

Analysing the role of social media addiction and ephemeral content in driving online compulsive buying. 0

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Abstract:

With the growth of technology and consumers heavy reliance on smart phones and social media, ephemeral content in platforms such as Instagram and Snapchat has grown drastically. The use of this form of content in marketing can boost productivity, create a sense of urgency and exclusivity among the people. On the other hand, FOMO is social media-related anxiety characterized by fear of missing out on exciting or interesting events, often driven by constant updates, notifications, and posts on social media, often linked to overuse. This study seeks to understand whether ephemeral content influences compulsive buying behaviour among customers. The study also seeks to understand the relationship between social media addiction and compulsive buying behaviour and also to understand whether ephemeral content mediates the relationship between social media addiction and compulsive buying behaviour. The descriptive study was carried out in tier 2 cities of Dharwad, Hubballi and Belagavi in North Karnataka. Primary data was used for the study, which was collected using a structured questionnaire, which was distributed online through Google forms. A total of 423 responses were used for the study. Results were analyzed using SMART PLS. Social media addiction significantly influences compulsive buying behaviour. Ephemeral content significantly influences compulsive buying behaviour. FOMO does not mediate the relationship between ephemeral content and compulsive buying behaviour. Impulsivity moderated the relation between EC and CBB.

Keywords: Social media, Social media addiction, Ephemeral content, Fear of missing out, Online compulsive buying.

Introduction:

For businesses to be successful in the era of social media, understanding the behaviour of customers is absolutely essential. The increasing use of the internet has led to the widespread adoption of a multichannel sales approach by the majority of the businesses. The internet today provides access to shopping 24 hours a day, 7 days a week, enabling consumers to engage in buying activities at their

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convenience (Guan & Ma, 2023). Online shopping has become an integral part of our daily lives courtesy of the technological and logistical developments that have made it more convenient than traditional shopping (Gao et al., 2024). Social media marketing activities and online payment options have further enhanced this convenience (Aggarwal et al., 2025; Chakraborty et al., 2022). Irrespective of all the conveniences online shopping provides its customers, it also come with its own set of challenges. One among them is “online shopping addiction” also known as “compulsive buying behaviour” and it denotes transition of compulsive purchasing from traditional to online environments (Sharif & Khanekharab, 2017). Han (2023) in one of his studies argued that compulsive buying is also referred to as buying mania, compulsive shopping, addictive buying, impulsive buying, and other similar terms (Han, 2023). Consumer's with compulsive tendencies exhibit an insatiable urge to purchase which is triggered by a particular stimulus, such as an advertisement or a promotional offer (Gao et al., 2023). The customers desire for compulsive purchase is intensified by advertisement and promotions especially among those who exhibit high levels of impulsivity (Lavuri & Thaichon, 2023). Weinstein et al., (2016) described compulsive buyers as those who are obsessed with buying, and they display repetitive, irresistible, and overpowering urges to purchase goods that are frequently useless or unused items. Kukar-Kinney et al., (2016) emphasized that compulsive buying behaviour that occurs on the internet presents users with several advantages.

In recent decades, with the development of information technology, especially with the rapid proliferation of Internet-based social media (e.g., Facebook, WeChat, or Instagram), the ways of interpersonal communication have drastically changed (Smith & Anderson, 2018; Stone & Wang, 2019). The pervasive social media platforms and the easy access to the Internet bring about the potential for social media addiction, namely, the irrational and excessive use of social media to the extent that it interferes with other aspects of daily life (Griffiths, 2012). Social media addiction can be viewed as one form of Internet addiction, where individuals exhibit a compulsion to use social media to excess (Griffiths, 2000; Starcevic, 2013). Individuals with social media addiction are often overly concerned about social media and are driven by an uncontrollable urge to log on to and use social media (Andreassen & Pallesen, 2014). Individuals who utilized social media heavily have been shown to engage in compulsive buying, both online and offline (Lee, Park & Bryan Lee, 2016; Pahlevan sharif & Khanekharab, 2017).

