with the social media platform (Brodie et al., 2013; K. J. Chen & Cheung, 2019).

H4: FOMO behavior positive significantly influences User Engagement among Millennials on the Instagram social media platform.

The relationship between FOMO, gratification, and user engagement

User satisfaction (gratification) with ephemeral content is considered a factor influencing user engagement (G. M. Chen, 2011). User engagement on social media platforms often occurs due to motivating factors (Dolan et al., 2016). Empirical research has identified motivators behind user engagement in social media, such as information, entertainment, personal identification, integration, social interaction, and empowerment. These factors can increase user satisfaction, impacting their increased engagement in social media. Users satisfied with ephemeral content tend to increase their engagement with it (Brodie et al., 2013) (D, Cyr., Ilsever & M, 2007). User satisfaction (gratification) is also considered a mediating factor between FOMO behavior and user engagement (K. J. Chen & Cheung, 2019). The mediating effect of satisfaction is

Table 1.
Construct validity and reliability measurements

Item Description	Outer Loading	AVE	CR	Cronbach's Alpha
EM1	0.718	0.510	0.893	0.863
EM2	0.707			
EM3	0.718			
EM4	0.715			
EM5	0.704			
EM6	0.742			
EM7	0.685			
EM8	0.722			
FOMO1	0.695	0.512	0.870	0.761
FOMO2	0.721			
FOMO3	0.779			
FOMO4	0.714			
FOMO5	0.663			
GR1	0.736	0.502	0.834	0.752
GR2	0.711			
GR3	0.711			
GR4	0.688			
GR5	0.694			
CE1	0.766	0.541	0.855	0.788
CE2	0.718			
CE3	0.735			
CE4	0.757			
CE5	0.701			
PI1	0.693	0.508	0.861	0.806
PI2	0.743			
PI3	0.688			
PI4	0.731			
PI5	0.730			
PI6	0.688			

Variable Descriptions are as follows :
EM : *Ephemeral Marketing*
FOMO : *Fear of Missing Out*
GR : *Gratification*
CE : Customer Engagement
PI : Purchase Intention

crucial for enhancing user engagement with short content on social media. Motivational factors related to psychological effects such as FOMO can encourage users to adopt ephemeral content and gain satisfaction from its use, leading to increased consumption, dependency, and interactive behavior with ephemeral content, ultimately enhancing user engagement with the content (Y. R. R. Chen, 2017).

H5: Satisfaction Level (Gratification) positive significantly influences User Engagement among Millennials on the Instagram social media platform.

H6: FOMO behavior indirectly affects user engagement through Satisfaction Level (Gratification) among Millennials on the Instagram social media platform.

The relationship between user engagement and purchase intention

User engagement in social media relates to the interaction between marketers and customers, demonstrated through users actively consuming, participating, and producing content on social media platforms. User engagement with ephemeral content can encourage consumers purchase intentions (Lu & Lin, 2022). Previous research has found a relationship between user engagement and

Table 2.
Cross loading test results

Item Description	EM	FOMO	GR	CE	PI
EM1	**(0.718)**	-0.009	0.036	0.041	0.078
EM2	**(0.707)**	-0.066	0.030	0.032	0.035
EM3	**(0.718)**	0.038	-0.168	-0.060	0.140
EM4	**(0.715)**	0.005	0.180	-0.089	-0.083
EM5	**(0.704)**	-0.012	-0.198	0.047	0.096
EM6	**(0.742)**	0.022	0.008	0.005	-0.035
EM7	**(0.685)**	0.019	0.037	0.083	-0.122
EM8	**(0.722)**	0.002	0.072	-0.055	-0.111
FOMO1	0.078	**(0.695)**	-0.082	-0.078	-0.100
FOMO2	0.009	**(0.721)**	-0.084	0.132	0.034
FOMO3	-0.003	**(0.779)**	0.060	0.044	0.022
FOMO4	0.059	**(0.714)**	0.035	-0.153	-0.103
FOMO5	-0.151	**(0.663)**	0.069	0.052	0.153
GR1	0.063	-0.055	**(0.736)**	0.088	-0.069
GR2	-0.049	-0.073	**(0.711)**	-0.116	0.015
GR3	-0.211	0.027	**(0.711)**	0.155	0.009
GR4	0.070	0.066	**(0.688)**	-0.012	0.031
GR5	0.131	0.039	**(0.694)**	-0.122	0.017
CE1	-0.007	-0.037	-0.002	**(0.766)**	0.018
CE2	0.065	0.077	0.005	**(0.718)**	-0.058
CE3	-0.053	-0.128	-0.083	**(0.735)**	0.223
CE4	-0.001	0.091	0.103	**(0.757)**	-0.017
CE5	-0.002	-0.001	-0.027	**(0.701)**	-0.177
PI1	-0.096	-0.012	0.099	-0.044	**(0.693)**
PI2	0.158	-0.094	-0.088	-0.010	**(0.743)**
PI3	0.004	0.031	-0.071	-0.005	**(0.688)**
PI4	-0.072	-0.010	0.024	0.070	**(0.731)**
PI5	-0.099	0.045	0.181	-0.035	**(0.730)**
PI6	0.105	0.045	-0.152	0.022	**(0.688)**

