



Journal of Social and Economics Research

Volume 7, Issue 1, June 2025

P-ISSN 2715-6117

E-ISSN 2715-6966

Open Access at: <https://idm.or.id/JSER/index.php/JSER>

SHORT VIDEO MARKETING AND GEN Z'S PURCHASE INTENTION: THE ROLE OF BRAND ATTITUDE ON TIKTOK

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ARTICLE INFO

Keywords:

Short Video
Marketing, Brand
Attitude, Purchase
Intention.

ABSTRACT

Amid the exponential rise of social media platforms particularly TikTok scholars have acknowledged its dual functionality as both a medium of communication and a potent marketing instrument for engaging contemporary consumers. The platform's hallmark short-form video format has revolutionized the digital marketing landscape, enabling brands to craft interactive and immersive content that significantly affects consumer behavior. This study focuses on evaluating how short video marketing influences the purchase intentions of Generation Z in DKI Jakarta, with brand attitude serving as an intervening variable. Data was obtained from 100 active TikTok users who had previously made purchasing decisions influenced by short video content. Employing a quantitative methodology, the study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data. The research offers insights into how strategic use of short-form videos can shape consumer attitudes and purchasing behavior. The results demonstrate that variables such as engaging content, scene-based experiences, participatory interactions, perceived usefulness, and celebrity involvement do not exert a significant influence on brand attitude. Conversely, perceived enjoyment emerges as a critical determinant in fostering favorable brand perceptions, underscoring the necessity of producing content that is both enjoyable and captivating. Furthermore, brand attitude exerts a substantial effect on purchase intention, indicating that positive brand perceptions enhance consumers' likelihood of making purchases. Consequently, marketers are encouraged to prioritize emotional resonance and entertainment value over mere visual appeal, interactivity, or celebrity influence. The study underscores the pivotal role of engaging short video content in cultivating positive brand attitudes and stimulating purchase intentions among Gen Z audiences.

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INTRODUCTION

The advancement of the digital landscape continues to accelerate in tandem with the growing reliance on internet usage in daily life. According to statistics reported by the Indonesian Internet Service Providers Association (APJII), The internet user population in Indonesia is expected to grow to approximately reach 221,563,479 individuals by 2024. Of that number, generation Z dominates with a contribution of 34.40% (APJII, 2024). This reflects the major role of the younger generation in driving digital transformation in Indonesia.

Digital transformation has implications for shifts in marketing practices. Marketing is generally implemented using legacy media platforms such as newspapers, television, radio and billboards, but currently a new trend of marketing is emerging using social media. Social media marketing encompasses promotional strategies conducted through social networking platforms, serving as a tool to advertise products or services (Mulyadi et al., 2023) (Untari & Fajariana, 2018). Short videos are a form of advertising that is currently popular on social media. Short-form video advertising involves user-created content that promotes goods promoted through social media platforms, typically within a time span ranging from a few seconds to several minutes (Xiao et al., 2023). Short-form video advertisements enhance user engagement and increase web traffic, while offering a more cost-efficient alternative to conventional advertising methods for disseminating information and establishing brand presence (Meng et al., 2024). Short videos have unique characteristics, such as fragmented time, strong social engagement, low production requirements, easily shareable content, and blurred boundaries between creator and viewer (Kaye et al., 2021). Marketing with short videos, part of social media marketing, is effective because it is interesting, interactive, easy to spread, and supported by platform algorithms that recommend videos based on user interests (Xiao et al., 2019).

In the Indonesian context, short videos have emerged as a dominant form of online media consumption, becoming an integral part of daily habits. A report by Ipsos Indonesia (2023) In the Indonesian context, short videos have emerged as a dominant form of online media consumption, becoming an integral part of daily habits. A report by Ipsos Indonesia. Short videos are also increasingly expanding their reach and frequently used by Indonesian consumers. This trend is reflected in the rapid growth of the short-form video industry over the past three years, which has reached 110 million monthly active users, accompanied by a compound annual growth rate (CAGR) of 55% (VOI, 2023).

TikTok has emerged as one of the leading social media platforms for disseminating short video marketing content. TikTok dominates the short video platform market, capturing approximately 40% of the total market share, whereas YouTube Shorts and Instagram Reels each account for 20% (SendShort, 2025). TikTok, as a short video-based application, not only provides entertainment, but also becomes an effective medium for brands to reach young audiences. Short videos allow brands to convey messages quickly and interestingly, in accordance with the content consumption preferences of Generation Z who tend to avoid long information and are more interested in dynamic visuals.

