The Effect of Self-Discrepancy on e-WOM and Purchase Intention through Subjective Well-being in Influencer Marketing on Instagram

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ABSTRACT: This study seeks to investigate the impact of self-discrepancy on consumer behavior in Indonesia regarding influencer marketing on Instagram, employing the mediating role of subjective well-being (SWB)—specifically life satisfaction, positive affect, and negative affect—on e-WOM and purchase intentions. This research uses a quantitative approach, analyzing data from 211 active Instagram users who follow influencers, selected through purposive sampling and analysis tools using Structural Equation Modeling (SEM) with AMOS 22. The results reveal that self-discrepancy significantly influences positive affect, negative affect, and life satisfaction. Positive and negative effects significantly impact e-WOM and purchase intentions, while life satisfaction only affects e-WOM. The study's findings give marketers and influencers fresh perspectives on improving their marketing tactics by considering the audience's psychological state. This will boost marketing efficacy and favorably affect consumer behavior.

Keywords: Self-Discrepancy, Subjective Well-being, e-WOM, Purchase Intentions, Influencer Marketing.

INTRODUCTION

Instagram influencer marketing has revolutionized how brands interact with their audiences and has become a widespread phenomenon in digital marketing. Currently, businesses have utilized the popularity of influencers with a strong fan base as a marketing communication strategy to improve their products, where customers and their products have a strong relationship when influencers are present on social media (Evania et al., 2023). The influencer marketing industry has proliferated in recent years, reaching $21.1 billion by 2023, a 29% increase from the previous year (Geyser, 2024). According to a report from HubSpot, Instagram is the leading platform in the industry, used by 72% of marketers, followed by other platforms, and most marketers (32%) consider Instagram the easiest platform to collaborate with influencers (Santiago, 2024).

In Indonesia, 74% of marketers choose Instagram as the primary platform for their influencer marketing budget (Taslaud, 2024). Indonesia has emerged as one of the key markets in this industry. Based on the "State of Influencer Marketing 2024" report by HypeAuditor, Indonesia ranks fourth in the world in the percentage of sponsored influencer content, with 4.37% of total sponsored

content, after the United States (27.05%), Brazil (15.47%), and India (7.08%) and Indonesia is also ranked sixth in the number of Instagram influencers with a contribution of 3.31% of the global total (Anestia, 2024). A survey by Jakpat and Jangkara showed that Instagram is the most popular platform for recognizing influencers, where 73% of respondents claimed to know influencers through this platform (Rizaly, 2024). In addition, Rizaly, (2024) reveals that well-known influencers in Indonesia, such as Raffi Ahmad and Nagita Slavina, are recognized by 77% of respondents, followed by Prilly Latuconsina, Baim Wong, and others. This data shows that Instagram has an important role in influencer marketing in Indonesia, which is becoming an emerging market with a growing number of influencers and sponsored content. (Wolff, 2024) adds that the digital advertising market in Indonesia is projected to continue growing until 2028, with users reaching 268.48 million, up 17.35% from 2023. Rakuten Insight's survey in 2023 showed that the majority of respondents considered ads from trusted brands to be the most impactful, while 35% cited influencer ads. In addition, 68% of respondents buy influencer-endorsed products, and about 26% of marketers run influencer campaigns monthly (Wolff, 2024). This data confirms that influencer marketing on Instagram is becoming an integral part of marketing strategies in Indonesia, supported by the audience's positive response to influencer content.

Self-discrepancy, defined as the divergence between an individual's ideal self and their self-perception, is a critical consideration in influencer marketing. Research has shown that influencers, especially on visual-driven platforms like Instagram, can effectively resonate with consumers who experience varying degrees of self-discrepancy, influencing their purchase perceptions and intentions (Pratama & Astarini, 2023). This impact becomes more prominent when examining how subjective well-being mediates self-discrepancy, electronic word-of-mouth (e-WOM) behavior, and purchase intentions. Subjective well-being characteristics such as life satisfaction and positive and negative affect mediated the complicated interplay between self-discrepancy, e-WOM, and purchase intention. e-WOM has influenced consumers' buying intentions, particularly during the COVID-19 epidemic (Immanuel & Merlin, 2022). The credibility of social media influencers, especially on platforms like Instagram, directly impacts purchase intent, especially in industries like beauty and personal care (Rathnayake & Lakshika, 2022). The interactive nature of e-WOM facilitated by influencers on Instagram fosters authenticity and trust among consumers, ultimately impacting their purchase intentions (Ariesi & Suprapti, 2022). Consumers, especially younger demographics, value recommendations and reviews from influencers on Instagram when making purchasing decisions (Anuar et al., 2021). The credibility and authenticity of influencers across industries significantly impact consumers' perceptions and willingness to engage with brands (Anuar et al., 2021). Furthermore, e-WOM and influencer marketing have a huge emotional impact on social media sites like Instagram. The relationship between self-discrepancy and customer behavior is mediated by positive and negative affect, impacting e-WOM and purchase intention (Shehzala et al., 2024).

