Discussion on Analysis of Effects of Short-Form Video Advertising on the Purchase Intention of Gen Z in Vietnam - And Future Research Directions

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ABSTRACT

The purpose of this study is to investigate the impact of informativeness, entertainment, credibility, social interaction, incentives, and irritation of short-form video advertising on social media on the purchase intention of Gen Z in Vietnam through user attitude and advertising value. The methodology is conducting a survey by collecting responses from 1257 respondents who are Gen Z and familiar with social media, which was later analysed using SmartPLS. The main findings are advertising value and user attitude significantly affect customers' purchase intention; advertising value is directly affected by informativeness, entertainment, and credibility; user attitude is directly affected by social interaction, incentives, and irritation. Finally, the research team proposes some solutions for businesses to increase the purchase intention of Gen Z in Vietnam through short-form video advertising on social media.

Keywords: Gen Z; Purchase intention; Short-form video advertising; Social media.

1. Introduction

Online advertising has changed because of short video advertising. Short videos are not only the most effective at enhancing overall user engagement, but they also lengthen visits, boost commerce, boost traffic, and lower support inquiries. End users continue to place a high value on video content as they go about their shopping. In general, short videos eliminate product ambiguity, communicate product quality, and are the ideal addition to digital word-of-mouth (eWOM) campaigns (Hennig-Thurau et al., 2004). The majority of consumers nowadays are youthful, active, and trendy individuals who often use brief video adverts on apps to find and choose the items they need (Mu, 2020).

According to the survey results on Internet use in Vietnam by Vnetwork in February 2020, 68.17 million Vietnamese people use the Internet, accounting for 70% of the population and 24% of the population buying products online in the past year. Some of them said that they will continue to use this way of buying and selling in the future. From the above statistics, Vietnamese people gradually prefer online shopping and trust more in online security measures, in which, up to 95% of Vietnamese internet users aged 15-25 belong to Generation Z, and in this age group, most of them are students, students and public employees. Gen Z is very active and adapts very quickly to new things. The report "Repota 2022: Optimising Marketing Strategies and Tools for Growth" indicates that up to 75% of Gen Z consumers when asked use more than 4 social media platforms at the same time. According to Nielsen Vietnam, by 2025, Generation Z will account for about 25% of the national workforce, and equivalent to about 15 million potential consumers. Therefore, Gen Z in Vietnam is an enormous key customer segment that market researchers need to pay attention to their buying behaviour.

Recent studies on short video ads and consumer contact have shown the impact of successful engagement between

consumers and short video commercials on purchase intention (Wang et al., 2018; Krämer et al., 2019).

2. Theoretical Foundation

2.1. Theory of Planned Behaviour

Previous research about consumers' acceptance of e-commerce and advertising has applied and indirectly validated Ajzen's TPB. The present study used the theory of planned behaviour to analyse the behaviour and intention of consumers towards short-form video advertisements with a view to finding the influential factors so that it can cultivate consumer awareness and assist them in choosing more wisely.

2.2. Social media

Historically, there have been many definitions of social media in different fields. In the field of Marketing, Kaplan and Haenlein (2010) define social media as platforms where people exchange information and/or sentiments. Social media has 3 important functions on the marketplace. Firstly, social media helps connect businesses and customers as directly and as quickly as possible. Businesses can connect with customers through social networking platforms in various forms such as social networking sites (Facebook), microblogging sites (Twitter), and content communities (YouTube) (Kaplan and Haenlein, 2010). Secondly, social media studies have demonstrated that people's connection patterns and the degree of social links can indicate the intensity of social interactions (e.g., Aral and Walker 2014). Researchers have long acknowledged the significance of social influence in influencing consumer decisions (e.g., Katona et al. 2011). Thirdly, gathering and adding value from social media data symbolizes the creation of a new strategic resource that can enhance marketing outcomes. Social media data can be a valuable source for customer insight, market research, and crowdsourcing of fresh ideas (Gnizy, 2019).

2.3. Gen Z

According to Pew Research, gen Z are people born in 1997 or later. However, our research only studied the subjects of gen Z born in 1997 - 2006 because the authors argue that this is the age of using social media more frequently than those under the age of 16. This age group has easy access to technology and little parental control. In addition, the 16 - 25 age group has the development of more mature thinking than those under 16 years old and is also financially independent.