Multiple studies have demonstrated that short video utilization exerts a significant influence on consumers' attitudes toward brands. Research on short video marketing

commonly incorporates elements such as engaging content, scene-based experiences, interactive user participation, perceived usefulness, perceived enjoyment, and the involvement of celebrities (Edriasa & Sijabat, 2022; Liu & Wang, 2023; Ngo et al., 2023; Sukarnadi & Antonio, 2023). The first factor is that interesting content can increase audience attention and engagement, creating a positive experience that is attached to the brand. These factors contribute to the development of a more favorable brand attitude, as audiences are inclined to associate the brand with enjoyable and contextually relevant impressions. It has been identified that engaging content is positively correlated with the formation of brand attitude. A study conducted by Ariana and Antonio (2022) confirms that engaging content serves as a key factor positively influencing brand attitude. Meanwhile, research by Edriasa and Sijabat (2022) also proves that interesting content significantly influences brand attitude. Thus, the following hypothesis can be formulated:

H1: Interesting content has a significant effect on brand attitude

The second factor is scene-based experience, which presents a certain situation or atmosphere in the content, helping the audience feel emotions and stories that are relevant to the brand. This experience can strengthen a positive brand attitude, because the audience is more easily connected emotionally and sees the brand as part of the customer's life. Research by Edriasa and Sijabat (2022) proves that there is a positive influence between scene-based experience and brand attitude. Research by Ariana and Antonio (2022) demonstrates that engaging content exerts a significant impact on brand attitude. Furthermore, research by Kumar et al. (2023) found a relationship between scene-based experience and brand attitude. Based on previous research sources. Based on these considerations, the researcher proposed the following hypothesis:

H2: Scene-based experience has a significant effect on brand attitude

Interactive user participation also serves as a factor that enables the audience to engage more actively to be directly involved with brand content or activities, creating a sense of involvement and personal connection. This can improve brand attitude, because the audience feels appreciated and has a positive experience that strengthens the emotional connection with the brand. In the study (Edriasa & Sijabat, 2022) It has been indicated that the extent and quality of interaction between brands and consumers have a significant influence on consumers' cognitive and emotional responses toward the brand. Liu et al. (2019) also identified that interactive user participation positively contributes to the formation of brand attitude. Based on previous research sources, the researcher formulated the following hypothesis:

H3: User participation interaction has a significant effect on brand attitude

The perceived value or usefulness associated with a particular offering may also shape the extent to which the audience connects with the brand is relevant and valuable to them. When a brand is considered useful, brand attitudes tend to be more positive because consumers trust and tend to choose the brand in purchasing decisions. Research by Ananda and Halim (2022) found that perceived usefulness has significant results on brand attitude. Research by Ngo et al. (2023) also found that Perceived Usefulness is the most influential factor on Brand Attitude. Based on previous research sources, the researcher formulated the following hypothesis:

H4: Perceived usefulness has a significant effect on brand attitude

Another influential factor is perceived enjoyment in using a product or interacting with a brand, which can enhance emotional engagement and create a positive experience. When consumers feel enjoyment, brand attitude becomes more positive as the brand is associated with pleasant and satisfying experiences. A study by Sari (2022) it has been found that perceived enjoyment positively influences consumers' attitudes toward the brand. Research by Ananda and Halim (2022); Ngo et al. (2023) the findings also indicate that perceived enjoyment exerts a significant influence on brand attitude. Based on previous research sources, the researcher proposes the following hypothesis:

H5: Perceived enjoyment has a significant effect on brand attitude

The inclusion of celebrities in marketing campaigns plays a pivotal role in influencing consumer perceptions of a brand by enhancing brand appeal and credibility. Fans often trust and follow the recommendations of their favourite celebrities, which can foster more positive perceptions of the brand. Associating a brand with celebrities helps create an image that is exclusive, relevant, and aspirational. Ha and Lam (2016) found that celebrity-brand alignment, celebrity trustworthiness, and celebrity expertise positively influence brand attitude. Similarly, studies by Ngo et al. (2023); Ananda and Halim (2022) It has been demonstrated that celebrity involvement has a substantial effect on shaping brand attitude. Based on these findings, the following hypothesis is proposed:

H6: Involvement of celebrity has a significant effect on brand attitude

As a mediating variable, brand attitude is shaped not solely by these individual factors but also plays a role in affecting other variables, such as purchase intention. When consumers form a positive perception of a brand, they tend to exhibit greater trust and a stronger inclination to purchase its products. A strong brand attitude enhances purchase intention by fostering a sense of value and confidence in the brand. Consequently, the more favorable an individual's attitude toward a brand, the higher the probability that they will intend to purchase its products. Hwang et al. (2011) found that a favorable brand attitude positively influences consumers' purchase intentions. Additionally, research by Xiao et al. (2019); Ananda and Halim (2022); Ngo et al. (2023) It was also confirmed that brand attitude exerts a positive influence on consumers' intention to purchase. Based on these findings, the following hypothesis is proposed:

H7: Brand attitude has a significant effect on purchase intention

Building on the aforementioned discussion, this study seeks to examine more comprehensively the impact of Short Video Marketing on the Purchase Intention of Generation Z in DKI Jakarta. This research becomes increasingly relevant amidst intense competition among companies to capture consumer attention in the digital landscape. Although short videos have been proven effective in boosting engagement, their role in shaping brand attitude and influencing purchase intention remains underexplored, particularly in the Indonesian context.

This study highlights several significant research gaps. Conceptually, there is a scarcity of research that specifically also investigates the mediating effect of brand attitude in the relationship between TikTok-based short video marketing and consumers' purchase intention. This is crucial, as brand attitude can serve as a key factor that links positive perceptions of short video content to purchasing decisions.

Contextually, studies focusing on the behavior of Generation Z in DKI Jakarta towards short video marketing on TikTok are still limited. As digital natives who are highly active on TikTok, Generation Z exhibits unique content consumption patterns that may differ from other age groups or regions, making this study essential for uncovering new insights into their purchasing behavior. Methodologically, while many studies on social media marketing employ general quantitative approaches, few specifically utilize mediation analysis methods such as Structural Equation Modeling (SEM) within the TikTok context. This approach is essential for comprehensively mapping the causal relationship between short video marketing, brand attitude, and purchase intention. By addressing these research gaps, this study aims to provide valuable theoretical and practical contributions to the field of digital marketing.

METHODS

This study was carried out in the Special Capital Region of Jakarta (DKI Jakarta), specifically targeting members of Generation Z who actively use TikTok. Generation Z is typically defined as individuals born between 1997 and 2012, and is widely recognized for its extensive engagement with digital and social media platforms, particularly TikTok. The sample consisted of 100 respondents who met the criteria of being part of Generation Z, residing in Jakarta, and having made at least one purchase influenced by short video content on TikTok. Data were gathered through a structured questionnaire utilizing a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The measurement instruments were adapted from prior studies by Ananda and Halim (2022) as well as Liu et al. (2019), focusing on the constructs of short video marketing, brand attitude, and purchase intention. The analysis followed a two-stage approach: evaluation of the measurement model followed by structural model assessment. In the first stage, the measurement model was examined to determine convergent validity, discriminant validity, and internal consistency. Convergent validity was assessed using the criteria suggested by Fornell and Larcker, which include cross-loadings and average variance extracted (AVE). Indicators were expected to have loading values above 0.70 and AVE values exceeding 0.50. However, based on Chin (1988), loading values between 0.50 and 0.60 may still be considered acceptable for models in the early stages of development. Discriminant validity was evaluated using both cross-loading analysis and the Fornell-Larcker criterion, which compares the square root of the AVE for each construct to its correlations with other constructs. According to (Chin, 1988), each indicator should load more highly on its associated latent variable than on any other construct. Similarly, (Fornell & Larcker, 1981) asserted that the square root of a construct's AVE should be greater than its inter-construct correlations to confirm discriminant validity. To assess internal consistency reliability, both composite reliability and Cronbach's alpha were calculated. Following the threshold proposed by (Fornell & Larcker, 1981), values above 0.70 for both metrics indicate satisfactory reliability of the measurement scales. The second stage involved structural model evaluation using Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis was conducted via SmartPLS 4 software, employing a bootstrapping technique with 5,000 resamples to determine the significance of the structural paths. Statistical significance was assessed by comparing p-values to a threshold of $\alpha = 0.05$.