Although extensive research has examined the direct impact of influencer marketing on customer behavior, there needs to be more investigation into how subjective well-being mediates the relationship between self-discrepancy and marketing outcomes such as electronic word-of-mouth and purchase intentions. Existing studies often ignore the complexity of psychological interactions that can influence consumer responses to influencer marketing. Thus, in the context of Instagram

influencer marketing in Indonesia, this study intends to investigate how subjective well-being mediates the impact of self-discrepancy on e-WOM and purchase intentions. This research provides new insights into how marketers and influencers can better tailor their marketing strategies by considering the psychological state of their audiences, thereby increasing marketing effectiveness and encouraging more positive purchasing behavior.

Self-Disperancy and Subjective Well-being (Life Satisfaction, Positive Affect, Negative Based on the background, we formulated hypotheses to explore the relationships between self-discrepancy, subjective well-being, electronic word of mouth (e-WOM), and purchase intentions. Self-discrepancy theory highlights how the divergence between an individual's actual self, ideal self, and ought self can negatively influence emotions and life satisfaction. These discrepancies, often exacerbated by comparisons with idealized images portrayed by influencers on social media, contribute to variations in positive and negative affect as well as overall life satisfaction.

Given that subjective well-being is a crucial determinant of consumer behavior, we hypothesize that positive affect, negative affect, and life satisfaction are directly influenced by self-discrepancy. Furthermore, these components of subjective well-being are expected to play significant roles in driving e-WOM behavior and purchase intentions. Positive affect is anticipated to enhance e-WOM contributions and increase purchase intentions, while negative affect may lead to critical reviews and hinder purchasing decisions. Similarly, life satisfaction is hypothesized to encourage positive e-WOM and stronger purchase intentions.

Additionally, we propose that subjective well-being mediates the impact of self-discrepancy on both e-WOM and purchase intentions. This mediation reflects how emotional states and satisfaction levels translate discrepancies into specific consumer behaviors, providing insights into the complex interplay between self-perception, digital interactions, and purchasing decisions. These hypotheses aim to bridge theoretical understanding with practical implications for digital marketing and consumer. For further understanding, the hypothesis will be drawn as figure bellow:
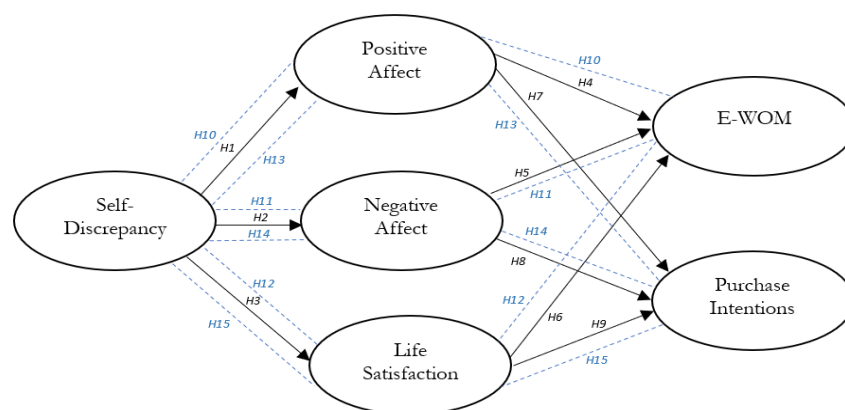

