







# “Short video marketing factors influencing the purchase intention of Generation Z in Vietnam”

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# SHORT VIDEO MARKETING FACTORS INFLUENCING THE PURCHASE INTENTION OF GENERATION Z IN VIETNAM

## Abstract

In the digital age and technological advancements, short video platforms have become essential tools for online sales and marketing. In addition, shopping through short video marketing has gained significant attention, especially among Generation Z, as it brings unique and novel shopping experiences. The primary goal of this study is to explore the factors of short video marketing that influence the purchase intentions of Generation Z consumers in Vietnam. To conduct this study, a quantitative approach was employed, utilizing a 5-point Likert scale questionnaire administered online through a non-probability sampling method. The sample comprised 350 respondents aged between 16 and 26 from Vietnam, representing Generation Z, who made purchases through short video marketing. The relationships among various variables were analyzed using Structural Equation Modeling (SEM). The study's results demonstrated a positive, significant, and direct relationship between all factors of short video marketing, including interesting content, perceived usefulness, scenario-based experience, user interaction, perceived enjoyment, and involvement of celebrities and consumer brand attitude. Among these factors, perceived usefulness is the most influential factor on customer brand attitude. In addition, the study revealed that consumer brand attitude, acting as a mediating variable, had a positive and significant impact on consumers' purchase intentions. Based on the findings, the study suggested strategies for businesses to enhance the quality and content on short video platforms, thereby improving the effectiveness of their marketing strategies.

## Keywords

short video, marketing, brand attitude, purchase intention, Generation Z, Vietnam

## JEL Classification

M30, M31

## INTRODUCTION

The rapid proliferation of the Internet and social media platforms has transformed marketing strategies, providing marketers with unprecedented opportunities to connect with consumers and influence their purchasing decisions. Marketers have increasingly turned to blogs and social media websites as powerful tools for communication and advertising, enabling them to engage directly with consumers, gather valuable feedback, and shape consumer perceptions (Bouhleb et al., 2010; Saxena, 2011). Furthermore, consumers have come to rely on social media platforms to seek advice and make informed purchasing decisions, placing greater trust in user-generated content due to its inclusion of authentic, unbiased product evaluations (MacKinnon, 2012).

The rise of platforms such as TikTok, Instagram Reels, and YouTube Shorts has revolutionized the consumption of short videos, attracting a vast user base. In particular, Generation Z, characterized as individuals born between 1995 and 2009 (Kutasi, 2013; McCrindle & Wolfinger, 2009), represents a significant consumer segment with sub-

stantial purchasing power. Their strong presence in the digital world, coupled with their remarkable adaptability to technological advancements, positions them as a highly influential force in shaping market trends. Consequently, exploring the effects of short video marketing on the purchase intention of Generation Z is essential for marketers and businesses aiming to effectively engage this target audience.

Research has demonstrated the positive impact of short video marketing on brand attitudes, with brand perception playing a crucial role as an intermediary factor between short video marketing and brand attitudes (Liu et al., 2019). Moreover, studies have highlighted specific factors, such as text asset style, launch time, and the sentiment correlation of video content in screen ads, which positively influence consumer purchase intention (Liu et al., 2019). However, despite the growing prominence of short video marketing, existing research predominantly focuses on analyzing individual cases, often neglecting crucial elements and the comprehensive impact of short video marketing on consumer intent. Some studies have limited their scope to specific social media platforms, failing to address the broader implications for businesses and their brands (Ananda, 2022).

Therefore, it is essential for industry professionals and academics to identify the factors of short video marketing that influence the purchase intentions of Generation Z. This knowledge will provide valuable insights into the impact of short video marketing on consumer intentions and the drivers of consumer behavior within this specific demographic. Thereby, marketing practitioners can design targeted and effective marketing campaigns that cater to the needs and preferences of Generation Z.

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## 1. LITERATURE REVIEW AND HYPOTHESES

The inception of short videos can be attributed to the introduction of the Vine application in the United States back in 2009. Vine allowed users to create and share videos within a 10-second time-frame on social media platforms. Subsequently, short videos have ingrained themselves as an indispensable aspect of people's daily lives.

The term "short video" encompasses online videos that have duration of less than five minutes. These videos possess distinct characteristics, including fragmented time, strong social engagement, low production requirements, easily shareable content, and a blurred distinction between creators and viewers (Kaye et al., 2021; Kong, 2018). Platforms dedicated to short videos serve as hosts for concise videos that cater to users' informational and entertainment demands. Encouraging the integration of music, filters, and other imaginative elements fosters the creation of concise and fragmented videos. Such platforms have played a vital role in propelling the growth of social media (Zhao & Wang, 2020).

Generation Z, born between 1995 and 2009, is a cohort deeply influenced by technological advancements (Kutasi, 2013; McCrindle & Wolfinger,

2009). Their lives are intricately intertwined with smart devices and various internet platforms (Prensky, 2004; Williams & Page, 2011). This study specifically focused on individuals born between 1997 and 2006, as defined by the Pew Research Center. This age range was selected based on several considerations. Firstly, individuals within this age group exhibit a higher frequency of social media usage compared to those under the age of 16. Secondly, they enjoy easier access to technology and experience relatively less parental supervision. Moreover, this age range, spanning from 16 to 25, is characterized by more mature thinking patterns compared to those below 16 years of age. Additionally, they are more likely to be financially independent, as suggested by Kutasi (2013) and McCrindle and Wolfinger (2009).