RESULTS AND DISCUSSION

As shown in Table 1 this section outlines the demographic characteristics of the respondents. In terms of gender distribution, the majority of participants were female (72%) and most of them live in West Jakarta (72%). Especially for the ages attribute, show that all of participants is Z generation with the majority aged 20-23 years.

Table 1. Demographic Information of Respondents

Demographic Attributes	Frequency	Percent
Gender		
Male	28	28
Female	72	72
Domicile		
West Jakarta	25	25
Central Jakarta	20	20
South Jakarta	6	6
East Jakarta	15	15
North Jakarta	20	20
Age		
16 - 19	22	22
20 - 23	49	49
24 - 27	27	27

Table 2 displays the descriptive statistics and correlation coefficients for each construct. The mean scores varied between 3.51 (involvement of celebrity) to 4.07 (interesting content), standard deviation (SD) ranged from 0.07 to 0.19. Interesting content received the highest average score, indicating its strong appeal to respondents. Conversely, celebrity involvement scored the lowest, suggesting it had less impact on engagement. The smallest correlation (0.26) was found between perceived enjoyment and celebrity involvement, indicating a weak relationship. Meanwhile, the strongest correlation (0.75) was observed between perceived enjoyment and purchase intention, highlighting a strong positive association.

Table 2. Means, Standard Deviations and Correlations

	Mean	SD	1	2	3	4	5	6	7	8
Interesting Content	4.07	0.08	-							
Scenario-Based Experience	3.95	0.14	0.52	-						
User Participation Interaction	3.85	0.19	0.31	0.44	-					
Perceived Usefulness	4.06	0.07	0.46	0.47	0.39	-				
Perceived Enjoyment	4.06	0.09	0.34	0.45	0.40	0.37	-			
Involvement of Celebrity	3.51	0.08	0.35	0.51	0.45	0.54	0.26	-		
Brand Attitude	4.06	0.08	0.64	0.65	0.72	0.69	0.74	0.58	-	
Purchase Intention	3.98	0.15	0.68	0.71	0.67	0.64	0.75	0.59	0.72	-

Subsequently, an SEM-PLS analysis was carried out to evaluate the reliability and validity of the measurement model. The first step involved assessing convergent validity, which included examining the outer loadings for construct validity and the Average Variance Extracted (AVE). Table 3 provides the outer loading values obtained before and after the removal of invalid indicators. Indicators such as UPI3, UPI5, PE4, BA3, BA4, PI1, and PI3 were confirmed invalid due to outer loadings

below 0.7. As a result, these indicators were excluded from the research model and were not included in further analyses.

Table 3. Convergent Validity

Variable	Indicators	Factor Loading		AVE
		Before	After	
Interesting Content (IC)	IC1	0.883	0.901	0.837
	IC2	0.835	0.824	
	IC3	0.717	0.716	
Scenario Based Experience (SBE)	SBE1	0.800	0.798	0.664
	SBE2	0.798	0.794	
	SBE3	0.776	0.781	
	SBE4	0.783	0.785	
User Participation Interaction (UPI)	UPI1	0.716	0.789	0.658
	UPI2	0.776	0.825	
	UPI3	0.656*	-	
	UPI4	0.768	0.825	
	UPI5	0.668*	-	
Perceived Usefulness (PU)	PU1	0.812	0.818	0.753
	PU2	0.763	0.760	
	PU3	0.749	0.745	
	PU4	0.750	0.749	
Perceived Enjoyment (PE)	PE1	0.784	0.786	0.852
	PE2	0.901	0.911	
	PE3	0.824	0.862	
	PE4	0.639*	-	
Involvement of Celebrity (IC)	IOC1	0.815	0.811	0.591
	IOC2	0.840	0.843	
	IOC3	0.825	0.822	
	IOC4	0.846	0.844	
	IOC5	0.725	0.730	
Brand Attitude (BA)	BA1	0.881	0.901	0.624
	BA2	0.787	0.824	
	BA3	0.364*	-	
	BA4	0.494*	-	
	BA5	0.823	0.803	
Purchase Intention (PI)	PI1	0.888	0.912	0.661
	PI2	0.662*	-	
	PI3	0.598*	-	
	PI4	0.874	0.934	