2.4. Other concepts of Short-form video advertising

Other mainstream media also define short video as "video content transmitted by PC and mobile devices with playing time less than 5 minutes". However, in the cases of the next generation of social media applications, short-form video content typically falls under a minute if not less. In this study, the short video refers to a new video form completely different from traditional long video, which is shorter than 3 minutes and automatically recorded, edited and created by users of social platforms, and then uploaded to social platforms to release information sharing, communication, and dissemination.

2.5. Research on effects of short videos on purchase intention

Purchase intention indicates likelihood that consumers will plan or be willing to purchase a certain product or

service in the future (Wu et al., 2011). If consumers have a positive purchase intention, then a positive brand engagement will promote that purchase (Fishbein and Ajzen, 1975; Schiffman and Kanuk, 2007). As short video advertising occupies an increasing proportion of commercial advertising (Krämer et al., 2019), the correlation between mobile short video advertising and consumer buying behaviour has been investigated from different dimensions. Wei Jingqiu et al. (2020) found that users like to browse the short video mainly because of its serviceability, entertainment, and usability. These factors will directly affect customers' emotional experience and thus stimulate their purchase intention and behaviour. Wang Xiangning (2020) concluded that users will be more willing to buy a brand after they develop a closer relationship with this brand under the effect of short video contents. Besides, such contents are more influential than those from the traditional advertisement in aspects of entertainment, function, and social interaction, and these factors also affect customers' purchase intention. In the context of social media, short video advertisements influence consumers' emotional experience through entertaining and valuable information, thus generating various interactive participation and purchase behaviours. By comprehensively observing such users' motivations, likes, dislikes and lifestyles, Zhang Tianli et al. (2019) found that many of them are pursuing "energy, connection and individuation", showing the characteristics of group image. The characteristics of Internet celebrities and their opinions also significantly improve the intentions and attitudes of consumers (Liu et al., 2019). Meng et al. (2020) found that the information source characteristics of Internet celebrities have an impact on arousing the search and purchase behaviours of consumers. Wang B. et al. (2020) believed that the design and presentation of short video advertisements should focus on user experience to meet psychological needs and thus improve the consumption willingness of consumers. By accurate implantation into different fragmented periods of consumers, it can build product brand image through long duration and repetitive play to stimulate the desire of consumers to buy.

3. Hypotheses and Conceptual Model

3.1. Informativeness

Informativeness acts as an important predictor of an advertisement's value (Dwinanda, B., Syaripuddin, F. A., Hudaifi, & Hendriana, E., 2022). Information is a crucial aspect of social media advertising because potential customers frequently want more information about the product (Nguyen Duy Thanh et al., 2013).

Consumers see an advertisement as being informative when they find that it provides relevant and useful information (Cho, S., Huh, J., and Faber, R., 2014), complete about the products (Hunt, H., Rotzoll, Kim, J. Haefner, C. Sandage, 2013), necessary (Bendixen, M., 1993), update new products, help them understand the product's advantages over competitors (Zernigah, K., and Sohail, K., 2012). The information conveyed must be brief, concise, and contain a lot of positive information for consumers (Nguyen Dinh Yen Oanh and Quach Ly Xuan An, 2018). In addition, consumers' perceived informativeness of advertising has a positive effect on advertising value in social media platforms (Dehghani, M., Niaki, M. K., Ramezani, I., and Sali, R., 2016). The following hypothesis re-examines the relationship:

H1: Perceived informativeness of short-form video advertising is positively associated with perceived advertising value.

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3.2. Entertainment

In 1995, Ducoffe stated that *Entertainment* of advertising information is positively related to advertising value. *Entertainment* is defined as the level of emotion brought to the user when viewing an advertisement (Ngo My Tran and Mai Vo Ngoc Thanh, 2017). The high level of enjoyment and attraction in their interactions with the media positively affects their perception and mood (Nguyen Duy Thanh et al., 2013). Moreover, consumers are more likely to rate entertaining advertisements positively, according to Ducoffe (1996). Moreover, in recent years, entertainment has become a factor that consumers expect when they view advertising (Catarina, 2016). However, these research have not included Gen Z and the new short-form video advertising. This study is conducted to test the accuracy of the following hypothesis:

H2: Perceived entertainment of short-form video advertising is positively associated with perceived advertising value.