Figure1.Research Framework

METHOD

This study uses quantitative research because it allows hypothesis testing regarding the relationship between variables. Quantitative research effectively establishes causal relationships because it relies on numerical data that can be analyzed statistically (Nadya et al., 2022; Wildan, 2022). This

approach is very important in this study, where the goal is to understand how self-discrepancy affects consumer behaviour in Indonesia through the mediation mechanism of subjective well-being (SWB) on e-WOM and purchase intentions in the context of influencer marketing on Instagram social media. Using quantitative methods, this study can provide empirical evidence to support its hypothesis, thus contributing to existing knowledge in marketing and social media research (Ramdhan et al., 2020). This research uses purposive sampling techniques, which are particularly useful in research contexts that require specific characteristics of the participants. In this case, the focus is on active Instagram users who engage with influencer content. Purposive sampling allows the researcher to select individuals who meet predetermined criteria, thus ensuring that the sample is representative of the population of interest. This technique is justified because it can increase the data's relevance, allowing a deeper understanding of the interactions between the variables under study (Muttaqien et al., 2023; Rafiq et al., 2021). The choice of this sampling method is critical, as it directly impacts the quality and applicability of the research findings, aligning with the research objective to explore the psychological interactions that may influence consumer responses to influencer marketing.

Data was collected by administering questionnaires to 211 respondents, designed using a five-point Likert scale. This data collection method effectively measures subjective opinions and attitudes, providing a structured way of capturing respondents' level of agreement with various statements relating to influencer marketing. Likert scales facilitate the measurement of attitudes reliably and validly, thus allowing for statistical analysis of the data collected (Muslimin et al., 2023; Silratna et al., 2021). The online survey method, utilizing Google Forms, further expanded the reach of the study by allowing data collection from various geographical locations across Indonesia, including Kalimantan, Java, Sumatra, Sulawesi, Bali, Nusa Tenggara, Maluku, and Papua.

The data analysis testing technique used in this study uses the Structural Equation Modeling (SEM) analysis tool with AMOS 22 software to show the results of the variables' influence. The reason for choosing SEM and AMOS 22 as analytical tools is their ability to simultaneously assess complex relationships between multiple variables. SEM is particularly suitable for this study as it evaluates direct and indirect relationships, providing a comprehensive view of how various factors interact in influencer marketing (Rafiq et al., 2021). AMOS 22, as a software application, offers easy-to-use features that ease the modeling process. Furthermore, the SEM analysis conducted will focus on the structural model to evaluate the research hypotheses that have been developed and determine whether the hypotheses are accepted or rejected. Hypotheses can be considered appropriate and have a causal relationship if the t-count value ≥ t-table (1.97) with a significance level of α (generally α = 0.05). The model suitability test will be evaluated based on the goodness of fit index parameters. Furthermore, Construct dependability and Average Variance Extracted are the two main metrics used to assess construct dependability. The fit index parameters used to evaluate model fit further increase the robustness of the analysis, ensuring that the proposed model accurately represents the data (Hasanzoy & Abid, 2021).

RESULT AND DISCUSSION

The Characteristics of Respondents

This study involved 211 respondents to explore demographic factors and user engagement patterns on Instagram, focusing on influencer interactions.

Table 1. Respondents' Profiles

Categories	Items	f	%
Gender	Male	42	19.91
	Female	169	80.09
Total		**211**	**100**
Age	18 to 25 years old	172	81.52
	26 to 35 years old	33	15.64
	36 to 45 years old	4	1.90
	Older than 55 years old	4	0.95
Total		**211**	**100**
Education	Senior High School or Equivalent	37	17.56
	Associate Degree	25	11.85
	Bachelor's Degree	174	82.46
	Master's Degree	6	2.84
Total		**211**	**100**
Domicile	Kalimantan	122	57.82
	Java	79	37.44
	Sumatra	10	4.74
	Sulawesi	8	3.79
	Bali	4	1.90
	Papua	2	0.95
	Maluku	1	0.47
	Nusa Tenggara	1	0.47
Total		**211**	**100**
Work	College Student	130	61.66
	Private Employee	37	17.54
	Entrepreneur	16	7.58
	State-owned businesses and regional-owned businesses	4	1.90
	Others	24	11.3
Total		**211**	**100**
Income	Not Employed	98	46.45
	Less Than IDR 2,800,000	25	11.85
	> IDR 2,800,000 to IDR 5,000,000	43	20.38
	> IDR 5,000,000 to IDR 10,000,000	32	15.17
	More than IDR 10,000,000	13	6.16
Total		**211**	**100**