While previous studies have explored compulsive buying in both online and offline contexts limited focus has been given to the role of “ephemeral content” a popularly used online marketing strategy that increases the impulsivity and FoMO among consumers. Previous studies concentrated either on general impulsivity or technological convenience without addressing the consumer responses to ephemeral content and compulsive buying behaviour. This study seeks to understand whether ephemeral content influences compulsive buying behaviour. If so does FoMO mediate the relationship between ephemeral content and compulsive buying behaviour and does impulsivity moderate these relationships. The study also seeks to understand the relationship between social media addiction and compulsive buying behaviour and also to understand whether ephemeral content mediates the relationship between social media addiction and compulsive buying behaviour.

Table 1:Definitions

Constructs	Definition
Content Ephemerality	Content ephemerality is inherent to any communication artifact (e.g. text, picture, video) that provides a time-limited exposure to a message (Chen and Cheung, 2019; Flecha-Ortíz et al., 2021)
Fear of Missing Out (FOMO)	FOMO is “a pervasive apprehension that others might be having rewarding experiences from which one is absent” (Przybylski et al., 2013).
O Compulsive Buying	Compulsive buying is defined as a consumer’s tendency to be preoccupied with buying that is revealed through repetitive buying and a lack of impulse control over buying (Ridgway et al., 2008).
Impulsivity	Impulsivity denotes the propensity to act on immediate urges or desires without thoughtful considerations.
Social media addiction	It can be defined as the overuse of social media platforms and forming habitual behavior (Zivnuska et al., 2019)

Review of literature

Social Media Addiction and CBB:

One of the major variable that influences impulse buying is social media addiction. It can be defined as the overuse of social media platforms and forming habitual behavior (Zivnuska et al., 2019). People who are addicted to social media generally have significant anxiety related to it and they show behaviors driven by a desire to access social media and use it out of their control (Hou et al., 2019). It is known that people who are addicted to social media interact with online content more than others. This addiction may lead users to make impulsive purchase decisions more often. Research indicates that social media addiction may vary according to demographic factors. Although research on gender-related differences yields mixed results, certain studies indicate that women may exhibit a greater tendency toward addictive behaviors (Kılıç, 2020; Kiran et al., 2020). In contrast, age has been more consistently highlighted as a significant factor, with younger individuals found to be at a higher risk (Ho et al., 2017). Compulsive buying is a widespread phenomenon in which shopping is not for the purpose of fulfilling the needs (Singh & Nayak, 2015), instead, it is an uncontrollable urge to relieve the tension (Maccarrone-Eaglen & Schofield, 2020). An unpleasant event or mood would be a trigger for compulsive buyers who seek the relieve in making a purchase without noticing its ephemeral impact. The repercussion of compulsive buying which imposes significant social and economic burden for individuals and society has upheld the importance of compulsive buying in the literature (Kyrios, Fassnacht, Ali, Maclean, & Moulding, 2020). Although the effect of social media addiction on

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compulsive buying has been studied (Lee et al., 2016; Pahlevan sharif & Khanekharab, 2017), more empirical scrutiny should be directed at the relationship between social media addiction and compulsive online buying and the specific mechanisms behind it.

H₁: Social media addiction significantly influences compulsive buying behaviour.

The intensive incorporation of social media into daily life has shifted individuals' consumption tendencies from a need-oriented approach toward a desire- and want-based orientation. For some individuals, this tendency manifests as shopping behaviors aimed at coping with stress, anxiety, and negative emotions, particularly in the form of compulsive buying. Social media addiction has been found to be associated with psychological problems such as low self-esteem, loneliness, depression, anxiety, and fear of missing out (FoMO) (Caplan, 2003). FoMO refers to the anxiety associated with not being aware of events occurring in one's social environment and has been linked to various psychological difficulties, including social media addiction, anxiety, and depression (Elhai et al., 2016; Neumann et al., 2023). FoMO influences user engagement with ephemeral content. Ephemeral marketing strategies on social media platforms motivate consumers to stay connected with such content as there is an induced fear of missing out on opportunities on part of the consumers. The limited time availability of ephemeral content adds to the FoMO experienced by the users (Luria & Foulds, 2021). Many studies have highlighted the relation between social media addiction and compulsive buying behaviour, with FoMO as one of the major motives for this behaviour. And as ephemeral content adds to FoMO. An assumption drawn from this body of research is that social media addiction leads to consumer engagement with ephemeral content which may lead to compulsive buying behaviour. The study aims to examine ephemeral content as mediating variable between social media addiction and compulsive buying behaviour. Hence the hypothesis is formulated as:

H₂: Ephemeral contents mediates the relation between social media addiction and compulsive buying behaviour.