The current study provides compelling findings, highlighting the substantial influence of short video marketing on brand attitudes and purchase intentions. A wide range of studies consistently highlight the influential factors within short videos, such as the presence of interesting content, perceived usefulness, scenario-based experiences, user interaction, perceived enjoyment, and the involvement of celebrities. These elements play a crucial role in shaping customer brand attitudes and influencing their intention to make purchases

(Ananda et al., 2022; Liu et al., 2019). The collective findings of these studies emphasize the importance of leveraging these key factors in short video marketing campaigns to effectively engage and appeal to the target audience.

The impact of interesting content as a factor in short video marketing on customer brand attitudes has been well-established. Numerous studies have consistently demonstrated that captivating and engaging content plays a significant role in shaping customers' perceptions and attitudes towards brands. Sally (2003) emphasized that the captivating nature of marketing content could stimulate consumers' inclination to share it more than other attributes. Additionally, this captivating content contributes to fostering a favorable perception of the brand and subsequently influences consumers to develop a positive attitude towards it. When content is interesting, it captures consumers' attention, sparks their curiosity, and engages them in a meaningful way. According to Liu et al. (2019), interesting or captivating content also exerts a favorable influence on brand attitudes because it encourages consumers to actively participate in sharing and interacting with the content. Rose (2013) emphasizes the significance of interesting and useful content, stating that content marketing can only be effective if it delivers value to the consumer. Therefore, when short video marketing presents content that is novel, entertaining, and unique, it establishes a strong connection between consumers and the brand, resulting in positive brand attitudes.

Perceived usefulness has risen as a prominent factor in short video marketing that influences customer brand attitudes. The concept of perceived usefulness originated from Davis (1989), who studied user acceptance of information technology and described it as an individual's subjective perception of how using a specific system or technology will enhance their job performance. In the context of website information, Pavlou and Fygenson (2006) defined perceived usefulness as the belief that the information provided on a website will improve efficiency in obtaining product information. Similarly, Bouhleb et al. (2010) explored perceived usefulness in the context of blogs and found that it is associated with benefits such as timesaving, access to additional information,

and exposure to different perspectives on products. In the recent research, the perceived usefulness of information in videos is described as consumers' perception that watching short videos will positively impact their purchase performance. A previous study highlights the significance of perceived usefulness in augmenting customer purchase intentions to buy green packaging products (Chi & Zhida, 2019, as cited in Xiao et al., 2019). Furthermore, Al-Haddad (2022) highlights that when a message is perceived as useful and provides complete information; individuals are more likely to accept the message. This suggests that customers are influenced by the utility of the content when forming their purchase intentions.

In the current landscape, consumer behavior and psychology are significantly influenced by their environment, characterized by fragmented content and personalized choices. To address these challenges, short video marketing has emerged as a powerful tool. It creates real-life consumption scenarios for consumers, seamlessly integrating brands and consumers, and facilitating the evaluation of brand value and consumer experience. A study analyzing the features of advertisements on social media and their impact on customer perception and purchase intention concludes that scenario-based experiences, as part of advertising content, have the potential to influence brand attitudes (Sally, 2003). The study highlights the importance of various advertisement features in shaping consumer perception, which, in turn, affects their attitudes towards brands. Furthermore, Deloitte's "2022 Global Marketing Trends" report emphasizes the significance of understanding and serving customers to drive business success. The report underscores the need to prioritize customers and cater to their needs in navigating the complex marketing environment (Deloitte, 2022). By incorporating scenario-based experiences into marketing strategies, companies can enhance customer engagement, thereby positively influencing brand attitudes.

Research has provided evidence to support the impact of user interaction as a significant factor in short video marketing that influences customer brand attitudes. The research conducted by Dong (2011) sheds light on the significance of the two-way interaction between customers and brands in shaping consumers' cognitive and emotional per-

ceptions of specific brands (Dong, 2011, as cited in Liu et al., 2019). This interaction encompasses various aspects, including communication, engagement, and feedback exchange between the brand and its customers. According to Djafarova (2017) in consumer behavior research, when customers encounter positive comments and high ratings for brands, products, or advertisements, they tend to develop a positive attitude towards those products or brands. Moreover, the reliability of consumers' perceptions is also influenced by the number of feedbacks on comments made by video creators. When consumers come across videos on social media platforms or websites and notice that the video owners are actively engaging with the audience by responding to comments and feedback, it can significantly impact their overall perception of the content, product, or brand being promoted (Mir & Ur Rehman, 2013).