*Eliminated indicator (outer loading < 0.7)

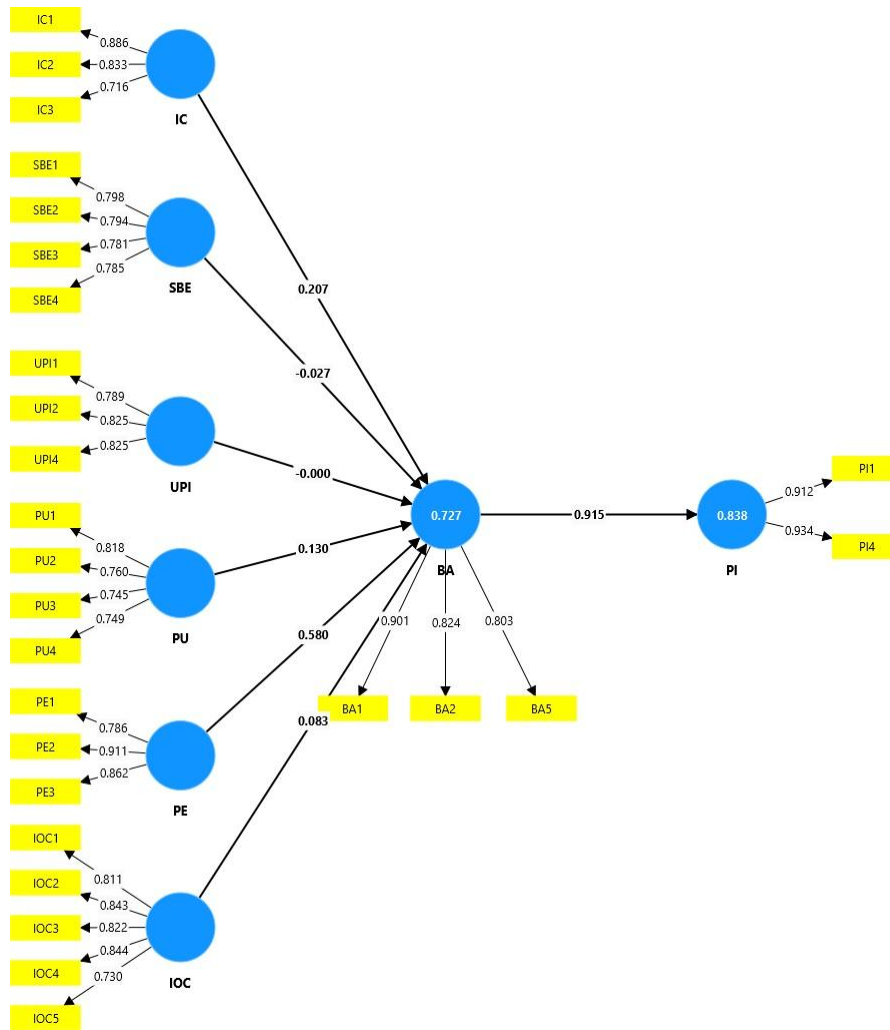


Figure 1. Outer Loading

The second aspect pertaining to the measurement model evaluation involved assessing discriminant validity assessed through the Fornell-Larcker criterion. This method examines the relationships among latent constructs through a comparison of the square root of the average variance extracted (AVE) for each construct against its correlations with all other constructs. Ideally, the square root of the AVE should exceed the inter-construct correlations to confirm discriminant validity. This indicates that the indicators employed are exclusively associated with the specific latent variable being measured (Kock & Lynn, 2012).

Table 4. Fornell Larcker

Constructs	BA	IC	IOC	PE	PI	PU	SBE	UPI
BA	0.844							
IC	0.707	0.815						
IOC	0.331	0.262	0.811					
PE	0.821	0.676	0.301	0.855				
PI	0.815	0.719	0.309	0.868	0.923			
PU	0.725	0.711	0.220	0.734	0.703	0.769		
SBE	0.652	0.718	0.333	0.720	0.714	0.649	0.790	
UPI	0.536	0.526	0.544	0.589	0.548	0.434	0.598	0.813

The findings from the Fornell-Larcker analysis reveal that the root mean square of the AVE for each construct (highlighted in bold) exceeds the corresponding inter-construct correlations within the same column. This outcome confirms that all constructs exhibit satisfactory discriminant validity, meaning that the variable is stronger in measuring its own concept compared to other variables. For example, the AVE value for brand attitude (BA) is 0.844, which is higher than its correlation with other variables such as interesting content (IC) of 0.707. Thus, this model shows that each variable has a clear difference from each other, so it can be used for further analysis.