Categories	Items	f	%
Unemployment Income	Already Employed	58	27.59
	Less than IDR 1.500.000	55	26.07
	> IDR 1.000.000 to IDR 1.500.000	46	21.80
	> IDR 1.500.000 to IDR 2.500.000	24	11.37
	More Than IDR 2.500.000	28	13.27
Total		**211**	**100**
Frequency of using Instagram in a day	< 30 times	13	6.16
	1 - 2 times	65	30.81
	2 - 3 times	53	25.12
	3 - 4 times	22	10.43
	4 times or more	58	27.49
Total		**211**	**100**
Frequency of following influencer posts on Instagram	Very Infrequently (less than once a week)	15	7.11
	Seldom (one to three times per week)	8	3.79
	Periodically (four to six times each week)	28	13.27
	Often (one to three times each day)	67	31.75
	Very Frequent (four to six times each day)	93	44.08
Total		**211**	**100**
Frequency of influencers followed on Instagram	Jerome Polin	47	15.06
	Raffi Ahmad & Nagita Slavina	46	14.74
	Prilly Latuconsina	41	13.14
	Keanu	35	11.22
	Rachel Venya	27	8.65
	Agnes Mo	17	5.45
	Raditya Dika	17	5.45
	Ayu Ting Ting	16	5.13
	Anya Geraldine	14	4.49
	Dara Arafah	13	4.17
	Others	39	12.50
Total		**312**	**100**
Frequency of reasons to follow influencers on Instagram	Entertainment	124	17.37
	Lifestyle inspiration	107	14.99
	Product recommendations	78	10.92
	Educational content in a specific field	77	10.78
	Travel and adventure stories	58	8.12
	Personal or emotional relationships	52	7.28
	Others	218	30.54
Total		**714**	**100**

Table 2 delineates the examination of CR and AVE of the measures employed Within this research.

Table 2. Validity and Reliability of Construct

	Items	SLF	CR	AVE
Self-Discrepancy	When comparing myself to influencers on Instagram, I want to change who I am now.	0.762	0.873	0.511
	I'm almost like the Influencers I see on Instagram.	0.628		
	After seeing influencers on Instagram, I often think about being different from who I am now.	0.845		
	I was apprehensive about what kind of influencer I should be.	0.604		
	I feel like I am still far from what I want to be compared to an Influencer.	0.660		
	Seeing Influencer content makes me want to be different from what I am now.	0.853		
	I feel unhappy with myself when I see the Influencer lifestyle.	0.694		
	I want to change something in my life after being influenced by Influencer content.	0.628		
Positive Affect	Seeing Influencer content on Instagram makes me feel optimistic.	0.697	0.887	0.544
	I feel comfortable when I see Influencer posts.	0.681		
	Following Influencers on Instagram makes me feel good.	0.777		
	Posts made by Influencers make me feel happy.	0.808		
	Posts shared by Influencers on Instagram often make me feel happy.	0.774		
	I feel satisfied after seeing the Influencer's post.	0.681		
Negative Affect	Sometimes, I feel negative after comparing myself to Influencers.	0.765	0.852	0.571
	Seeing the success of Influencers sometimes makes me feel bad about myself.	0.744		
	I feel bad when I cannot reach the standards displayed by Influencers.	0.767		
	I feel worried when I compare my life with that of influencers.	0.852		
	I was afraid I wouldn't be able to succeed as an Influencer.	0.724		
	Sometimes, I feel angry because I cannot be like an Influencer.	0.708		
Life Satisfaction	Following Influencers makes me feel like my life is getting closer to my goals.	0.774	0.855	0.579

	Items	SLF	CR	AVE
	Influencer posts make me feel like my life is in great shape.	0.831		
	I feel satisfied with my life after seeing positive content from Influencers.	0.825		
	Influencers inspire me to get the essential things I want in life.	0.706		
e-WOM	Following Influencers makes me feel like I don't need to change anything.	0.622		
	I say positive things about products endorsed by Influencers to others.	0.725	0.804	0.588
	I will recommend products endorsed by Influencers to my friends and relatives.	0.829		
	If my friends want a product endorsed by an Influencer, I will recommend it.	0.744		
Purchase Intentions	I will most likely purchase a product promoted by an Instagram Influencer I follow.	0.827	0.772	0.553
	Products recommended by my favorite Instagram Influencers are my priority choices when shopping.	0.697		
	In the future, I will purchase products recommended by Instagram Influencers I trust.	0.700		

The findings demonstrate that this instrument has strong validity and reliability because all constructs have CR values above 0.7 and AVE values surpassing 0.5. Forsberg et al. (2021) emphasize the importance of Composite Reliability (CR) and Average Variance Extracted (AVE) values in assessing the validity and reliability of the instrument, with CR values exceeding 0.7 and AVE values surpassing 0.5 being acceptable.