Ephemeral Content and CBB

The need for affiliation is fulfilled by platforms provided by the technological development via networks of social connections which are important to humans for protection and happier lives (Roberts & David, 2020). These social network platforms are also vehicles for sophisticated marketing activities to target consumers with tailored advertisements (Kostyk & Huhmann, 2020), and importantly, they also provide a means of interaction between social media influencers and their followers (Taillon et al., 2020). He et al. (2018) in their study made intensive efforts to identify compulsive buyers and their motivations. It was found that customers inclination to engage in online purchase is not restricted by obsessive compulsive buying. Studies have highlighted that external related factors including promotional information provided by e-commerce platforms (Li et al., 2021), employing influencers in social comparison process (Dinh & Lee, 2022; Praveen et al., 2025) social comparison, social media addiction and smartphone addiction (Wadsley et al., 2022) play important role in exhibition of compulsive buying behaviour (Alfina et al., 2023; Mason et al., 2022). Among the factors mentioned sales promotion is the preferred means through which marketers connect with customers because they influence their purchase intention (Agrawal et al., 2023). Ephemeral content refers to any visual content that is only accessible temporarily. It is currently a trending word on social media today. In the digital age today, one of the most telling feature of advertising employed by marketers is “story feature” a social media instrument that expires after a predetermined period of 24 hours. Firms use it to advertise about its temporary promotions, attract the interest of prospective customers and enhance sales (Dange et al., 2021; Nandi & Singh, 2021). Sales promotion is the main

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reasons for compulsive buying behaviour as indicated by multiple studies (Kukar-Kinney et al., 2016; Nanda et al., 2023). Arini et al., 2021 in their study stated that the discount size and time restriction promotion methods are the most effective online promotion strategies to attract buyers. Despite the significant impact of ephemeral content on compulsive buying behaviour, limited studies have been conducted on the effect of ephemeral content on compulsive buying behaviour. Given the phenomenal growth of the online market for goods it is essential to investigate the effect of ephemeral content.

H₃: Ephemeral content significantly influences compulsive buying behaviour.

The mediating effect of Fear of Missing Out:

The concept of FoMO (Fear of Missing Out) has been expressed in several ways such as 'missing opportunities,' 'missing developments,' 'falling behind,' 'feeling incomplete,' 'being unaware of social interactions,' 'losing connection,' 'missing out on trends,' and 'lacking experiences' (Przybylski et al., 2013; Dossey, 2014). Thus, FoMO is defined as a psychological state in which individuals become anxious and obsessed with losing their connection to certain social events, experiences, and interactions around them (Lau et al., 2023). FoMO has also been found to influence consumer behavior. Marketing strategies on social media, limited time offers, and exposure to social comparisons can trigger FoMO, leading to compulsive or panic-driven purchasing tendencies (Rifkin et al., 2015; Bekman, 2022; Yang et al., 2021). Within this framework, individuals experiencing FoMO often display conformity to group norms and seek social approval through their consumption patterns (Bearden & Rose, 1990; Argan & Tokay-Argan, 2018). FoMO Increases the guilt of consumers and triggers them to check for updates compulsively. The short lived nature of ephemeral content creates a feeling of urgency by increasing the guilt of missing updates thereby increasing fear of missing out park stated that the fleeting nature of animal content increases emotional responses thereby reinforcing frequent engagement.

The fear of missing out can increase online consumption behaviour. Tiemessen et al., (2023) asserted that ephemeral offers contribute to a rise in FoMO. These findings confirm that compulsive buying behaviour is more common in those with the FoMO (Mert & Tengilimoglu, 2023; Saibaba, 2024). In the online environment consumers submit to compulsive purchases when they experience FoMO and the anxiety of missing out on exclusive ephemeral content. The constant accessibility of online shopping platforms enhances this phenomenon allowing individuals to instantly act on their FoMO induced urges. Although earlier studies have shown an association between ephemeral content, FoMO and CBB it is unknown whether there is a mediating effect of FoMO on the relationship between ephemeral content and CBB. FoMO amplifies the emotional impact of ephemeral opportunities intensifying earnestness to avoid missing out on immediate rewards (Pandur, 2023). The constant stream of ephemeral content creates a sense of urgency and immediacy which increases the psychological pressure to act immediately (Chen and Cheung, 2019). FoMO not only characterizes the behaviour of compulsive online buyers but can also predict the emergence of CBB. FoMO on ephemeral content creates a heightened urge to purchase (Maar et al., 2023) triggering compulsive purchasing decisions (Saibaba, 2024). Taking the research into account the following hypothesis is proposed.

