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## Impact of short-lived content on brand love and purchase intention of generation Z

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**Abstract:** This research investigates the impact of ephemeral content (short-lived content) on the relationship between brand awareness; brand love and intention to purchase in generation Z. A 20-item questionnaire was developed by adopting scales from the literature. Scale for short-lived content was developed by conducting semi structured interviews with millennials. Structured equation modelling has been used to analyse the underlying relationships between the variables. Short-lived content showed partial mediation between brand awareness and brand love but stands as an unimportant factor in the relationship between brand love and intention to purchase. When viewed from a different perspective, short lived content was found to be the contributor to intention to purchase through brand love instead of acting as a mediator between the two. This study is first of its kind to investigate short-lived content as a contributor to brand love and intention to purchase in generation Z.

**Keywords:** generation Z; ephemeral content; brand; purchase intention; mediation.

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