Table 3. Index of Goodness of Fit

Goodness of Fit Index	Cut off Value	Results	Conclusion
X²	Expected to be low	665,411	
Df		425	
X² - Significance Probability	≥ 0.05	0.000	
CMIN/DF	≤ 3.00	1,566	Good Fit
RMR	≤ 0.05	0.077	Bad Fit
RMSEA	≤ 0.08	0.052	Good Fit
IFI	≥ 0.90	0.927	Good Fit
CFI	≥ 0.90	0.926	Good Fit
TLI	≥ 0.90	0.919	Good Fit

The analysis results show that although the RMR value does not meet the expected criteria, several other indices, such as CMIN/DF, RMSEA, IFI, TLI, and CFI, show a good fit. It is substantiated by studies conducted by Hatta et al. (2024), who state that a CMIN/DF value below 3.00 indicates an acceptable fit, and an RMSEA value below 0.08 also indicates a good fit. Furthermore, TLI and IFI values greater than 0.90 indicate a good model (Forsberg et al., 2021). Therefore, the

architecture of the study model may be considered suitable and acceptable even when RMR is below the projected threshold.
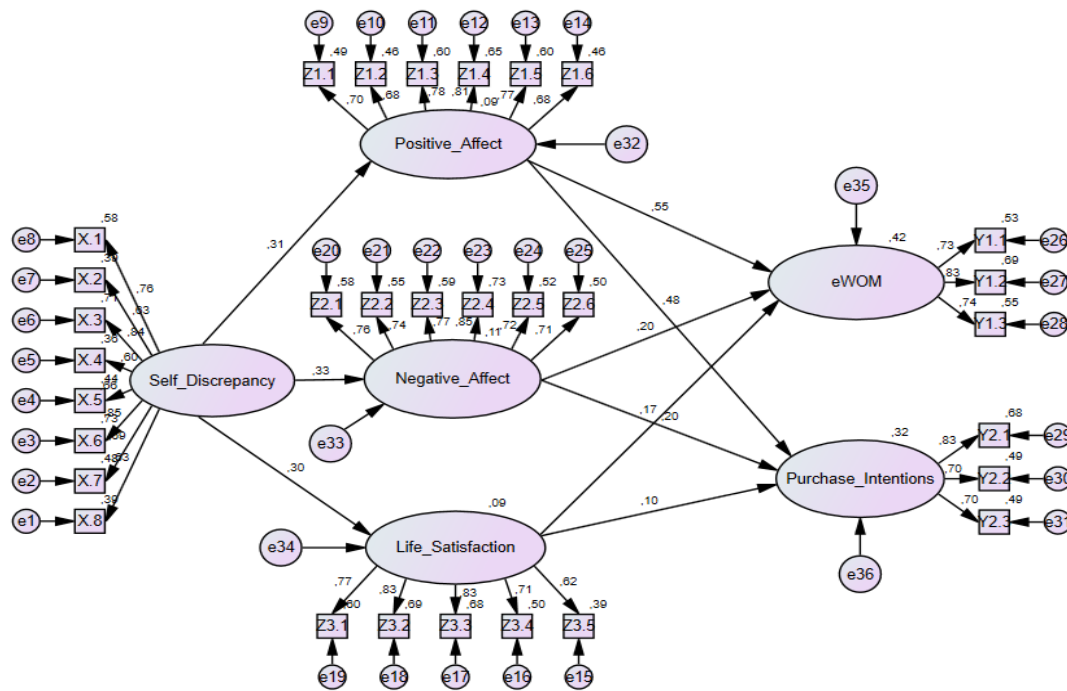