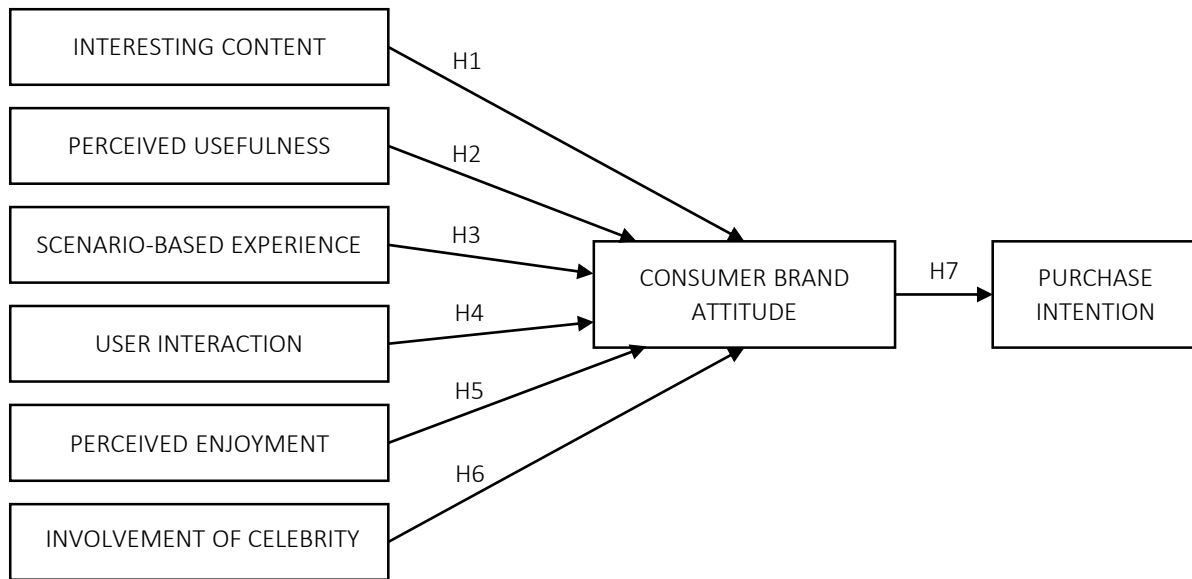
The influence of perceived enjoyment as a factor in short video marketing on customer brand attitudes has been widely recognized and extensively studied. As Carr et al. (2001) researched, perceived enjoyment can be characterized as the level of satisfaction experienced by consumers during the process of shopping on a specific website, pertaining to its capacity to provide them with happiness, while excluding the performance they will encounter. The more enjoyable the online shopping experience on a particular website, the greater the likelihood of consumers making purchases on that website. In their study, Childers et al. (2001) propose that consumers' intrinsic pleasure when engaging in the shopping process has a significant impact on their attitudes towards various aspects of the shopping experience. The term "intrinsic pleasure" refers to the inherent enjoyment and satisfaction that individuals derive from the act of shopping itself. It encompasses the positive emotions, feelings of excitement, and gratification that consumers experience during the shopping process. Wen et al. (2011) demonstrates how the presence of a brand on social networks, particularly with rich images or attractive forms, enhances shopping enjoyment and significantly increases satisfaction when shopping for brands online.

In contemporary times, celebrities have emerged as a prominent factor impacting customer brand attitudes and purchase intentions. There are var-

ious definitions of the term "celebrity" that have been proposed by different authors. According to Young and Pinsky (2006), a celebrity is identified as a person who has reached a considerable level of fame, making them well-known in society. According to Kotler et al. (2007), a celebrity is described as an individual whose name has the power to captivate public attention, generate widespread interest, and evoke personal significance among the public. However, Boorstin's (1982) definition is perhaps the most commonly cited, wherein a celebrity is referred to as "a person who is known for their well-knownness." In the current Internet era, celebrities have emerged as a powerful force, playing a crucial role in influencing customers (Koernig & Boyd, 2009). Moreover, Amos et al. (2008) suggests that a favorable attitude towards celebrities can positively affect a customer's intention to make a purchase. This emphasizes the influence celebrities hold over consumer behavior and their ability to shape public opinion. With the advent of social media and the Internet, celebrities now possess a broader reach and can directly connect with their audience. They can utilize their fame and influence to endorse products or promote specific causes, thereby influencing consumer perceptions and purchasing decisions.

The powerful influence of brand attitudes on consumer purchase intentions is widely recognized. A positive brand attitude can significantly impact a consumer's willingness and intention to make a purchase. According to Fishbein and Ajzen (1975), the term "brand attitudes" refers to the consumer's preference or aversion towards a specific brand. It represents the individual's overall evaluation or judgment of a brand, indicating their favorable or unfavorable inclination towards it. A positive brand attitude indicates that the consumer has a favorable preference or liking for the brand, while a negative brand attitude signifies a dislike or aversion towards the brand. According to Percy and Rossiter (1992), it is described as a thorough evaluation of a brand's capacity to meet customer's needs and objectives. It involves considering various factors such as product quality, features, benefits, and the extent to which the brand satisfies consumer needs and goals. According to Phelps and Hoy (1996), this predisposition is shaped by the customer's favorable or unfavorable impression of the brand after viewing an ad-





**Figure 1.** Proposed research framework

vertisement for it. Numerous studies also suggest that a consumer’s attitude towards brands exerts a positive and substantial influence on purchase intention (Batra & Ray, 1986; Gresham & Shimp, 1985; Mitchell & Olson, 1981; Phelps & Hoy, 1996).

Purchase intention is a fundamental concept in consumer behavior research that delves into the psychological and behavioral aspects of consumers when it comes to their buying decisions. It refers to the individual’s inclination or readiness to buy a particular product or service within a foreseeable time frame. As described by Wu et al. (2011), purchase intention is a crucial predictor of actual purchase behavior and serves as a vital link between consumer attitudes and their actual purchase actions. Cheng et al. (2020) discovered that users primarily engage with short videos due to their utility, entertainment value, and usability, which directly impact their emotional experience, stimulate purchase intention, and influence actual buying behavior. Wang (2020) discovered that users are inclined towards making a purchase from a brand once they establish a closer connection through short video content. This form of content holds a more significant sway compared to traditional advertisements in terms of entertainment value, functionality, and social interaction.