H₄: FoMO significantly influences compulsive buying behaviour.

H₅: FoMO mediates the relationship between ephemeral content and CBB.

Impulsive buying as a Moderator

Ephemeral content may trigger CBB in general, but not all customers are affected in the same way. Impulsivity is one example of a personal trait that intensifies the association between ephemeral content and CBB. Impulsivity denotes the propensity to act on immediate urges or desires without thoughtful consideration. Impulsive buyers often make purchases driven by emotional desires and instant gratification (Bialaszek et al., 2015). Many earlier studies have emphasized the effects of impulsivity on CBB and FoMO (Aydin et al., 2021; Brunelle & Grossman, 2022; Lie et al., 2020). Li et al., 2021, witnessed the association between impulsivity and FoMO. The relationship between ephemeral content and impulsivity can be understood through Cue-Reactivity theory. Cue reactivity is a key component of addiction. It is the psychological emotional cognitive response when confronted with addiction related queues (Trotzke et al., 2015). In the consumer behavior context such cues include ephemeral content. According to Abdelkhair et al., (2023) individuals with impulsivity are typically more cue reactive to shopping relevant cues which might cause craving and an urge to buy. Ephemeral content which creates a scarcity mindset and emotional stimulation, acts as a potential environmental cue that heightens impulsivity. Previous research suggested that impulsivity regulates the connection between sales promotion and FoMO (Bandyopadhyay et al., 2021; Madolfo et al., 2022). There is limited study conducted on the possibility of impulsivity moderating the relationship between ephemeral content and CBB. Hence the hypothesis is formulated.

H_{a6} : Impulsive buying behaviour moderates the direct effect of ephemeral content on CBB

H_{b6} : Impulsive buying behaviour moderates the mediating role of FoMO.

