



The Impact of Short-Form Video Content on Brand Engagement and Purchase Intention among Generation Z

Muhammad Iqbal^{1*}, S.E., M.M, Dimas Perdana Oskar², SE. MBA, Andre Ilyas, SE. ME³

¹Universitas Sumatera Selatan, Indonesia

^{2,3}Universitas Putra Indonesia YPTK Padang, Indonesia

Email: Iqbalai1779@gmail.com¹, dimasperdanaoskar@upiypk.ac.id², andreilyas@upiypk.ac.id³

*Corresponding Author: Iqbalai1779@gmail.com

Abstract. This study aims to investigate the impact of short-form video content on brand engagement and purchase intention among Generation Z in South Sumatra. In today's fast-paced digital era, short-form video content promoted through social media platforms such as TikTok, Instagram Reels, and YouTube Shorts has become a highly effective marketing tool. This study employs a quantitative approach using a survey method, involving 245 respondents aged 18 to 24 years who are active consumers of short-form video content. Data were collected through a questionnaire measured using a 5-point Likert scale, covering variables such as short-form video content, brand engagement, and purchase intention. The results indicate that entertaining, informative, and authentic short-form videos significantly influence brand engagement, which in turn impacts consumer purchase intention. Furthermore, brand engagement was found to mediate the relationship between short-form video content and purchase intention. Dimensions of short-form video content, such as entertainment value, informative content, and authenticity, play an important role in attracting attention and enhancing consumer engagement. These findings provide practical insights for marketers to design more effective marketing strategies, especially in reaching Generation Z consumers who tend to be more selective in consuming content.

Keywords: Brand Engagement; Digital Marketing; Generation Z; Short-Form Video Content; Purchase Intention.

1. INTRODUCTION

The rapid advancement of digital technology over the past few decades has drastically altered the landscape of communication and marketing. One of the most significant innovations has been the rise of short-form video content, which has gained tremendous popularity across various social media platforms such as TikTok, Instagram Reels, and YouTube Shorts. This form of content not only captures the attention of younger generations but has also become a highly effective marketing tool for brands to engage with consumers in a more compelling and interactive way. One demographic group that is particularly active and influenced by short-form video content is Generation Z, which includes individuals born between 1997 and 2012. Generation Z is known for its tech-savvy consumption habits, heavily relying on technology and social media, and its preference for consuming information quickly and visually (Pew Research Center, 2020).

Short-form video content has proven effective in generating stronger brand engagement, which in turn can influence consumers' purchase intentions (Liu, 2021). Brand engagement refers to the level of emotional connection consumers feel toward a brand, which is fostered through interactions with brand content on social media. This

engagement encompasses positive feelings, greater brand recognition, and increased interest in the products or services offered. On the other hand, purchase intention is a key indicator that measures the likelihood of consumers purchasing the promoted product or service. While numerous studies have examined brand engagement and purchase intention, few have specifically explored how short-form video content impacts these two variables, particularly among Generation Z, who have unique habits in accessing information through mobile devices and digital platforms.

As social media use continues to rise among Generation Z, research into the influence of short-form video content on consumer behavior becomes increasingly important. Well-crafted short-form videos can significantly enhance brand engagement, which subsequently influences purchase intention. This study aims to investigate the effect of short-form video content on brand engagement and purchase intention among Generation Z, with brand engagement as a mediating variable that bridges the relationship between short-form video content and purchase intention. The study will also identify the dimensions of short-form video content that most influence brand engagement, such as entertainment value, informativeness, and authenticity, which have been shown to be relevant in previous research (Lim et al., 2021; Kim et al., 2020).

Previous studies have demonstrated that short-form video content, with its brief duration and ability to convey messages concisely, creates a strong emotional connection between consumers and brands (Keller, 2016). Videos containing elements of entertainment and information tend to attract more attention from audiences, especially those with shorter attention spans, such as Generation Z. This research will also examine how elements such as visual quality, message authenticity, and the video's ability to interact with the audience through platform features can strengthen brand engagement and influence purchase intention.

Overall, this research aims to contribute to the understanding of how short-form video content can be used as a more effective marketing tool for brands to reach and influence Generation Z consumers. Additionally, this study is expected to provide practical insights for marketers in designing marketing strategies that better align with the characteristics and preferences of young, savvy consumers who are increasingly discerning in their use of social media and the information they consume.

2. LITERATURE REVIEW

Short-form video content has rapidly evolved in recent years, driven by the growth of social media platforms such as TikTok, Instagram Reels, and YouTube Shorts. This

content format, which typically lasts between 15 and 60 seconds, delivers messages in a direct, engaging, and entertaining manner (Anderson, 2020). Unlike long-form videos, which often require more time to capture the audience's attention, short-form videos are more effective in catering to consumers' shorter attention spans, particularly among Generation Z, who are known for their preference for consuming information quickly and visually (Smith, 2021).