This study aims to investigate the impact of factors in short video marketing on brand attitudes among the Generation Z customer group.

Additionally, the study examines the influence of customer brand attitudes on the purchase intention of Generation Z. Based on a literature review and empirical evidence, the following hypotheses have been developed (Figure 1):

- H1: Interesting content has a significantly positive effect on consumer brand attitude.*
- H2: Perceived usefulness has a significantly positive effect on consumer brand attitude.*
- H3: Scenario-based experience has a significantly positive effect on consumer brand attitude.*
- H4: User interaction has a significantly positive effect on consumer brand attitude.*
- H5: Perceived enjoyment has a significantly positive effect on consumer brand attitude.*
- H6: Involvement of celebrity has a significantly positive effect on consumer brand attitude.*
- H7: Consumer brand attitude has a significantly positive effect on purchase intention.*

## 2. METHODOLOGY

In this study, a quantitative research approach is employed to investigate the influence of various

elements of short video marketing on customers' purchase intention. For data collection, the study utilized a purposive sampling technique, employing specific criteria to select respondents and ensure the acquisition of representative data. The target audience of this study were individuals belonging to Generation Z in Vietnam (from 16 to 26 years old), who have sufficient experience in watching short marketing videos on social media platforms and have purchased any products after viewing short videos.

Google Forms were utilized as the data collection tool, and survey links were distributed through various channels such as social media platforms and email to ensure an extensive geographic scope. The questionnaire encompassed four sections. The first section provided an overview of the survey's objectives, introduced the concept of short video marketing, and requested participants' personal information. The second section focused on gathering additional personal information from the participants, which was relevant to the research objectives. The third section was designed to obtain data on the respondents' behavior concerning social media usage. The fourth section inquired about the participants' perceptions of each factor of short video marketing. To measure the constructs under investigation, a 5-point Likert scale was employed. The scale ranged from "strongly disagree" (1) to "strongly agree" (5) for each item, allowing participants to express their attitudes toward the factors of short video marketing.

The data collection process resulted in a total of 567 responses, and 350 responses met the necessary requirements and were used for further analysis. Regarding gender distribution, the proportion of female respondents was higher compared to male and other respondents. Specifically, there were 191 female respondents (54.6%), 150 male respondents (42.9%), and 9 respondents from other gender categories (2.6%). In terms of respondents' age, there were 72 individuals aged 16-18 years (20.6%), 275 individuals aged 19-23 years (78.6%), and 3 individuals aged 24-26 years (0.9%). Considering monthly income, the majority of participants were students who did not have an income. The analy-

sis revealed that 97 respondents reported having no income (56.3%), 78 respondents had an income ranging from 1-3 million VND (22.3%), 43 respondents had an income ranging from 3-6 million VND (12.3%), 20 respondents had an income ranging from 6-10 million VND (5.7%), and 12 respondents had an income exceeding 10 million VND (3.4%) (See Appendix A).

The data analysis in this study was conducted using the structural equation modeling (SEM) technique with the assistance of the AMOS software. During the initial stages, data screening was conducted to prevent any missing data or sample bias. Subsequently, Cronbach's Alpha, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were performed to assess the convergent validity, discriminant validity, AVE values, and construct reliability. Subsequently, the final stage involves conducting structural equation modeling to examine the relationships among the constructs.

### 3. RESULTS

Cronbach's alpha analysis method was employed in this study to evaluate the reliability of the scale components within the theoretical model and the correlation between the observed variables and the total variable (Cronbach, 1951). Table 1 presents the results from the Cronbach's alpha test of the following total variables in the model: Interesting content, Scenario-based experience, User interaction, Perceived usefulness, Perceived enjoyment, Involvement of celebrity, Customer brand attitudes and Purchase intention. The results reveal Cronbach's alpha coefficients ranging from 0.759 to 0.928, surpass the minimum threshold of 0.6 (Nunnally & Burnstein, 1994), indicating a high level of reliability within the relationship between the observed variables and the total variable. Additionally, the correlation coefficients between each observed variable and the total variable exceed the recommended value of 0.3 (Nunnally & Burnstein, 1994). This finding signifies a strong correlation between the component variables and the total variable, further supporting the high reliability of the scale measurement.

**Table 1.** Results of Cronbach’s alpha analysis

Variable	Corrected Item-Total Correlation	Cronbach’s Alpha
<b>Interesting Content</b>		
IC1	0.579	0.759
IC2	0.591	
IC3	0.597	
<b>Perceived Usefulness</b>		
PU1	0.621	0.928
PU2	0.713	
PU3	0.689	
PU4	0.656	
PU5	0.632	
<b>Scenario-based Experience</b>		
SBE1	0.645	0.844
SBE2	0.644	
SBE3	0.731	
SBE4	0.707	
<b>User Interaction</b>		
UI1	0.697	0.885
UI2	0.816	
UI3	0.811	
UI4	0.698	
<b>Perceived Enjoyment</b>		
PE1	0.742	0.831
PE2	0.753	
PE3	0.706	
PE4	0.452	
<b>Involvement of Celebrity</b>		
IOC1	0.767	0.928
IOC2	0.836	
IOC3	0.833	
IOC4	0.811	
IOC5	0.811	
<b>Consumer Brand Attitudes</b>		
CBA1	0.688	0.908
CBA2	0.737	
CBA3	0.821	
CBA4	0.783	
CBA5	0.836	
<b>Purchase Intention</b>		
PI1	0.679	0.895
PI2	0.813	
PI3	0.792	
PI4	0.792	

*Note:* IC = Interesting Content, PU = Perceived Usefulness, SBE = Scenario-based Experience, UI = User Interaction, PE = Perceived Enjoyment, IOC = Involvement of Celebrity, CBA = Consumer Brand Attitudes, PI = Purchase Intention.