3.3. Credibility

Credibility is the degree to which a consumer believes that statements made about a brand in advertisements are truthful and believable (Mackenzie and Lutz, 1989). Consumers will pay more attention to an advertisement if they believe that the message it is conveying can be trusted (Kim and Han, 2014). If consumers feel that an advertisement cannot be trusted, they will avoid it or not respond to it (Yang et al., 2013).

In the research of Arya and Kerti in 2020, *Credibility* has the strongest positive influence on user evaluations of advertising value. In addition, according to Aydogan et al. (2016), the *Credibility* of an online advertisement led to a greater increase in the value of online advertising. Based on these arguments, this study examines the relationship between these variables through the following hypothesis:

H3: Perceived credibility of short-form video advertising is positively associated with perceived advertising value.

3.4. Social interactivity

In consumer behaviour research, the halo effect creates a bias effect, causing consumers to form a positive attitude toward advertising when they see positive reviews and ratings for products, advertisements or brands with high visibility (Djafarova, E., and Rushworth, C, 2017). When the number of viewers, reviews, and ratings of a video increases, the reputation and usefulness of the video also improve the perception of consumers (Mir, I., and Rehman, K., 2013). In addition, for those who have a low level of scepticism about online content, the more people comment on the video, the more trustworthy the content is (O'Reilly, K., and Marx, S., 2011). Moreover, consumer reliability is also affected by the number of responses to comments by video owners (Mir, I., and Rehman, K., 2013). The higher the level of engagement, the easier it is to form a positive attitude from the user (Nguyen Hong Quan and Hoang Thi Hong Nga, 2022). For this reason, this study tests the following hypothesis:

H4: Perceived social interactivity of short-form video advertising is positively associated with perceived user attitude.

3.5. Incentives

One of the reasons why consumers engage with brand-related content on social media is *Incentives* (Azar, 2016).

Incentives refer to monetary benefits such as discounts, coupons, gifts and non-monetary benefits or some special incentive intended to encourage a desired action (Wang and Lan, 2018). It is advised that the marketer provide incentive-based messaging together with communication forms to increase customer satisfaction and offer additional value (Iddris, 2006).

One of the key factors contributing to customers' favourable perception of viral marketing is financial incentives (Varshney, U., 2003). According to Hanley (2006), there is a positive relationship between incentives and customer attitudes when receiving viral marketing messages. In this study, we explore the impact of *Incentives* on young people when seeing short-form video advertisements. Therefore, the study tests the following hypothesis:

H5: Perceived incentives of short-form video advertising is positively associated with perceived user attitude.

3.6. Irritation

According to Aaker and Bruzzone (1985), an advertisement may cause discomfort, displeasure and negative stimulation. Advertising strategies that are offensive, objectionable and manipulative are the causes of *Irritation* towards user attitude (Decoffe, 1996). The excessive number of advertisements and the appearance of unwanted and irrelevant information also lead to irritation.

According to Do (2017), when users feel bothered and uncomfortable, they will have a more negative perception towards the website. In our study, we define Irritation as the many distractions that short commercials bring to the youth viewer's emotions, making it uncomfortable. From the aforementioned perspectives, the following hypothesis is proposed:

H6: Perceived irritation of short-form video advertising is negatively associated with perceived user attitude.

3.7. Advertising value

Advertising value is a measure of advertising effectiveness, which is defined as a "*subjective evaluation of the relative worth or utility of advertising to consumers*" (Ducoffe, 1995). Perceived *Advertising value* in this study can be explained by the extent to which potential users believe they will benefit from short-form video advertising displayed on social media by evaluating several antecedent factors that have already been discussed.

Kim and Han (2014) argued that *Advertising value* is the main predictor of purchase intention in the context of mobile advertising. High perceived values increase customers' purchase intention and affect their purchase behaviour. The hypothesis is tested is:

H7: Perceived advertising value of short-form video advertising is positively associated with purchase intention.