Table 3.
Correlation Matrix Results for The Fornell Lacker Criteria

	EM	FOMO	GR	CE	PI
EM	**(0.714)**	0.241	0.605	0.406	0.319
FOMO	0.241	**(0.716)**	0.272	0.259	0.102
GR	0.605	0.272	**(0.708)**	0.491	0.399
CE	0.406	0.259	0.491	**(0.736)**	0.204
PI	0.319	0.102	0.399	0.204	**(0.712)**

consumer purchase interest in different contexts. Some researchers found that consumer engagement in mobile apps has a positive effect on purchase intent (Treleavan ; & Varan Potter, S Bellman; Robinson, 2011). Another study found that consumer engagement in mobile apps increases trust and commitment to the brand, positively influencing purchase intent (Lin, 2007). User engagement with marketing content shared on social media can motivate consumers to engage more deeply with the content, ultimately encouraging their purchase intentions (Y. R. R. Chen, 2017).

H7 : User Engagement significantly influences the purchase intention of millennials on the Instagram social media platform.

Table 4.
Relationship Between Construct Path Analysis

Hypothesized Paths	Estimate	P-value	Result
H_1: EM -> FOMO	0.259	<0.001*	Siqnificant
H_2: FOMO -> GR	0.277	<0.001*	Siqnificant
H_3: EM -> CE	0.129	<0.001*	Siqnificant
H_4: FOMO -> CE	0.158	0.011*	Siqnificant
H_5: GR -> CE	0.340	<0.001*	Siqnificant
H_7: CE -> PI	0.282	<0.001*	Siqnificant

Indirect Effect	Estimate	P-value	Result
H_6: FOMO -> GR -> CE	0.094	0.028	Siqnificant

METHODS

Research design

The research design employed is causal research, utilizing primary data. Primary data were collected through questionnaire surveys distributed online via email or social media platforms. The questionnaire was designed using a Likert Scale and the level of agreement of the respondents with the declaration of consent was determined through strongly disagree, disagree, neutral, agree, and strongly agree.

Population and sample

The population for this research comprises the millennial generation born between the 1980s and the early 2000s who are active users of the social media platform Instagram. The sampling technique employed is purposive sampling, with the criteria for selecting research participants being individuals from the millennial generation born between the 1980s and the early 2000s, who are active users of Instagram and have engaged with ephemeral marketing content on Instastory, specifically from an online fashion store, within the past three months.

Since the population size is not definitively known, the sample determination approach follows Roscoe (Augusty, 2019). According to this approach, research utilizing SEM analysis requires a sample size of at least five times the number of indicator variables used (Hair, Hult, Ringle, & Sarstedt, 2017). This study involves 27 indicators, necessitating a minimum sample size of 135 respondents. This requirement is particularly important for testing the Chi-square SEM model, which is sensitive to sample size. For the maximum likelihood estimation technique, an ideal sample size ranges from 100 to 300 respondents (Hair, Hult, Ringle, & Sarstedt, 2017) . Based on these guidelines, this study employed a sample of 200 respondents.