In this study, the Exploratory Factor Analysis (EFA) method was used to evaluate two crucial scale values: convergent validity and discriminant validity. During the initial analysis, PE4 is eliminated from consideration. Following the second analysis, the factor loading values yield satisfactory results, with a Kaiser-Meyer-Olkin (KMO) coefficient of 0.813 and a significant Bartlett test at a significance level of 0.000 (Kaiser, 1988; Norusis, 1994). These findings indicate the suitability of the analysis for the research data and reveal overall correlations among the variables.

Furthermore, all factor loading coefficients exceed the threshold of 0.5, and there are no instances where the loading variables of both factors simultaneously exhibit closely similar factor loading coefficients (Hair et al., 1998). Additionally, there is no overlap among the elements, meaning that the questions pertaining to one element do not confuse respondents with questions from other elements. This indicates that all the variables maintain their meaningful representation and can be utilized in subsequent analyses (See Appendix B).

According to Kline (2011), Confirmatory Factor Analysis (CFA) is employed as a method to assess the alignment of research data with theoretical models. It is a good method for evaluating the validity and reliability of measures (Bagozzi & Foxall, 1996).

The goodness of fit measures for the structural model exhibited values within acceptable ranges with the results of Chi-square/df = 2.045 < 3.0 (Chin & Todd, 1995); TLI = 0.973 > 0.9 and CFI = 0.946 > 0.9 (Chin & Todd, 1995; Segar & Grover, 1993); RMSEA = 0.055 < 0.08 (Taylor et al., 1993). Furthermore, the regression weights (Estimate - Regression Weights) for all variables are greater than 0 and statistically significant at a confidence level of 99.99% (P < 0.001). The standard regression weights for all variables are also greater than 0.5 (Gerbring & Anderson, 1988). These findings indicate that the confirmatory factor analysis is appropriate and that the scales exhibit convergence. The results align well with the theoretical models, providing evidence for the validity and reliability of the measurement instruments (See Appendix C).



**Table 2.** Results of testing the scale of short video marketing components

Components	Composite reliability	Average Variance Extracted
IC	0.76	0.51
PU	0.85	0.54
SBE	0.85	0.58
UI	0.89	0.68
PE	0.87	0.69
IOC	0.93	0.72

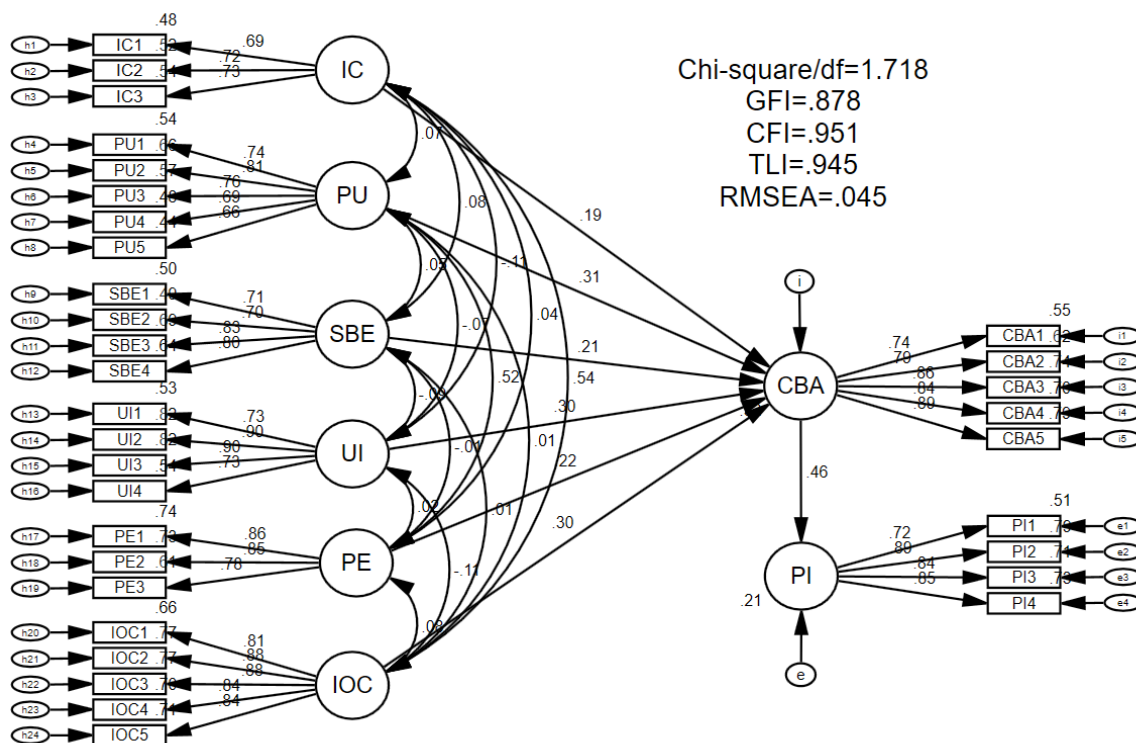
Note: IC = Interesting Content, PU = Perceived Usefulness, SBE = Scenario-based Experience, UI = User Interaction, PE = Perceived Enjoyment, IOC = Involvement of Celebrity.