Table 5. Construct Reliability

Variables	Cronbach Alpha	Composite Reliability	Conclusion
Interesting Content	0.748	0.855	Reliable
Scene Based Experience	0.805	0.869	Reliable
User Participation Interaction	0.747	0.854	Reliable
Perceived Usefulness	0.778	0.852	Reliable
Perceived Enjoyment	0.838	0.890	Reliable
Involvement of Celebrity	0.869	0.906	Reliable
Brand Attitude	0.822	0.881	Reliable
Purchase Intention	0.839	0.920	Reliable

The reliability assessment indicates that all variables in this study demonstrate Cronbach’s Alpha and Composite Reliability scores above the 0.70 threshold, indicating strong internal reliability. Specifically, the construct of interesting content recorded with a Cronbach’s Alpha value of 0.748 and a Composite Reliability of 0.855, meaning this variable is sufficiently consistent in measuring the intended concept. Scene-based experience and user participation interaction also demonstrate high reliability, reflected in Composite Reliability scores above 0.7. Perceived usefulness and perceived enjoyment have values that support the reliability of measuring user experience. Involvement of celebrity recorded the highest Composite Reliability at 0.906, indicating that the influence of celebrities is measured with high consistency. Overall, all variables are considered reliable and is suitable for subsequent analysis.

The evaluation results of the measurement model show that each construct has met the validity and reliability requirements, making it suitable for further analysis. After ensuring that the indicators and latent variables have good internal consistency, The subsequent phase involves evaluating the structural (inner) model, which aims to assess the relationships among variables and to test the hypotheses proposed in the study.

As an initial step in evaluating the structural model, an R Square (R²) analysis is performed to assess the extent to which the independent variables account for variance in the dependent variable. The R² value indicates how much of the variation in the dependent variable is explained by the independent variables.

Table 6. R Square

Variables	R Square
Purchase Intention	0.838
Brand Attitude	0.727

As presented in the table above, the R Square value for the effect of short video marketing on purchase intention is 0.838, indicating that short video marketing

contributes 83.8% to the increase in purchase intention. Meanwhile, the R Square value for short video marketing on brand attitude is 0.727, This indicates that short video marketing explains 72.7% of the variance in brand attitude.

Subsequently, Table 7 provides a summary of the hypothesis testing outcomes, including path coefficients, t-statistics, and p-values, which serve as indicators of the degree to which the relationships between variables are statistically meaningful. This analysis is intended to assess the extent to which independent variables affect dependent variables and to evaluate the empirical support for the hypothesized relationships in the research framework. By analyzing the path coefficients alongside their corresponding t-statistics and p-values, the study determines whether each hypothesis is supported or rejected.

Table 7. Hypothesis Testing

Effects of Variable	Path Coefficients	T-statistics	P-values	Decision
IC -> BA	0.207	1.755	0.079	H1 rejected
SBE -> BA	-0.027	0.261	0.794	H2 rejected
UPI -> BA	-0.000	0.001	1.000	H3 rejected
PU -> BA	0.130	1.227	0.220	H4 rejected
PE -> BA	0.580	5.294	0.000	H5 accepted
IOC -> BA	0.083	1.249	0.212	H6 rejected
BA -> PI	0.915	35.617	0.000	H7 accepted

The variable interesting content yielded a path coefficient of 0.207, with a t-statistic of 1.755 and a p-value of 0.079, which exceeds the 0.05 threshold. This indicates that its effect on brand attitude is statistically insignificant, leading to the rejection of Hypothesis 1 (H1). While engaging content may enhance user experience, it does not exert a sufficiently strong influence on brand attitude within the context of this study. Similarly, scene-based experience was found to have no significant impact on brand attitude, as reflected by a path coefficient of -0.027, a t-statistic of 0.261, and a p-value of 0.794, resulting in the rejection of Hypothesis 2 (H2). These findings suggest that scene-based elements in short video marketing do not directly contribute to improving brand attitude, and the negative coefficient may even imply potential adverse or unintended effects on brand perception.