Data analysis method

Data analysis in this research was conducted using the Structural Equation Model SEM-PLS program. PLS-SEM allows researchers to effectively operationalize theories and develop well-structured statistical models. It also provides a framework for analyzing data and generating predictions in a quantifiable manner, while simultaneously offering conceptual insights into the phenomena under study. This dual capability makes PLS-SEM a powerful tool for both explanatory and predictive research purposes (Hair, Hult, Ringle, & Sarstedt, 2017).

The measurement model employed validity and reliability tests on the research questionnaire. The developed hypotheses were analyzed using Partial Least Squares (PLS) within the framework of Structural Equation Modeling (SEM), which combines both factor analysis and regression analysis. The primary purpose of utilizing SMART PLS is to predict relationships between constructs, validate theoretical frameworks, and determine whether significant relationships exist between latent variables.

Table 5.
Overall Model Evaluation (Model Fit and Quality Index)

Classic Indices	***Value***	**Reference**	**Conclusion**
Average path coefficiest (APC)	<0.001	*P-value* < 0.05	*close fit*
Average R-squared (ARS)	0.014	*P-value* < 0.05	*good fit*
Average adjusted R-squared (AARS)	0.017	*P-value* < 0.05	*good fit*
Average block VIF (AVIF)	1.651	*acceptable if* ≤ 5, *ideally* ≤ 3.3	*ideally fit*
Average full collinearity VIF (AFVIF)	1.454	*acceptable if* ≤ 5, *ideally* ≤ 3.3	*acceptable fit*
Tenenhaus GoF (GoF)	0.261	*small* ≥ 0.1, *medium* ≥ 0.25, *large* ≥ 0.36	*acceptable fit*
Sympson's paradox ratio (SPR)	1.000	*acceptable if* ≥ 0.7, *ideally* = 1	*ideally fit*
R-squared contribution ratio (RSCR)	1.000	*acceptable if* ≥ 0.9, *ideally* = 1	*ideally fit*
Statistical suppression ratio (SSR)	1.000	*acceptable if* ≥ 0.7	*ideally fit*
Nonlinear bivariate causality directun ratio (NLBCDR)	1.000	*acceptable if* ≥ 0.7	*ideally fit*
Additional Indices	***Value***	**Reference**	**Conclusion**
Standardized root mean squared residual (SRMR)	0.094	*acceptable if* ≤ 0.1	*acceptable fit*
Standardized mean absolute residual (SMAR)	0.076	*acceptable if* ≤ 0.1	*acceptable fit*
Standardized chi-square with 252 degrees of freedom (SChS)	<0.001	*P-value* < 0.05	*close fit*
Standardized threshold difference count ratio (STDCR)	0.980	*acceptable if* ≥ 0.7, *ideally* = 1	*ideally fit*
Standardized threshold difference sum ratio (STDCR)	0.942	*acceptable if* ≥ 0.7, *ideally* = 1	*ideally fit*

respondents fell within the millennial age group, specifically between 17 and 25 years old, comprising 171 respondents or 78.4%. According to respondent profiles, the most frequently used social media feature among millennials was the Instagram story feature, with 197 respondents or 98.5%. Additionally, based on respondent profile data, fashion products such as clothing, shoes, bags, and accessories were the most commonly featured products on the Instagram story feature, chosen by 190 respondents or 87.2%.

Further analysis of respondent characteristics related to ephemeral marketing content revealed that the type of ephemeral content on Instagram stories that respondents liked the most was review content, selected by 73 respondents or 33.5%. Meanwhile, 60 respondents (27.5%) preferred informative content, 47 respondents (21.6%) favored educational content in the form of tips and tutorials, and 20 respondents (17.4%) opted for entertainment content. Regarding the category of the most interesting type of product information on the Instagram story feed, the majority of respondents (122 respondents or 56%) chose information offers or price discounts as the most intriguing type of information.

values exceed one, all CR values surpass 0.70, and all Cronbach's Alpha values are above the cut-off threshold of 0.60. Discriminant validity is assessed through Cross Loading values (L > Lothers) and the Fornell-Lacker Criteria (√AVE Yi > Correlation Yi,Yj).