The results presented in Table 2 demonstrate that the composite reliability (R.C.) values exceed 0.5, indicating high levels of reliability (Schumacker & Lomax, 2006). Convergent validity, which is assessed through the average variance extracted (AVE) across items associated with a particular construct, is an important measure. According to Fornell and Larcker (1981), an AVE value of  $\geq 0.5$  confirms convergent validity. In Table 2, all the AVE values surpass the threshold of 0.5, further supporting the presence of convergent validity.

Structural Equation Modeling (SEM) has emerged as a preferred technique in the field of study (Hooper et al., 2008). It provides a comprehensive statistical method for depicting, estimating, and examining the theoretical network of linear relationships among variables. In this study, SEM was employed to examine and test the hypotheses concerning the relationships between variables (Hoyle, 1995).

To evaluate the model fit, various metrics were assessed. The goodness of fit measures for the structural model demonstrates values within the acceptable range. Specifically, the Chi-square/df was  $1.718 < 3.0$  (Kettinger & Lee, 1995). Both TLI (0.945) and CFI (0.951) exceed the recommended threshold of 0.9 (Hair et al., 2010; Hu & Bentler, 1999). Additionally, the RMSEA was  $0.045 < 0.08$  (Hair et al., 2010). Through the structural equation modelling analysis of the correlation between variables showed a good fit.

The results of SEM analysis presented in Table 3 with a confidence level of 99%, demonstrate



Note: IC = Interesting Content, PU = Perceived Usefulness, SBE = Scenario-based Experience, UI = User Interaction, PE = Perceived Enjoyment, IOC = Involvement of Celebrity, CBA = Consumer Brand Attitudes, PI = Purchase Intention.

**Figure 2.** Structural equation model

**Table 3.** Results of testing the hypotheses in theoretical model

Hypotheses	Relationships	Estimate	P	Results
H1	CBA ← IC	0.189	0.003	Accepted
H2	CBA ← PU	0.313	***	Accepted
H3	CBA ← SBE	0.213	***	Accepted
H4	CBA ← UI	0.297	***	Accepted
H5	CBA ← PE	0.216	***	Accepted
H6	CBA ← IOC	0.305	***	Accepted
H7	PI ← CBA	0.461	***	Accepted

Note: \*\*\* P < 0.01; \*\* P < 0.05; \* P < 0.1; IC= Interesting Content, PU = Perceived Usefulness, SBE = Scenario-based Experience, UI = User Interaction, PE = Perceived Enjoyment, IOC = Involvement of Celebrity, CBA = Consumer Brand Attitudes, PI = Purchase Intention.

the acceptance of the study hypotheses. Firstly, hypothesis H1 was accepted ( $\lambda=0.189$ ,  $P < 0.01$ ), indicating that Interesting Content has a positive impact on Consumer Brand Attitudes. Similarly, hypothesis H2 was accepted ( $\lambda=0.313$ ,  $P < 0.01$ ), indicating that Perceived Usefulness in short videos significantly influences Consumer Brand Attitudes. Furthermore, hypothesis H3 was accepted ( $\lambda=0.213$ ,  $P < 0.01$ ), revealing that Scenario-based Experience has a positive impact on Consumer Brand Attitudes. Moreover, User Interaction in short videos was found to have a significant impact on Consumer Brand Attitudes, as hypothesis H4 was accepted ( $\lambda=0.297$ ,  $P < 0.01$ ). Likewise, hypothesis H5 was accepted ( $\lambda=0.216$ ,  $P < 0.01$ ), suggesting that Perceived Enjoyment short videos significantly affects Consumer Brand Attitudes. Additionally, hypothesis H6 was accepted ( $\lambda=0.305$ ,  $P < 0.01$ ), indicating that Involvement of Celebrity in short videos has a significant impact on Consumer Brand Attitudes. Lastly, hypothesis H7 was accepted ( $\lambda=0.461$ ,  $P < 0.01$ ), signifying that Consumer Brand Attitudes in short videos significantly influences Purchase Intention.

#### 4. DISCUSSION

This study investigates the impact of short video marketing on the purchase intention of Generation Z in Vietnam. The findings revealed significant positive effects of the factors such as interesting content, perceived usefulness, scenario-based experience, user interaction, perceived enjoyment, and involvement of celebrities on consumers' brand attitudes. Moreover, it was observed that consumers' brand attitudes significantly influence their purchase intention, with customer brand attitudes being strongly influenced by perceived usefulness.