From a marketing perspective, short-form videos have significant potential in building emotional connections between consumers and brands. This content allows brands to showcase their values and identity quickly and effectively, which is crucial in today's fast-paced information environment. Research indicates that the entertainment and informativeness embedded in short-form videos can enhance brand engagement, which then influences consumers' purchase intentions (Jiang, 2021).

Brand engagement refers to the emotional and cognitive interactions consumers have with a brand, which are reflected in their feelings toward the brand and their behavior toward its products or services. This engagement can take various forms, such as commenting, sharing, or liking content related to the brand on social media (Hollebeek, 2019).

High brand engagement indicates that consumers are emotionally connected to the brand, which leads to increased trust and loyalty. In the context of short-form videos, this engagement can be fostered through content that creates strong emotional connections and resonates with consumers' daily lives. Videos that include elements of entertainment, useful information, or authentic storytelling are more likely to attract and maintain audience attention compared to content that relies solely on direct promotions (Lee, 2020).

Purchase intention refers to the likelihood of consumers purchasing a product or service after being exposed to advertisements or marketing content. It is considered a critical indicator in the decision-making process (Hoyer, 2019). In the context of Generation Z, purchase intention is influenced by various factors, including brand trust, the alignment of the product with their personal values, and their interactions with brand content.

Generation Z tends to be more critical and selective about the brands and products they choose, particularly those promoted through social media. Nielsen's (2018) study reveals that content that is authentic, engaging, and socially relevant is more likely to drive purchase intention compared to content that appears overly commercial or

manipulative. In this regard, short-form videos have an advantage as they can deliver messages quickly and evoke emotional responses from audiences.

Brand engagement plays a mediating role between marketing content and purchase intention. Several marketing studies have shown that brand engagement mediates the relationship between various types of marketing content and consumers' purchase intentions (Van Doorn, 2020). This indicates that while marketing content can capture consumers' attention, strong brand engagement is necessary for consumers to be more likely to purchase the promoted product or service.

In the context of short-form videos, brand engagement can develop gradually through consumers' interactions with the video content. The higher the engagement level, the more likely it is that consumers will have the intention to purchase the product or service promoted in the video (Batra, 2021). The Stimulus–Organism–Response (S-O-R) model is often used to explain this process, where short-form video acts as a stimulus that triggers emotional and cognitive reactions in consumers (organism), which in turn influences purchasing behavior (response).

Several dimensions of short-form video content can influence brand engagement and purchase intention, including entertainment value, informativeness, authenticity, and visual quality. Videos that provide entertainment or valuable information tend to have higher engagement levels, as they fulfill the emotional and cognitive needs of the audience. Additionally, the authenticity of the video content is crucial, as Generation Z values content that appears genuine and unfiltered (Nash, 2020).

3. RESEARCH METHODS

This study adopts a quantitative approach with a survey method to explore the influence of short-form video content on brand engagement and purchase intention among Generation Z in South Sumatra. The survey method was chosen because it allows for a broader understanding of the relationships between the variables being studied and facilitates the efficient collection of data from a large number of respondents (Creswell, 2014).

The study involves 245 respondents, all of whom are Generation Z members who actively use social media platforms such as TikTok, Instagram Reels, and YouTube Shorts. The sample was selected using purposive sampling, with criteria including respondents aged 18 to 24 who actively consume short-form video content on social media platforms. The survey was conducted using an online questionnaire distributed to the respondents.

This research design is both descriptive and causal. The descriptive approach aims to describe the variables under investigation, while the causal approach is used to examine the cause-and-effect relationships between short-form video content, brand engagement, and purchase intention. The variables analyzed in this study include: Short-Form Video Content (as stimulus), Brand Engagement (as organism response), Purchase Intention (as behavioral response)

The instrument used in this study is a questionnaire, which is divided into several sections: The first section includes demographic questions to understand the characteristics of the respondents, such as age, gender, and frequency of social media use. The second section includes questions measuring short-form video content, which consists of dimensions like entertainment value, informativeness, and authenticity. The third section measures brand engagement, including cognitive, affective, and behavioral aspects of engagement with the brand. The fourth section measures purchase intention, focusing on the consumers' interest and willingness to purchase the product promoted through short-form videos. A 5-point Likert scale is used to measure all items, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data is collected through an online survey using Google Forms, which is shared with respondents via social media and other online platforms. The data collection process will be carried out over a 4-week period, and respondents are asked to complete the questionnaire voluntarily and anonymously.