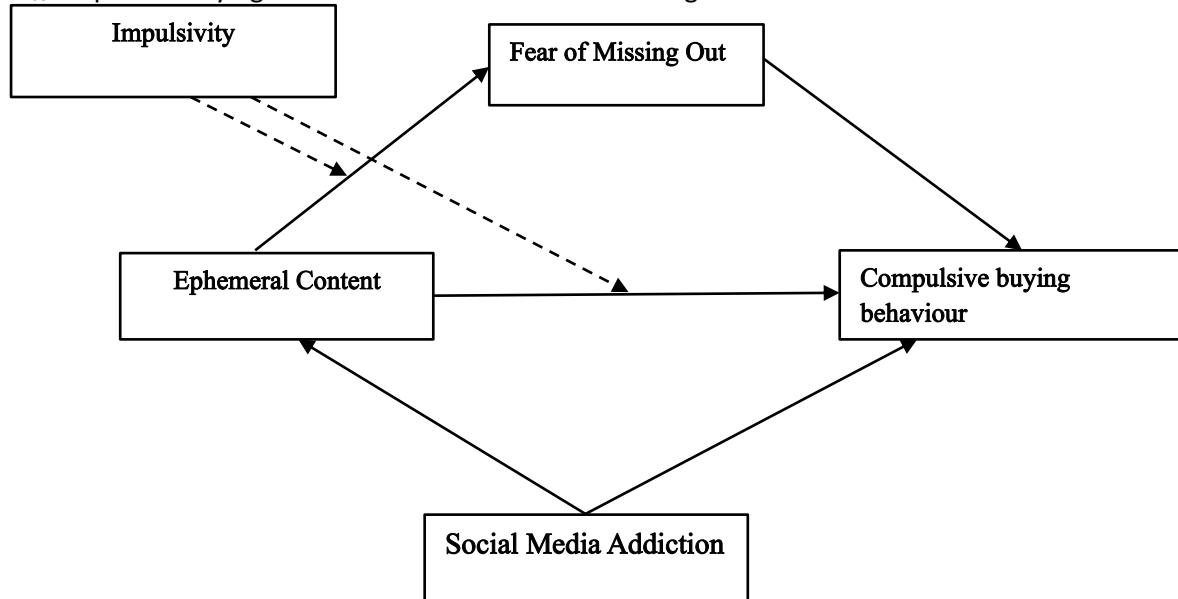


Figure 1: Conceptual Model

Research Methodology

The study is descriptive in nature. As per Chincholkar & Sonwaney (2022) Tier 2 cities are major contributors to India's total e-commerce sales. Hence the present study was carried out in tier 2 cities of Dharwad, Hubballi and Belagavi in North Karnataka. The following cities were selected as they are known as educational and industrial hubs of North Karnataka where we find an increasing population of young consumers who are socially and digitally active. Due to the increased use of social media and ISBN code 978-93-83302-81-9

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e-commerce platforms younger customers are more likely to be exposed marketing appeals that lead to compulsive buying behaviour.

Primary data was used for the study, which was collected using a structured questionnaire, which was distributed online through Google forms. The questionnaire covered two parts, first part covered the demographic details and the second covered social media addiction, ephemeral content, impulsive buying behaviour, FoMO and compulsive buying behaviour. A total of 542 responses were received out of which 423 responses were purposively selected for the analysis. The variables were measured on a “5 point Likert scale” with ranges from (Strongly Agree) to 1 (Strongly Disagree). The Cronbach’s alpha value for Social Media Addiction (0.89), Ephemeral content (0.81), FoMO (0.79), Impulsivity (0.90) and CBB (0.90) indicates data reliability. The demographic details of the respondents in the study was analyzed using descriptive statistics. The data collected for the study was analyzed using SMART PLS.

Social Media Addiction

Social media addiction was measured using six item based Facebook addiction scale developed by Andreason et al., 2012.

FoMO:

Fear of Missing Out was measured using a scale developed by Przybylski et al., (2013). It consisted of three items.