The study has also demonstrated that interesting content has a positive impact on brand attitudes (H1,  $\lambda=0.189$ ,  $P < 0.01$ ). This aligns with previous studies such as Liu et al. (2019) and Yang et al. (2019), but contrasts with the findings of Ananda et al. (2022). The Generation Z audience tends to be attracted to short videos that offer interesting content. Sally (2003) emphasizes that the presence of captivating content plays a critical role in fostering favorable brand attitudes by encouraging consumers to actively participate in sharing and engaging with the content. When users engage with compelling content, they are more likely to invest time in consuming it, leading to increased brand exposure and engagement. Engaging content has the ability to evoke emotions and establish a connection between the audience and the brand. Whether it elicits humor, inspiration, empathy, or surprise, the emotions triggered by captivating content have a lasting impact and contribute to positive brand attitudes.

According to the findings of the study, perceived usefulness in short videos has a significant impact on brand attitudes (H2,  $\lambda=0.313$ ,  $P < 0.01$ ), which is consistent with studies by Davis (1989) and Xiao et al. (2019). When businesses effectively communicate useful information, tips, or solutions through short videos, it enhances the perceived usefulness of the content. This, in turn, creates a positive brand experience, fosters favorable brand attitudes, and positions the brand as a trusted source of valuable information.

Similarly, scenario-based experience demonstrates a positive impact on brand attitudes (H3,  $\lambda=0.213$ ,  $P < 0.01$ ), consistent with studies by Ananda et al. (2022) and Liu et al. (2019). When brands incorporate storytelling elements within

their short videos, they create a more immersive and engaging environment. By carefully crafting scenarios that resonate with the target audience, brands can capture their attention and evoke emotional responses. Authentic and relatable scenarios foster a sense of trust and credibility, resulting in favorable brand attitudes as viewers perceive the brand as genuine and aligned with their values.

User interaction in short videos also exerts a significant influence on brand attitudes (H4,  $\lambda=0.297$ ,  $P < 0.01$ ), corroborating findings from Ananda et al. (2022) and Liu et al. (2019). User interaction plays a vital role in shaping Generation Z's brand attitudes. When users are encouraged to interact with short videos through likes, comments, shares, or interactive elements within the video itself, it fosters a sense of active participation. This engagement contributes to a positive brand experience and has the potential to influence brand attitudes positively.

The study also illustrates the significant impact of perceived enjoyment in short videos on brand attitudes (H5,  $\lambda=0.216$ ,  $P < 0.01$ ), aligning with the findings of Baskara and Sukaatmadja (2016). Perceived enjoyment in short videos can create a strong emotional connection between viewers and the brand. When viewers find short videos entertaining, engaging, or enjoyable, it generates positive emotions and establishes a strong emotional connection between viewers and the brand. These positive emotions associated with the video transfer to the brand, resulting in favorable brand attitudes. Moreover, perceived enjoyment drives higher engagement and shareability, contributing to the brand's visibility and positive perception among consumers.

Furthermore, the involvement of celebrities in short videos has a significant impact on brand attitudes (H6,  $\lambda=0.305$ ,  $P < 0.01$ ), which is in line with the studies conducted by Ha and Lam (2017) and Xiao et al. (2019). When popular and well-liked celebrities are associated with a brand in videos, it creates a positive association in the minds of viewers. The celebrity's reputation, charisma, and influence transfer onto the brand, enhancing its credibility and desirability. Consumers tend to view the brand more favorably, considering it as a trusted and aspirational choice (Ha & Lam, 2017). Kaikati (1987) highlights the effectiveness of advertisements featuring celebrities in shaping brand identity and capturing customers' attention, which is a fundamental objective for businesses. The presence of celebrities in short videos also creates an emotional connection with viewers, further strengthening the brand's image. By carefully selecting authoritative and appealing influencers who align with the brand's values, businesses can effectively capture consumer attention and generate interest in their offerings.

Moreover, the study reveals that customer brand attitudes in short videos significantly impact customer purchase intention (H7,  $\lambda=0.461$ ,  $P < 0.01$ ), consistent with the findings of Ha and Lam (2017), Lin et al. (2022), Liu et al. (2019) and Yüksel (2016). Short videos have the ability to evoke emotions and establish a connection with viewers. When the brand attitude portrayed in these videos resonates with customers, it elicits positive emotions and influences their purchase intention. Brand attitude plays a vital role in building trust and credibility. Short videos that consistently portray an authentic brand attitude enhance customers' trust in the brand, thereby increasing their likelihood of considering a purchase.

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## CONCLUSION

The aim of this study is to investigate the impact of factors in short video marketing on the purchase intention of the Generation Z in Vietnam. The findings of this study provide valuable marketing insights, unique and creative concepts, methods, and strategies to capture the attention and drive the purchase intention of this demographic group. The analysis results of this study demonstrated that several key factors significantly influenced consumers' brand attitudes and subsequently impacted their purchasing intentions. Specifically, interesting content, perceived usefulness, scenario-based experiences, user interaction, perceived enjoyment, and celebrity involvement all have a positive impact on consumer brand attitudes. Notably, the findings also suggest that perceived usefulness is the most significant impact factor on consumer brand attitude.

The study results provide valuable insights for businesses aiming to develop accurate advertising strategies and enhance their product offerings to effectively capture consumer purchasing intentions. Moreover, these findings have significant implications for businesses seeking to engage Generation Z consumers through short video marketing. By creating compelling and relevant content, emphasizing usefulness, fostering interactive experiences, and leveraging celebrity associations, businesses can cultivate positive brand attitudes and drive purchase intention among this target demographic. Understanding and leveraging these influential factors is essential for success in Vietnam's competitive market, enabling businesses to tailor their strategies and effectively connect with Generation Z consumers.