The values presented in brackets and bold in Table 2 represent the loading factor values, denoted as L. Table 2 displays the outcomes of the cross-loading test, indicating that the discriminant validity of the SEM-PLS model has been satisfied. This is evident from the outer loading values in the designated construct, which are greater compared to the outer loading values in other constructs (as indicated in brackets).

Furthermore, the correlation matrix results, along with the Fornell-Lacker criteria, are depicted in Table 3. In Table 3, it can be concluded that the discriminant validity of the SEM-PLS model has been fulfilled. This can be seen from the value of each row of the √AVE matrix. The resulting construct has a value greater than the correlation values of the two different constructs**.**

FOMO = 0.259 EM + e , R2 = 0.067

GR = 0.277 FOMO + e , R2 = 0.077

CE = 0.129 EM + 0.158 FOMO + 0.340 GR+e , R^2 = 0.304

PI = 0.282 CE + e , R2 = 0.079

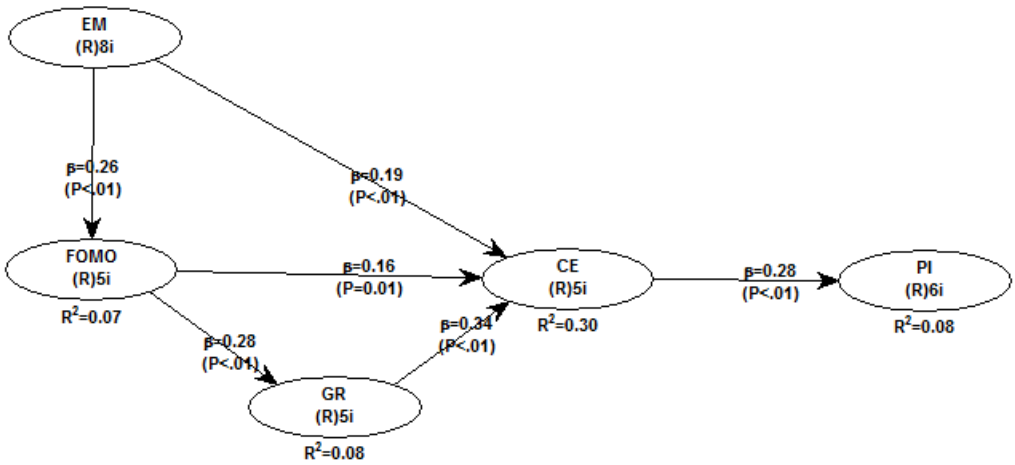

Figure 2.
Structural model

significant if the P-value is less than or equal to 0.05. Based on Table 4 and Figure 2 above, The findings of this study reveal several significant relationships between the variables analyzed. Firstly, Ephemeral Marketing (EM) positively influences Fear of Missing Out (FOMO) with a direct effect of 0.259, indicating that higher levels of EM result in greater FOMO among users. Secondly, FOMO positively affects Gratification (GR) with a direct effect of 0.277, showing that an increase in FOMO enhances users' sense of gratification. Thirdly, Ephemeral Marketing (EM) directly impacts User Engagement (CE) with a positive effect of 0.129, highlighting its role in fostering user interaction. Similarly, FOMO positively influences User Engagement (CE) with a direct effect of 0.158, while Gratification (GR) also significantly contributes to User Engagement (CE) with a similar effect size of 0.158. Additionally, an indirect effect of FOMO on User Engagement (CE) through Gratification (GR) is observed with an effect of 0.09418, suggesting that GR acts as a mediating variable in this relationship. Lastly, User Engagement (CE) demonstrates a significant positive effect on Purchase Intention (PI) with a direct effect of 0.282, emphasizing the crucial role of engagement in driving consumer purchasing behavior. These findings underscore the interconnectedness of EM, FOMO, GR, CE, and PI, highlighting the importance of ephemeral marketing strategies

P-Value of less than 0.001, significantly lower than 0.05. Therefore, it can be concluded that the Ephemeral Marketing variable has a significant positive effect on the Fear of Missing Out (FOMO) variable. Thus, Hypothesis 1 is accepted. This finding is supported by the study conducted by Alt (2015), which indicates that the use of ephemeral marketing content can influence consumers' desire to stay connected with the content due to fear and anxiety of missing out on crucial information. Factors that tend to make consumers feel FOMO towards ephemeral content include its temporary nature and disappearance within 24 hours, causing attractive information such as product details, promotions, and online polls to increase FOMO (K. J. Chen & Cheung, 2019).