Figure 2. Full Model Structural Test

Hypothesis Testing

The findings of the hypothesis testing carried out for this study are shown in the following table.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	SE	CR	P	Description
H1	*Self Discrepancy-->Positive Affect*	0.305	0.082	3,719	***	Accepted
H2	*Self Discrepancy-->Negative Affect*	0.454	0.110	4.121	***	Accepted
H3	*Self Discrepancy-->Life Satisfaction*	0.330	0.092	3,574	***	Accepted
H4	*Positive Affect-->e-WOM*	0.634	0.104	6.101	***	Accepted
H5	*Negative Affect-->e-WOM*	0.168	0.059	2,827	0.005	Accepted
H6	*Life Satisfaction-->e-WOM*	0.179	0.075	2.383	0.017	Accepted
H7	*Positive Affect-->Purchase Intentions*	0.611	0.108	5,637	***	Accepted
H8	*Negative Affect-->Purchase Intentions*	0.191	0.070	2,742	0.006	Accepted

Hypothesis	Path	Estimate	SE	CR	P	Description
H9	*Life Satisfaction-->Purchase Intentions*	0.116	0.087	1,337	0.181	Not Accepted

Each hypothesis is tested based on the coefficient estimate, standard error (SE), CR (Critical Ratio) value, and significance level (P). The analysis results show that all hypotheses, except one, are accepted, with several relationships showing significant effects. The findings indicate that self-discrepancy is positively correlated with positive affect (H1: 0.305, p < 0.001), negative affect (H2: 0.454, p < 0.001), and life satisfaction (H3: 0.330, p < 0.001). These three variables also have a significant effect on e-WOM. Furthermore, regarding purchasing intention, positive affect (H7: 0.611, p < 0.001) and negative affect (H8: 0.191, p = 0.006) exert a substantial influence. However, life satisfaction does not significantly affect purchase intention (H9: 0.116, p = 0.181).

Table 5. Sobel Test

	Sobel test Statistics	Two-tailed probability
Self Discrepancy-->Positive Affect-->e-WOM	3.17	0.001
Self Discrepancy-->Negative Affect-->e-WOM	2.34	0.019
Self Discrepancy-->Life Satisfaction-->e-WOM	1.98	0.046
Self Discrepancy-->Positive Affect-->Purchase Intentions	3.10	0.001
Self Discrepancy-->Negative Affect-->Purchase Intentions	2.27	0.022
Self Discrepancy-->Life Satisfaction-->Purchase Intentions	1.24	0.211

The analysis results show that Positive Affect is a significant mediator between Self-Discrepancy and e-WOM, with a Sobel statistic of 3.17 (p = 0.001). Moreover, Negative Affect is a substantial mediator in this association, with a statistic of 2.34 (p = 0.019). Life satisfaction is a significant mediator between self-discrepancy and e-WOM, with a statistic of 1.98 (p = 0.046). In the context of Purchase Intentions, Positive Affect has a considerable influence as a mediator, with a statistic of 3.10 (p = 0.001). Simultaneously, Negative Affect also functions as a significant mediator with a statistic of 2.27 (p = 0.022). However, Life Satisfaction is not an important mediator in this relationship, with a statistic of 1.2497 (p = 0.2113). The findings indicate that Positive Affect and Negative Affect are major mediators in the association between Self-Discrepancy and both e-WOM and Purchase Intentions. Meanwhile, Life Satisfaction is only significant for e-WOM.

The findings of this research study suggest that self-discrepancy plays a significant role in influencing positive and negative affect, which mediates e-WOM behavior and purchase intention. This is in line with the work of (Jin et al., 2019), who found that individuals with higher levels of self-discrepancy tend to experience increased positive affect, which increases their likelihood of engaging in e-WOM activities. This relationship is further supported by Hussain et al. (2020); Ngarmwongnoi et al. (2020), who showed that positive affect can significantly increase the tendency to share positive experiences online. The current findings reinforce the idea that by projecting an ideal lifestyle, influencers can inspire followers to emulate that lifestyle, thereby fostering positive emotional responses that encourage e-WOM sharing.

Conversely, the study also highlights the relationship between self-discrepancy and negative affect. Influencers often present an idealized version of life that can lead to feelings of inadequacy among followers. Research by Hughes et al. (2019) and Pratama & Astarini (2023) support this assertion, indicating that individuals who perceive a significant gap between their actual and ideal selves will likely experience heightened negative affect. This negative emotional state can influence their shopping experiences and interactions with social media influencers, particularly on platforms like Instagram. Schlechter et al. (2023) further corroborate this by demonstrating that self-discrepancy is linked to increased emotional vulnerability, suggesting that negative affect can mediate the relationship between self-discrepancy and e-WOM behaviors. Thus, the findings indicate that while positive affect can drive e-WOM sharing, negative affect may lead individuals to seek products that promise emotional relief, thereby increasing e-WOM related to influencer-promoted products.