This study has acknowledged some limitations. First, there is a lack of diversity in the research sample due to constraints in geographical location, time, and funding. Second, the majority of survey respondents are concentrated in the South of Vietnam, which may not provide an accurate representation of the broader population. Furthermore, since the findings are specific to the Generation Z customer group, conducting a new study is necessary to explore similar factors when investigating different customer groups.

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## APPENDIX A

**Table A1.** Demographic information of respondents

Demographic Categories	Items	Frequency	Percentage (%)
Gender	Male	150	42.9
	Female	191	54.6
	Other	9	2.6
Age	16-18	72	20.6
	19-23	275	78.6
	24-26	3	0.9
Education Level	High School	41	11.7
	Intermediate	2	0.6
	College	12	3.4
	University	293	83.7
	Postgraduate	2	0.6
Occupation	Student	324	92.6
	Civil servants and public employees	2	0.6
	Workers – Employees	13	3.7
	Trade and business	1	0.3
	Freelancer	10	2.9
Marital Status	Single	210	60.0
	Dating	135	38.6
	Married	2	0.6
	Married with children	3	0.9
Average Monthly Income (VND)	No income yet	197	56.3
	1-3 million	78	22.3
	3-6 million	43	12.3
	6-10 million	20	5.7
	Over 10 million	12	3.4
Amount spent on purchase through short video platforms (VND)	Under 500 thousand	154	44.0
	500 thousand – 1 million	127	36.3
	1-3 million	47	13.4
	3-5 million	17	4.9
	More 5 million	5	1.4
Watch short video for (Multiple choice)	Entertainment	325	92.9
	Study	184	52.6
	Shopping	211	60.3
	Work	93	26.6
Kind of goods buy through watch short video (Multiple choice)	Food	135	38.6
	Health Care	140	40.0
	Household Appliances	149	42.6
	Fashion	296	84.6
	Cosmetics	199	56.9
	Other	15	4.3

## APPENDIX B. EXPLORATORY FACTOR ANALYSIS – FACTOR LOADING COEFFICIENTS

**Table B1.** Rotated component matrix

	Component					
	1	2	3	4	5	6
IOC4	.890					
IOC3	.880					
IOC2	.876					
IOC5	.868					
IOC1	.803					
PU2		.819				
PU3		.795				
PU1		.774				
PU4		.754				
PU5		.750				
UI2			.909			
UI3			.902			
UI4			.823			
UI1			.822			
SBE3				.858		
SBE4				.840		
SBE2				.804		
SBE1				.800		
PE2					.866	
PE1					.862	
PE3					.827	
IC3						.796
IC1						.780
IC2						.768

Note: IC = Interesting Content, PU = Perceived Usefulness, SBE = Scenario-based Experience, UI = User Interaction, PE = Perceived Enjoyment, IOC = Involvement of Celebrity.

## APPENDIX C

**Table C1.** Confirmatory factor analysis – Regression weights and standardized regression weights

Relationship	Regression Weights				Standardized Regression Weights
	Estimate	S.E.	C.R.	P	Estimate
IOC4 ← IOC	1				0.839
IOC3 ← IOC	1.101	0.053	20.724	***	0.876
IOC5 ← IOC	1.083	0.055	19.557	***	0.845
IOC2 ← IOC	1.054	0.051	20.728	***	0.876
IOC1 ← IOC	0.922	0.05	18.38	***	0.813
PU3 ← PU	1				0.76
PU2 ← PU	1.125	0.077	14.581	***	0.81
PU1 ← PU	1.045	0.078	13.403	***	0.742
PU5 ← PU	1.077	0.091	11.812	***	0.658
PU4 ← PU	1.113	0.09	12.38	***	0.688
UI2 ← UI	1				0.907
UI3 ← UI	0.946	0.04	23.404	***	0.902
UI1 ← UI	0.936	0.056	16.577	***	0.73
UI4 ← UI	0.88	0.053	16.675	***	0.732

**Table C1 (cont.).** Confirmatory factor analysis – Regression weights and standardized regression weights

Relationship	Regression Weights				Standardized Regression Weights
	Estimate	S.E.	C.R.	P	Estimate
SBE3 ← SBE	1				0.832
SBE4 ← SBE	0.91	0.06	15.235	***	0.801
SBE2 ← SBE	0.894	0.067	13.298	***	0.701
SBE1 ← SBE	0.87	0.065	13.429	***	0.707
PE2 ← PE	1				0.858
PE1 ← PE	1.058	0.059	17.818	***	0.86
PE3 ← PE	0.844	0.052	16.15	***	0.776
IC1 ← IC	1				0.701
IC3 ← IC	1.037	0.1	10.387	***	0.729
IC2 ← IC	1.074	0.104	10.326	***	0.718

Note: \*\*\* P < 0.01; \*\* P < 0.05; \* P < 0.1; IC= Interesting Content, PU = Perceived Usefulness, SBE = Scenario-based Experience, UI = User Interaction, PE = Perceived Enjoyment, IOC = Involvement of Celebrity, CBA = Consumer Brand Attitudes, PI = Purchase Intention.