The collected data will be analyzed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach to test the relationships between short-form video content, brand engagement, and purchase intention. SEM is chosen for its ability to test mediation models and the complexity of relationships between variables (Hair et al., 2019). Validity and reliability tests of the instruments will be performed by assessing convergent validity, discriminant validity, and internal consistency.

Table 1. Operationalization Table of Variables

Variable	Dimension	Indicator	Scale
Short-Form Video Content	Entertainment Value	Engaging, enjoyable, and attention-grabbing	1-5 Likert
	Informativeness	Provides useful and clear information about the product or brand	1-5 Likert
	Authenticity	Content feels genuine, unexaggerated, and reflects brand values	1-5 Likert
Brand Engagement	Cognitive Engagement	Recalls and understands the brand better after watching the video	1-5 Likert
	Affective Engagement	Feels emotionally connected and interested in the brand	1-5 Likert
	Behavioral Engagement	Engages in actions such as liking, commenting, or sharing brand content	1-5 Likert
Purchase Intention	Purchase Intention	Plans to purchase the product promoted through short-form video content	1-5 Likert

4. FINDINGS AND DUSCUSSION

This study involved 245 respondents, all of whom are Generation Z members actively using social media platforms such as TikTok, Instagram Reels, and YouTube Shorts. Based on demographic analysis, the majority of respondents were between the ages of 18 and 24 (90%), with a relatively balanced gender distribution: 48% male and 52% female. Most respondents (75%) accessed social media for more than 3 hours per day, indicating a high level of engagement with short-form video platforms.

This study used Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach to examine the relationships between short-form video content, brand engagement, and purchase intention. SEM-PLS was chosen for its ability to test mediation models and the complexity of relationships between variables (Hair et al., 2019).

The table below shows the results of hypothesis testing, including path coefficients, t-values, and p-values for each hypothesis tested. The testing was conducted using bootstrapping to obtain t-statistics, which are used to test the significance of the paths.

Table 2. Hypothesis Test Results

Hypothesis	Path Coefficient	t-value	p-value	Result
H1	0.326	4.242	0.000	Significant
H2	0.221	3.201	0.001	Significant
H3	0.358	5.042	0.000	Significant
H4	0.167	2.481	0.013	Significant
H5	0.287	4.378	0.000	Significant

The results of hypothesis testing show that short-form video content has a significant influence on brand engagement (H1). The path coefficient of 0.326 with a t-value of 4.242 indicates that short-form video content, especially that which contains entertainment and relevant information, can enhance consumer engagement with the brand. This aligns with findings that show that entertaining and informative content is more effective at capturing consumer attention (Jiang, 2021).

Furthermore, short-form video content was found to have a significant effect on purchase intention (H2), with a path coefficient of 0.221 and a t-value of 3.201. This means that the more often consumers are exposed to relevant and engaging short-form video content, the more likely they are to purchase the promoted product. This supports previous research indicating that short-form videos can influence purchase decisions (Lee, 2020).

Brand engagement was found to act as a mediating variable between short-form video content and purchase intention (H4). The path coefficient of 0.167 with a t-value of 2.481 indicates that short-form video content can enhance brand engagement, which in turn influences purchase intention. This finding supports the Stimulus–Organism–Response (S-O-R) theory, where short-form video acts as a stimulus that affects brand engagement (organism), which then influences purchase behavior (response) (Batra, 2021).

Additionally, the dimension of authenticity in short-form video content significantly influenced both brand engagement and purchase intention. The path coefficient of 0.287 with a t-value of 4.378 indicates that consumers are more attracted to content that feels authentic and not overproduced. This reflects Generation Z's preference for genuine content that does not feel manipulative or overly polished (Nash, 2020).

The results of this study have several practical implications for marketers. First, marketers should leverage the potential of short-form video content to enhance brand engagement. Videos that are entertaining and informative are more likely to capture the attention of Generation Z, who tend to be more selective with the content they engage with. Additionally, marketers should focus on authenticity in content creation, as consumers are more attracted to content that feels genuine and not overly commercial. Finally, it is important for marketers to view brand engagement as the first step in building long-term relationships with consumers, which will ultimately enhance purchase intention.

5. CONCLUSION AND RECOMMENDATION

This study demonstrates that short-form video content significantly influences brand engagement and purchase intention among Generation Z. The hypothesis test results confirm that entertaining, informative, and authentic short-form videos can enhance consumer engagement with the brand, which in turn affects their intention to purchase the promoted products. Dimensions of short-form video content, such as entertainment value, useful information, and authenticity, were found to be crucial factors in capturing attention and building emotional connection with the brand.

Furthermore, this study reveals that brand engagement acts as a mediating variable that strengthens the relationship between short-form video content and purchase intention. These findings provide valuable insights for marketers to leverage short-form video content as a more effective marketing strategy, particularly in reaching Generation Z, who tend to be more critical and selective in the content they consume.

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