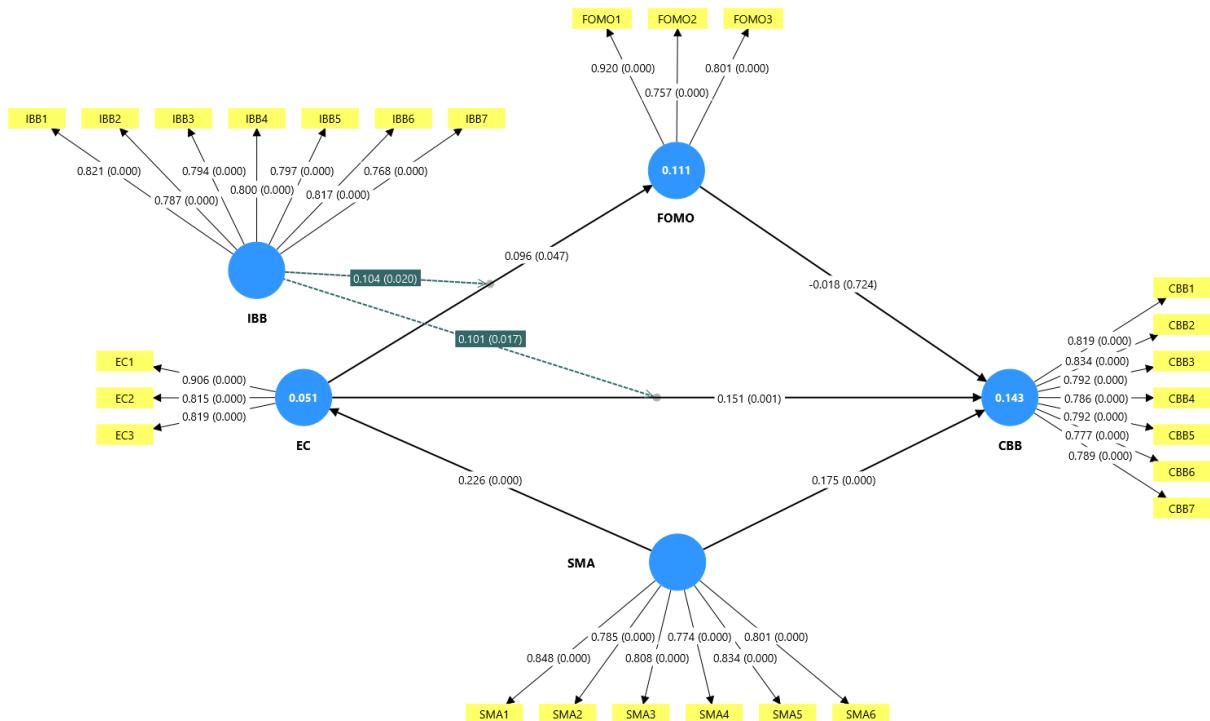
Ephemeral content

The ephemeral scale by Campbell et al., 2022; Henkel et al., 2022 was used to measure the ephemeral content. The scale had three items.

Impulsivity and compulsive buying behaviour

Impulsivity and compulsive buying behaviour was measured using the scale developed by Ridgway et al., (2008). Both the scales had seven questions each.

Figure 2: Path Coefficients



Analysis and Interpretation:

As per Table 1 the R square value should ideally lie between zero and plus one. We can see in the above table that R square value is satisfied for all variables. The regression model is statistically acceptable and meets key assumptions.

Table 1: R Square Value

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.368 ^a	.136	.128	.60770	2.191
a. Predictors: (Constant), IP, FOMO, SMA, EC					
b. Dependent Variable: CBB					

According to Hair et al., (2017) for the constructs to be valid the Cronbach's Alpha value and the composite reliability value should be greater than 0.7 and the average variance extracted the value should be greater than 0.5. As observed in Table 2 all constructs (CBB, EC, FOMO, IP, SMA) have Cronbach's alpha values above 0.71, indicating good to excellent internal consistency. Composite reliability values range from 0.911 to 0.932, well above the recommended threshold. This confirms that the indicators for each construct are consistently measuring the same underlying concept. The measurement model demonstrates satisfactory reliability and convergent validity. Cronbach's alpha and composite reliability values for all constructs exceed the recommended threshold of 0.70, while AVE values are above 0.50, confirming adequate internal consistency and convergent validity.

Table 2: Construct Reliability and Validity

	Cronbach's alpha	Composite Reliability	Average Variance Extracted (AVE)
CBB	0.906	0.914	0.638
EC	0.813	0.916	0.719
FOMO	0.794	0.931	0.687
IP	0.905	0.911	0.637
SMA	0.896	0.932	0.654

Table 3: Discriminant Validity

	CBB	EC	FOMO	IP	SMA
CBB	0.798				
EC	0.251	0.848			
FOMO	0.092	0.185	0.829		
IP	0.255	0.263	0.296	0.798	
SMA	0.260	0.226	0.088	0.228	0.809

The diagonal values in the matrix should be the highest. The results satisfy the Fornell–Larcker criterion, as the square root of AVE for each construct is greater than its correlations with other constructs. Therefore, discriminant validity is established for all constructs in the model.

Table 4: Path Coefficients

Hypothesis		Original sample (O)	Sample mean (M)	T statistics (O/STDEV)	P values	Decision
H ₁	SMA → CBB	0.175	0.179	3.851	0.000	Supported
H ₃	EC → CBB	0.151	0.151	3.209	0.001	Supported
H ₂	EC → FOMO	0.096	0.098	1.983	0.047	Supported
H ₄	FOMO → CBB	-0.018	-0.018	0.353	0.724	Not Supported
H _{a6}	IP x EC → FOMO	0.104	0.105	2.318	0.020	Supported
H _{b6}	IP x EC → CBB	0.101	0.098	2.383	0.017	Supported

The structural model was evaluated using the partial least squares structural equation modeling (PLS-SEM) approach. A bootstrapping procedure was employed to assess the significance of the hypothesized relationships. Standardized path coefficients (β), *t*-statistics, and *p*-values were used to test the proposed paths. The results indicated that EC had a significant positive effect on CBB ($\beta = .15$, $t = 3.21$, $p = .001$). EC also had a significant positive effect on FOMO, although the magnitude of the relationship was relatively small ($\beta = .10$, $t = 1.98$, $p = .047$). However, FOMO did not have a significant effect on CBB ($\beta = -.02$, $t = 0.35$, $p = .724$). Furthermore, SMA had a significant positive effect on CBB ($\beta = .18$, $t = 3.85$, $p < .001$).