In this study, ephemeral marketing content focused on fashion products such as clothing, bags, shoes, and accessories featured in Instagram stories. Respondent profile data show that most users prefer product reviews. Review content can originate from product users, information provided by sellers, or reviews by influencers or endorsers. Additionally, 47.2% of respondents are drawn to ephemeral marketing content due to the attractive models and designs of the products. In conclusion, consumers viewing ephemeral marketing content are attracted to reviews that provide information on appealing designs or models of products, thus triggering FOMO to

explore more about the content. The use of ephemeral content has become a prominent feature in the user experience, especially among millennials in the social media ecosystem (K. J. Chen & Cheung, 2019). This content captures the full attention of millennials due to its temporary nature and short duration, affecting the psychological aspect of users to stay connected with the content so as not to miss out on crucial information (Mettan & Sancoko, 2020)(Mehra et al., 2018).

Relationship between FOMO and gratification

Based on Table 4, the hypothesis testing results show a positive value of 0.277 with a P-Value less than 0.001, significantly smaller compared to 0.05. Therefore, it can be concluded that the FOMO variable significantly positively influences the User Gratification level. Thus, Hypothesis 2 is accepted. This finding is supported by the study by K. J. Chen and Cheung (2019), which found that FOMO behavior can motivate users and drive them to consume ephemeral marketing content as a form of gratification. According to the U&G theory, FOMO behavior is related to user satisfaction levels (Lai et al., 2016). In this context, users consume ephemeral marketing content to gain satisfaction from the information shared through the content. This can motivate FOMO behavior, which ultimately affects the user's satisfaction level after consuming the content. In this study, FOMO behavior causes anxiety and worry about missing out on exciting information from ephemeral content on fashion products, prompting users to increase their browsing frequency on accounts sharing this content. This ultimately enhances user satisfaction (Gratification) (K. J. Chen & Cheung, 2019). Furthermore, Moore and Craciun (2021) explain that Instagram social media users with higher FOMO tend to spend more time on the platform, which ultimately affects their satisfaction level (Gratification) with ephemeral marketing content shared through the platform.

Relationship between ephemeral marketing and customer engagement

Based on Table 4, the hypothesis testing results show a positive value of 0.129 with a P-Value less than 0.001, which is smaller than 0.05. Therefore, it can be concluded that the ephemeral marketing content variable significantly positively affects user engagement (Customer Engagement). This indicates that Hypothesis 3 is accepted. These findings are consistent with those of Przybylski et al. (2013) , who state that user motivation on online platforms due to consuming ephemeral marketing content can enhance user engagement. G. M. Chen (2011) also explains that users engaged with ephemeral marketing content tend to increase their engagement to stay connected with the platform presenting the content. Ephemeral content is part of an interactive and innovative digital marketing strategy, focusing on temporary content (Dange et al., 2022). Harrigan et al. (2018) and Kaihatu (2020) have stated that digital marketing among millennials positively impacts their engagement in exploring content. User engagement with digital marketing content develops through frequent content viewing, clear understanding of the conveyed message and information, interest in the content, and awareness that other users also like the content. In this study, ephemeral marketing content shared via Instagram stories includes information about the latest fashion products, promotions, product reviews, and other marketing activities that enhance user engagement. User engagement with ephemeral content involves interactions such as replying to stories, responding to poll stickers, visiting content creators' accounts, and connecting with other websites through the swipe-up feature on Instagram stories (G. M. Chen, 2011).