3.8. User attitude

Purchase Intention refers to the intent to purchase the enterprise products or services featured in the short videos watched (Yue Huang and Suo Lu, 2020). In this study, *Purchase Intention* is defined as a user's intention to buy a product in the future after watching a video on social media that describes or reviews the product.

According to research on mobile advertising in China, *User Attitude* is the key element in purchasing decisions that can be used to predict online purchases (Xu D.J., 2016). The relationship is stated as follows:

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H8: Perceived user attitude of short-form video advertising is positively associated with purchase intention.

From the research hypotheses mentioned above, the authors propose a proposed research model as follows:
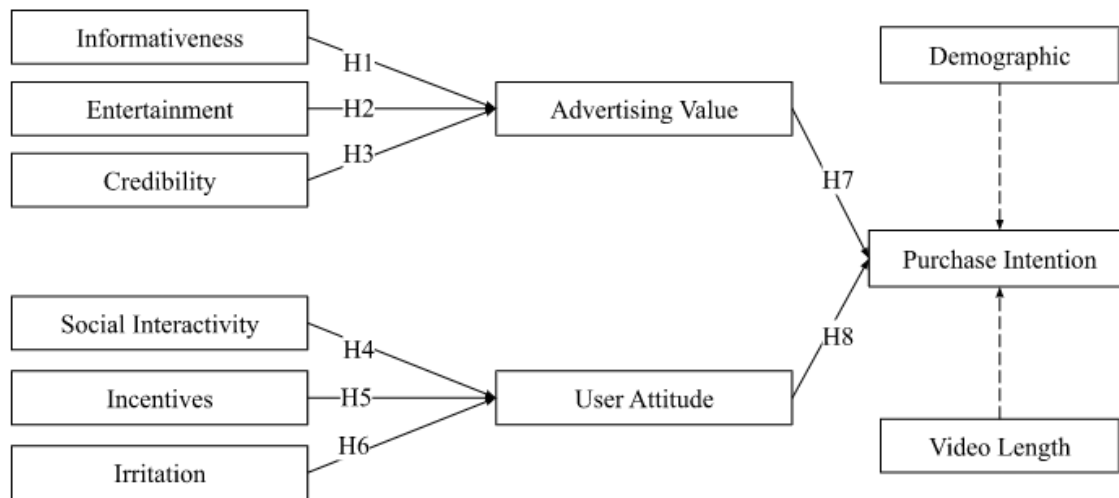

Figure 1. Conceptual model

4. Methodology

4.1. Sampling area

A survey was conducted to examine the hypotheses in this study. The survey was conducted to obtain data from both online surveyors and offline respondents in Viet Nam who have enough experience seeing short-form advertisements on social media. In addition, we used Google Forms to collect survey data. Survey links were distributed via email, chat applications, and social media to cover a wide geographical area. The usable data was mainly collected from 2 cities in Viet Nam, which are Ha Noi and Ho Chi Minh City.

4.2. Size of the sample and data collecting methods

A structured questionnaire was used for the collection of primary data in this study. We carefully scrutinized the responses to each question. Moreover, the authors discarded biased and abnormally filled questionnaires through a scrutinizing process, and finally, a total of 1257 valid responses were used for the study, after taking surveys for 3 months from August to October 2022.

4.3. Questionnaires design and data analysis methods

The study was conducted using both qualitative and quantitative methods. Qualitative method uses document collection techniques, desk research to determine the factors of short-form video that affect consumers' purchase intention, on that basis builds hypotheses and overall model. The study team also consulted several authorities in the area to aid in obtaining an unbiased and in-depth analysis of this problem. Quantitative approach to measure consumer attitudes towards each element of short-form video advertising using data collected using questionnaires on an online platform. The survey questionnaire is designed to consist of two parts. The introductory section summarises the purpose of the survey, introduces the short-form video advertisement, and the survey respondents' personal information. In the second part, consumers were asked how they felt about each element of the viral video

with 40 items for 9 factors.