Regarding the moderation analysis, the interaction effect between EC and IP on CBB was significant ($\beta = .10$, $t = 2.38$, $p = .017$). This result indicated that IP moderated the relationship between EC and CBB, such that the positive direct effect of ephemeral content on CBB became stronger at higher levels of Impulsivity. Similarly, the interaction between EC and IBB had a significant positive effect on fear of missing out (FOMO) ($\beta = 0.104$, $t = 2.318$, $p = .020$). This finding suggested that EC amplified the influence of impulsive buying tendencies on FOMO, such that individuals high in both impulsivity and emotional susceptibility experienced greater fear of missing out.

Figure 3: Path Model

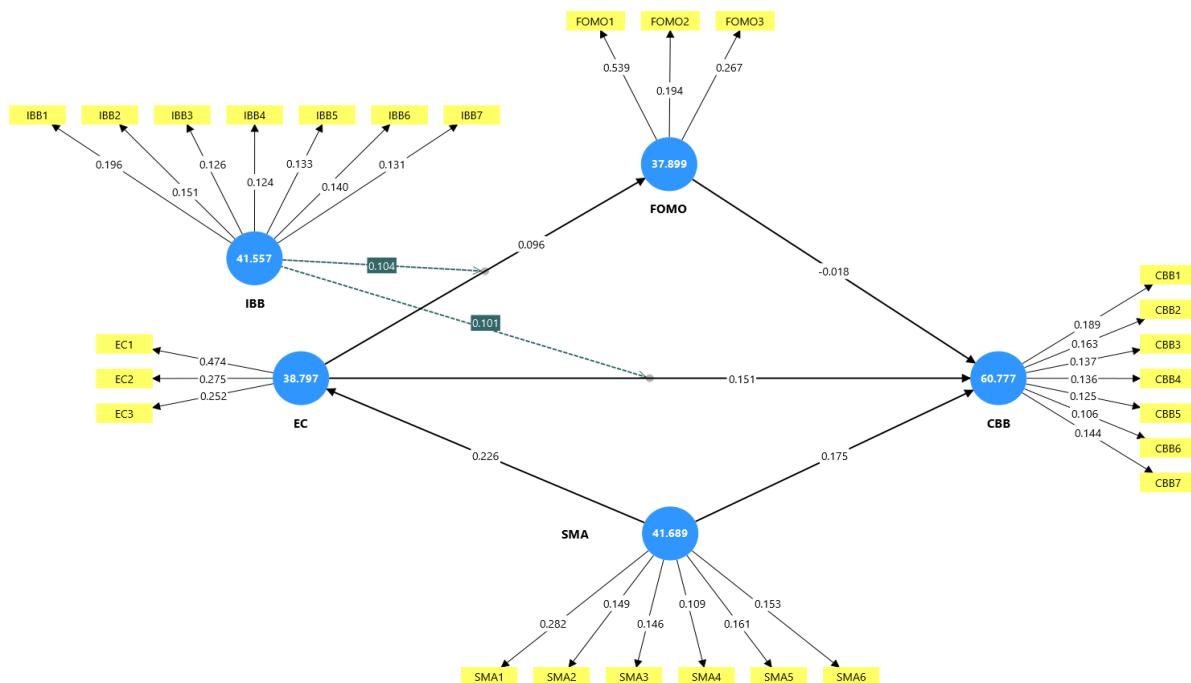


Table 5: Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
SMA -> EC -> CBB	0.034	0.035	0.013	2.642	0.008	Supported
EC -> FOMO -> CBB	-0.002	-0.002	0.006	0.304	0.761	Not Supported

The indirect effect of EC on CBB through FOMO was not statistically significant ($\beta = -0.002$, $t = 0.304$, $p = .761$). This finding indicates that FOMO does not mediate the relationship between ephemeral content and compulsive buying behaviour. Ephemeral content does not influence purchasing behavior via fear-based motivational mechanisms. The indirect effect of SMA on CBB through EC is positive and statistically significant ($\beta = 0.034$, $t = 2.642$, $p = 0.008$). This finding indicates that EC significantly

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mediates the relationship between SMA and CBB. Specifically, higher levels of SMA enhance EC, which in turn increases CBB. Thus, EC serves as an important explanatory mechanism through which SMA indirectly influences CBB.