Relationship between FOMO and customer engagement

Based on Table 4, the hypothesis testing results show a positive value of 0.158 with a

P-Value less than 0.001, indicating it is smaller than 0.05. Therefore, it can be concluded that the Fear of Missing Out (FOMO) variable significantly positively influences the user engagement variable. Thus, Hypothesis 4 is accepted. These findings align with the research by Przybylski et al. (2013), which demonstrated that FOMO behavior can affect user engagement. Other research shows similar results, where FOMO arising from consuming ephemeral marketing content that shares information about products, promotions, and other marketing activities can affect the psychological aspect of users, causing worry and anxiety if they miss out on engaging with the content. This motivates users to enhance their engagement with the content by replying to stories, liking, affixing stickers, and exploring the profiles of content creators linked to various accounts such as social media and websites through the swipe-up feature (G. M. Chen, 2011). In this study, users with high levels of FOMO tend to interact more actively with ephemeral content, especially in fashion products. They often click, like, and respond to Stories or other ephemeral content. Additionally, users experiencing FOMO are more active in participating in contests and events hosted by fashion brands on Instagram, as they do not want to miss out on information or exciting opportunities. This FOMO behavior plays a crucial role in driving user engagement on social media platforms, more so than other factors (Przybylski et al., 2013). Furthermore, Alt (2015) found that social media users with high levels of FOMO tend to use social media platforms more frequently and consume ephemeral marketing content.

Relationship between gratification and customer engagement

Based on Table 4, the hypothesis testing results show a positive value of 0.340 with a P-Value less than 0.001, which is smaller than 0.05. Therefore, it can be concluded that the Gratification variable significantly positively influences the user engagement variable. Thus, Hypothesis 5 is accepted. These findings are in line with the research by G. M. Chen (2011), which stated that user satisfaction with ephemeral content could affect user engagement. The studies by Brodie et al. (2013) and (D, Cyr., Ilsever & M, 2007) also support this finding, showing that user satisfaction with ephemeral marketing content posted on social media platforms enhances their engagement with the content. User engagement arises through motivations such as seeking information, entertainment, social interaction, and self-expression (Dolan et al., 2016). Sundar and Limperos (2013) added that user engagement in Instagram stories, particularly among millennials, is driven by primary motivations such as entertainment, the benefits of using a social media platform, and the desire to share. This motivation is recognized as a determinant factor of user engagement, leading users to consume content on Instagram stories to satisfy their needs for entertainment, exploration, and received benefits, thereby increasing their engagement (Lu & Lin, 2022). In this study, ephemeral marketing content related to fashion products, attractively packaged, entertaining, and providing timely and useful real-time information, satisfies users and encourages them to continue engaging with the content, such as by liking, commenting, and resharing, seeking further information about the product, and following the social media accounts of the product sellers. Ephemeral content provides numerous opportunities for users to gain information and interact, given the time limitations in accessing the content, which can increase user satisfaction and encourage their engagement (K. J. Chen & Cheung, 2019).

Relationship between FOMO, gratification, and customer engagement

Based on Table 4, the positive value obtained from the hypothesis testing is 0.094, with a P-Value of 0.028, indicating it is less than 0.05. From these results, it can be concluded that the Fear of Missing Out (FOMO) variable has an indirect influence on user engagement (Customer Engagement) through Gratification

as an intervening variable. Thus, Hypothesis 6 is accepted. This study supports findings by K. J. Chen and Cheung (2019), who demonstrated that users' satisfaction (gratification) with consuming ephemeral content can mediate the relationship between the FOMO motivation of users and their engagement. This satisfaction is a crucial factor that mediates user engagement with ephemeral marketing content on social media platforms (D, Cyr., Ilsever & M, 2007). Motivation related to psychological impacts such as anxiety and fear of missing out on exciting information (FOMO) concerning ephemeral content on social media drives users to consume and be satisfied with temporary content. This satisfaction encourages further consumption, dependence, and interaction with the content, ultimately enhancing user engagement (Y. R. R. Chen, 2017). In this study, ephemeral marketing content for fashion products potentially increases FOMO behavior, which serves as a fundamental motivation for users to consume ephemeral content to satisfy their desires, subsequently increasing their engagement with the content. This also causes users to spend more time exploring and checking new updates about fashion products on Instagram stories (Lai et al., 2016).