In addition to emotional affects, the current research explores the relationship between self-discrepancy and life satisfaction. It posits that individuals who experience self-discrepancy often report lower life satisfaction, subsequently affecting their e-WOM behavior. This is consistent with the findings of Galaviz–Zamora (2023), who noted that low life satisfaction can make individuals more susceptible to influencer marketing, thus triggering information-sharing behaviors about products. Pupelis & Šeinauskienė (2023) further reinforce this idea by demonstrating that self-discrepancy significantly influences subjective well-being and consumer behavior. However, the current study diverges from previous research by suggesting that while life satisfaction is related to e-WOM, it does not directly mediate the relationship between self-discrepancy and purchase intentions. This observation can be attributed to the demographic characteristics of the respondents, primarily young individuals aged 18-27 who may lack stable income sources. Financial limitations appear to overshadow the influence of life satisfaction on purchase intentions, suggesting that practical factors, such as purchasing power, play a more dominant role in shaping consumer behavior among this demographic. This is supported by (Chen & Lin, 2021), who found that life satisfaction does not significantly enhance purchase intentions.

The role of positive affect as a mediator in the relationship between self-discrepancy and purchase intention is another critical aspect of the findings. The current research supports that positive affect enhances purchase intentions by creating enjoyable and satisfying consumer experiences. This is consistent with the studies conducted by (Kim & Kim, 2021; Leung et al., 2022), which emphasize the importance of positive emotional experiences in driving purchase intentions. Influencers who effectively generate positive affect through their content—such as showcasing products in enjoyable contexts—are likely to enhance consumer purchase intentions. Conversely, the study identifies negative affect as a mediator between self-discrepancy and purchase intentions. Shehzala et al. (2024) highlight that individuals often engage in symbolic consumption to alleviate discomfort stemming from self-discrepancy, which can lead to increased purchase intentions. This suggests that influencers can strategically leverage this dynamic by presenting relatable "before-and-after" scenarios that resonate with their audience. Therefore, marketers must recognize the importance of emotional factors and self-discrepancy in their influencer marketing strategies to effectively engage consumers and drive desired behaviors.

CONCLUSION

This study reveals the complex relationship between self-discrepancy, subjective well-being, and customer behavior regarding Instagram influencer marketing, including e-WOM and Purchase Intentions. The primary conclusions show that self-discrepancy considerably impacts life satisfaction, negative affect, and positive affect—the three elements that make up subjective well-being. This confirms that the content shared by influencers on Instagram not only affects users' perceptions of themselves but also impacts their emotional state and overall life satisfaction. These findings deepen our understanding of how interactions with social media content can affect an individual's psychological well-being. In addition, positive and negative affect positively mediate self-difference, e-WOM, and purchase intention. This suggests that emotional reactions to influencer content, whether positive or negative, play a crucial role in driving information-sharing behavior and purchasing decisions. For example, content that evokes positive affect increases consumers' desire to share information and purchase promoted products.

Conversely, negative affect arising from self-comparison can also trigger consumptive behavior as compensation. Interestingly, Life satisfaction was identified as a mediator in the association between self-discrepancy and e-WOM, however it did not significantly affect purchase intention. This suggests that although life satisfaction influences one's tendency to share information about products shared by influencers, This component exerts a less direct influence on actual purchase intention. The findings offer significant insight into emotional responses' impact on influencer content, thereby altering consumers' information-sharing behavior and purchase intentions. Effective marketers and influencer marketing strategies on Instagram need to take this emotional complexity into account, creating content that is not only visually appealing but also taps into consumer psychology.

The study highlights the need to recognize the emotional effects of content spread by influencers. Marketers and influencers must design strategies that minimize negative self-discrepancy and increase positive affect while balancing aspirational and realistic content. Additionally, the findings underscore the necessity for marketers to consider the financial realities of their target audience, particularly among younger consumers who may prioritize affordability over emotional satisfaction. This nuanced understanding of consumer behavior can lead to more targeted and impactful marketing efforts that align with the evolving landscape of digital consumerism. Although this study provides valuable insights, its limitations include the focus on the Instagram platform and the sample size, which is limited to users in Indonesia. Future research should encompass more social media platforms, implement a longitudinal analysis, and investigate cultural variables that may affect the outcomes.

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