Discussion

The present was carried out to investigate the influence of social media addiction on CBB. The findings of the study indicate that social media addiction led to compulsive buying behaviour. It was also found that ephemeral content mediates the relationship between social media addiction and compulsive buying behaviour. The results are in agreement with the results of past studies wherein compulsive buying behaviour was amplified by the anxiety caused by ephemeral content on customers with excessive internet use (Zivnuska et al., 2019; Hou et al., 2019; Gao et al., 2023).

The present study also examined the influence of ephemeral content on compulsive buying behaviour. The findings of the study indicate that customers who are exposed more to ephemeral content on social media are more susceptible to compulsive buying behaviour. It was found in the study that FoMO did not mediate the relationship between ephemeral content and compulsive buying behaviour, a result which is contradictory to previous research by Mert & Tengilimoglu, (2023); Saibaba, (2024). In addition impulsivity moderated the relations between ephemeral content and FoMO and direct effect of ephemeral content on CBB. These results are notably weaker among customers with low impulsivity. The study enhances the knowledge of how ephemeral content is linked to CBB.

The study reveals that FoMO does not mediate the relation between ephemeral content and online compulsive shopping. This finding in the study is contradictory to the results of the study by (Ogel, 2022) which suggested that individuals may engage in buying driven by FOMO as they compare themselves to others. The results of the present study are consistent with past research indicating an association between FOMO and ephemeral content (Chen & Cheung, 2019; Maar et al., 2023; Park, 2018). The results of the present study highlight that FoMO does not have significant effect on compulsive buying behaviour indicating that anxiety of missing out does not always drive purchase among the customers.

The results of the study establishes the direct impact of ephemeral content on CBB. This could be because of the anxiety driven by ephemeral content thereby increasing the purchase intention (Siji, 2021; Singh & Dagur, 2022) further compulsively (Sathya et al., 2023). Moreover the constant availability of ephemeral content can increase the urge among compulsive shoppers. As hypothesized impulsivity moderates the association between FoMO on ephemeral content and CBB. It can be concluded that customers exhibiting high impulsive behaviour when exposed to ephemeral content in social media are likely to engage in CBB. Higher levels of impulsivity are linked to higher levels of purchase than lower levels.

Implications

The study's findings have important implications. Marketers use ephemeral content in the form of stories and videos that disappear after a short time on social media platforms to convey a sense of urgency and immediacy. This can create excitement and engagement among customers, which arises interest and possibly increases sales. Marketers can make sure that ephemeral content increases engagement without triggering CBB by empowering consumers with knowledge and resources to make wise decisions. FoMO may not elicit buying behaviour among all customers hence marketers can use FoMO to increase demand and stimulate consumer purchases by including exclusivity and urgency in their campaigns such as providing exclusive access to products. Customers high in impulsivity can

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be targeted with marketing messages and promotions that are specifically designed to encourage quick decisions. Companies can encourage customers pause and rethink their purchase decisions in order to reduce impulsive buying tendencies. Business can achieve this by providing customers features like add to cart reminders or delete checkout options. Marketers can create an atmosphere that encourages self-awareness and empowerment to assist customers in controlling their impulsivity and making more thoughtful purchases. Marketers must remain mindful of the potential adverse outcomes due to their obsession with compulsive buying behavior and strive to promote responsible consumption practices.

Limitations

As the present study is cross sectional survey research the causes of relationships identified cannot be determined. Future studies should incorporate experimental research or longitudinal data to validate the causal linkages. The study was carried out in only three cities of North Karnataka the results cannot be generalized to a larger population. The present study concentrated on FoMO as the mediating factor between ephemeral content and compulsive buying behaviour, it is prudent to consider other factors such as emotional response to online content, cognitive biases and influencer marketing strategy impact that play a role in mediating the relationship between ephemeral content and compulsive buying behaviour.

Conclusion

The research adds to our understanding of the process relating to customers exposure to ephemeral content to CBB. The role of impulsivity as a moderator between ephemeral content and CBB. The role of FoMO as a mediating variable between EC and CBB and EC as a mediating variable between SMA and CBB was studied. The findings show that FoMO does not mediate the ephemeral content and CBB. The findings show that EC mediates SMA and CBB. Impulsivity moderates direct impact of EC on CBB and the mediation effect of FoMO.

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