Relationship between customer engagement and purchase intention

Based on Table 4, the positive value obtained from the hypothesis testing is 0.282, with a P-Value of less than 0.001, which is significantly lower than 0.05. From these results, it can be concluded that the variable of user engagement (customer engagement) has a significant and positive influence on the variable of purchase intention. Therefore, Hypothesis 7 is accepted. These findings align with the research conducted by (Bellman et al., 2011). which found that consumer engagement positively affects their purchase intention for both goods and services. This finding is further supported by (Lin, 2007), who demonstrated that consumer engagement in mobile apps enhances trust and commitment to the brand, subsequently influencing their purchase intentions. User engagement with marketing content shared through online social media platforms, such as through comments, emoticon reactions, and content sharing, can predict consumer purchase intentions (Zheng et al., 2022). Moreover, interactions, communications, and knowledge sharing among consumers about products and services can enhance customer engagement, leading to an increase in their purchase intentions (Toor et al., 2017).

CONCLUSION

The purpose of this study is to explore and analyze the influence of ephemeral marketing content's power in motivating users through the Fear of Missing Out (FOMO) behavior and its impact on user engagement and purchase intention, with user satisfaction (gratification) serving as a mediating variable between FOMO behavior and user engagement.

The findings of this research align with Uses and Gratification (U&G) Theory by Katz et al. (1973), which highlights that media consumption is driven by individuals actively seeking to fulfill their needs and desires. The study demonstrates that ephemeral marketing content significantly impacts Fear of Missing Out (FOMO) behavior and user engagement, particularly among millennials. This supports the U&G notion that users engage with media content not passively but to satisfy specific psychological and social needs. The results show that FOMO, triggered by ephemeral marketing features such as Instagram Stories, encourages user satisfaction and deeper engagement with content. Additionally, FOMO indirectly influences user engagement through Gratification, serving as an intervening variable. This reflects the U&G framework, where user gratification derived from media consumption fosters continued interaction and engagement. Furthermore, the study highlights that user satisfaction with ephemeral marketing content significantly enhances their interaction with content creators, such as replying to stories, leaving

comments, and using stickers and likes. These interactions satisfy users' integrative and affective needs as described in U&G Theory. Finally, user engagement with ephemeral content strongly influences purchase intention, suggesting that the fulfillment of cognitive and emotional needs through ephemeral marketing can shape consumer behavior and drive purchasing decisions. This reinforces the applicability of U&G Theory in explaining how social media content effectively meets users' needs while influencing their actions.

Ephemeral Marketing is emerging as part of the digital marketing strategy in Indonesia. Therefore, by identifying the factors motivating users to adopt ephemeral content and its impact on online purchasing behavior of millennials, marketers can develop innovative and interactive marketing tools. This will aid in reaching a broader target market, enhancing user interactions with the company, and establishing long-term relationships with users. Such relationships can improve the company's marketing performance and the profitability of product sales on social media platforms.

Practical advice for business operators and marketers is to create and enhance digital marketing strategies through the production of attractive ephemeral marketing content. This is expected to foster consumer engagement with a brand or product, thereby triggering further action and influencing consumer purchase interest. Ephemeral marketing content, such as reviews, price promotions, and product information, can serve as alternatives to encourage FOMO behavior which affects user satisfaction (gratification). This will help keep users connected and increase their engagement (customer engagement), ultimately leading to increased purchase intention (purchase intention) towards the product.

LIMITATION AND FUTURE RESEARCH

The limitation of this study lies in its focus on ephemeral marketing content for fashion products on Instagram among the millennial generation. This narrow scope may not fully capture the diversity within the millennial demographic or account for user behavior across other popular social media platforms, such as Snapchat, TikTok, and Facebook. As a result, this limitation may overlook variations in user behavior and platform-specific features that influence FOMO, gratification, and engagement with ephemeral content on different social media platforms.

For future research, it is important to examine and analyze other variables that may influence consumer purchasing interest within the context of social media platforms not discussed in this study. Additionally, future research should focus on user engagement elements from the customer's perspective rather than the organization's perspective, and analyze the most effective dimensions to enhance FOMO behavior, user satisfaction levels, and user engagement with ephemeral marketing content.

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