The variable user participation interaction recorded a path coefficient of -0.000, with a t-statistic of 0.001 and a p-value of 1.000, indicating an absence of a statistically significant relationship. Consequently, Hypothesis 3 (H3) is rejected. This suggests that interactive user engagement in short video content does not have a meaningful effect on brand attitude. Likewise, perceived usefulness demonstrated a path coefficient of 0.130, accompanied by a t-statistic of 1.227 and a p-value of 0.220, which also exceeds the significance threshold of 0.05. Therefore, its influence on brand attitude is considered insignificant, leading to the rejection of Hypothesis 4 (H4). These results imply that the perception of usefulness alone is insufficient to shape consumer attitudes toward the brand

In contrast to the previously tested factors, perceived enjoyment exhibits a significant impact on brand attitude, as evidenced by a path coefficient of 0.580, a t-statistic of 5.294, and a p-value of 0.000, which is well below the 0.05 threshold. Accordingly, Hypothesis 5 (H5) is accepted. This finding suggests that the greater the enjoyment

users derive from viewing short video content, the more favorable their attitude toward the brand becomes. On the other hand, celebrity involvement yielded a path coefficient of 0.083, with a t-statistic of 1.249 and a p-value of 0.212, indicating a non-significant effect on brand attitude and leading to the rejection of Hypothesis 6 (H6). Notably, the most substantial relationship identified in the model is between brand attitude and purchase intention, with a path coefficient of 0.915, a t-statistic of 35.617, and a p-value of 0.000. This strongly supports Hypothesis 7 (H7), confirming that a positive brand attitude significantly enhances the likelihood of purchase intention. In essence, the more favorable a consumer's perception of a brand, the greater their intention to make a purchase.

Based on the hypothesis testing results, only two hypotheses were supported: the effect of perceived enjoyment on consumer perception of the brand and its influence on purchase intention. Perceived enjoyment influences brand attitude because a positive and enjoyable experience while interacting with a brand strengthens emotional connections with it. When consumers find marketing content entertaining and engaging, they are more inclined to develop a favourable perception of the brand, as the experience leaves a lasting and pleasant impression. Additionally, perceived enjoyment enhances emotional engagement, making consumers more open to brand messages and more likely to form a positive brand perception. The results of this study align with previous empirical findings conducted Sari (2022) it was found that perceived enjoyment positively influences brand attitude and study by Ananda and Halim (2022); Ngo et al. (2023) Perceived enjoyment was found to have a significant influence on brand attitude.

The second confirmed hypothesis highlights the influence of consumers' brand perception on their intention to purchase. A positive brand attitude has been shown to significantly shape consumers' intention to purchase because a positive perception of a brand increases consumer trust and preference, making them more likely to choose the brand when making a purchase decision. When consumers develop a strong emotional connection and favourable evaluation of a brand, they feel more confident in its quality and reliability, reducing hesitation in purchasing. A positive brand attitude also enhances brand loyalty, encouraging repeat purchases and word-of-mouth recommendations. Additionally, consumers with a strong brand attitude are less influenced by competitors and price sensitivity, as they perceive greater value in the brand they trust. Ultimately, a positive brand attitude strengthens purchase intention by fostering emotional attachment, credibility, and perceived value, all of which drive consumer decision-making. The findings in this study mean to support and strengthen previous research that proves that brand attitude positively influences purchase intention (Ananda & Halim, 2022; Hwang et al., 2011; Ngo et al., 2023; Xiao et al., 2019).

This study also reinforces the finding that elements such as engaging content, scene-based experiences, interactive user participation, perceived utility, and celebrity endorsements do not exert a significant effect on brand attitude. The lack of impact from interesting content on brand attitude may be due to the fact that, although engaging content can capture attention, it does not necessarily create a strong emotional attachment or a positive perception of the brand. This result aligns with previous research by Ananda and Halim (2022), which found that interesting content does not affect brand attitude. Similarly, scene-based experience also has no significant

effect, as scene-based experiences in short videos may only provide temporary entertainment without directly shaping impressions or preferences toward the brand.

Meanwhile, user participation interaction does not significantly contribute to brand attitude, possibly because the level of user engagement in short videos is not sufficient to create a deeper connection with the brand. This finding is relevant to the study by Persaud (2013), which indicated that the level of interactivity does not significantly affect brand attitude. The study by Lee and Kang (2013) also confirmed that brand attitude is not related to customer interaction or participation. Perceived usefulness also has no impact, as consumers in this context may prioritize entertainment aspects over the functional benefits offered by marketing content. This finding supports the research by Ridanasti (2024), which indicated that perceived usefulness does not significantly influence attitude. Finally, celebrity involvement was found to have no significant effect on brand attitude because the presence of celebrities in marketing does not always enhance positive brand perception, especially if consumers feel that their involvement is merely commercial and does not genuinely reflect the brand's values or product quality.

The findings underscore the pivotal role of perceived enjoyment in influencing the formation of brand attitude, emphasizing the importance of creating marketing content that is engaging and entertaining. When consumers enjoy marketing content, they are more inclined to develop favorable emotional connections with the brand, which enhances brand perception. This implies that businesses should focus on developing emotionally engaging and entertaining content, rather than solely relying on informative or promotional material. Marketers should leverage storytelling, humor, and immersive experiences to make their content more enjoyable and memorable. Additionally, companies should continuously assess audience preferences to ensure that their content aligns with what consumers find enjoyable. By prioritizing perceived enjoyment, brands can strengthen their emotional connections with consumers and foster more positive attitudes toward their products.

The study confirms that engaging content, contextual visual experiences, participatory interactions, perceived value, and celebrity presence do not meaningfully impact brand attitude, suggesting that these elements alone are insufficient to shape consumer perceptions. This finding challenges the common assumption that engaging visuals, interactive experiences, and celebrity endorsements automatically enhance brand perception. Instead, it implies that brand attitude is influenced more by emotional engagement rather than surface-level attributes. Marketers should rethink their strategies by shifting focus from celebrity endorsements to creating genuine emotional connections with consumers. Furthermore, brands need to understand that providing functional benefits (perceived usefulness) is not enough if the content lacks entertainment value. Moving forward, businesses should prioritize content that resonates emotionally with consumers, as this has a greater impact on shaping brand perception and ultimately influencing purchasing decision

CONCLUSION

The results reveal that most factors namely engaging content, immersive scene-based experiences, interactive user participation, perceived utility, and the presence of celebrity endorsements do not exhibit a significant impact on brand attitude. This

implies that although such elements may enhance consumer engagement, they are insufficient in shaping consumers' overall brand perceptions. In contrast, perceived enjoyment emerges as a critical determinant with a substantial positive effect on brand attitude, underscoring the importance of delivering content that is not only engaging but also emotionally satisfying. Furthermore, the study establishes that brand attitude exerts the most significant influence on purchase intention, indicating that consumers with favorable perceptions of a brand are considerably more inclined to complete a purchase. These insights highlight the strategic value of emotional engagement, suggesting that marketers should shift their focus from conventional tactics such as visual appeal, interactivity, or celebrity endorsements toward designing consumer experiences that foster authentic enjoyment. In essence, cultivating strong brand attitudes through positive emotional experiences can play a decisive role in enhancing consumer purchase behavior.

One notable limitation of this study lies in its exclusive focus on Generation Z, which constrains the extent to which the findings can be applied to different generational groups. Given that Gen Z exhibits distinct digital consumption behaviors, preferences, and engagement patterns, the effects of short video marketing, perceived enjoyment, and brand attitude observed in this study may not be equally applicable to Millennials, Generation X, or Baby Boomers. Older generations, for instance, may place greater emphasis on functional utility and brand credibility rather than entertainment-driven content, potentially leading to divergent outcomes. To address this limitation, future research should consider incorporating a more demographically diverse sample to examine whether the identified relationships persist across age groups. Employing a multigroup analysis (MGA) approach would enable researchers to investigate generational differences in the impact of variables such as perceived enjoyment, brand attitude, and purchase intention. MGA facilitates comparative analysis across subgroups, offering deeper insights into generational nuances and allowing marketers to tailor strategies that align more closely with the preferences of each segment. Another limitation is that this study is confined to short video marketing within a specific context potentially tied to a particular industry or specific social media channels potentially restricting the relevance of the results to other forms of digital or traditional marketing. Future studies should explore the generalizability of these findings across various industries, product categories, and media channels to determine the robustness of the observed effects in different marketing environments.

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