All constructs were adapted, with slight modifications, from the literature. All the constructs were measured by using five - point range scales in each item, ranging from "strongly disagree" (1) to "strongly agree" (5). The language of the survey was modified into Vietnamese for the easier understanding of the respondents and suitable in the smartphone advertisement context.

First, we conduct a Respondent Demographics analysis to assess what personal characteristics the survey respondents' choice of answers has. Next, the group author runs Constructs Reliability and Validity to test the reliability of each observation to look for stability of results over a period, and the accuracy of the measuring equipment set, whether it properly and fully measures the issue we want. Also, we use Discriminant Validity to examine whether each set of items for variables is unrelated and distinct from one another. Finally, the authors analyse the items' Inner VIF to evaluate whether there is multicollinearity among latent variables, plus Path coefficients for the purpose of examining the possible causal linkage between statistical variables in the structural equation modelling approach.

4.4. Measurement scale

The measures for INF and ENT are adapted with four items and five items respectively, modified from Oanh and An (2018) and Ha et al. (2021). CRE is measured with four items from Tran and Thanh (2017) and Xu (2006). SI is measured using a scale of five items revised from Quan et al. (2022), Tran & Thanh (2017) and Ha et al. (2021). The measurement items for IRR with four items are modified from Oanh & An (2018) and Tran & Thanh (2017). INC is assessed by four measurement items adapted from Costa, C. I. C (2016). There are four measuring items for AV that were adapted from (Mustafi & Hosain, 2020). UA is measured with five items from Oanh & An (2018), Ha et al. (2021), Quan et al. (2022), Akan et al. (2022) and Zhao, J., and Wang, J. (2020). Finally, the PI scale consists of one item and is adapted from Tran & Thanh (2017) and Zhao, J., & Wang, J. (2020). Factor names with measurement items, reference and measurement codes have been highlighted.

5. Results

The group author first creates statistical data with 1257 respondents for 9 factors, including 4 demographic variables, 4 variables related to short-form advertisement, and variable Video Length. To test our hypothesis research model, we use the Partial Least Squares Structural Equation Modelling (PLS-SEM) method because of its suitability for complex structural models that include many constructs, indicators and/or model relationships (Hair et al.,2019). In the partial least square method, the structure model is estimated by an iterative method, which strengthens the relationship between independent variables and dependent variables (S. Hosany and Martin, 2012). Additionally, the PLS approach exhibits greater convergence in its simplicity and places fewer restrictions on data normality (Chin et al., 2003). As a result, SmartPLS software was employed and the PLS analysis was appropriate for this research.

5.1. Sampling

From the collected data, the respondents for the survey primarily are female, at about 63.6% of the total.

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Additionally, the respondents are mostly among young Gens in the age of 19-25. In terms of educational attainment, most of the participants are students studying at universities and colleges, which explains the low monthly income (54.6% have income below 3 million VND), mainly due to student status (see **Appendix A**).

5.2. Reliability and Validity

Evaluating Measurement Model

The measurement of the model's internal consistency, convergent validity, and discriminant validity were examined. All the constructs' Means, Standard Deviations, Loadings, Cronbach's Alpha, Average Variance Extracted (AVE) and Composite Reliability (CR) are represented in **Appendix B** and **Table 1** to assess the reliability of the measurement model.

Table 1. Construct Reliability and Validity (1). Source: Authors' compilation from data processing

Variable	IRR	INC	CRE	SI	INF	ENT	AV	ATT	PI	Meaning
Cronbach's Alpha	0.801	0.879	0.858	0.898	0.896	0.878	0.891	0.891	0.892	To measure the internal consistency in scale items
CR	0.868	0.925	0.903	0.922	0.928	0.91	0.924	0.92	0.921	
AVE	0.624	0.804	0.701	0.664	0.763	0.669	0.753	0.697	0.7	To measure the convergent validity

An item's factor loading indicates how effectively it represents the underlying construct. The factor loading in the observation is all over 0.70 which is considered the ideal standard according to Vinzi, Chin, Henseler, and Wang (2010) (see **Appendix B**). For the composite reliability criterion illustrated in **Table 1**, the higher value denotes a higher reliability level. Previous researchers consider values between 0.60 and 0.70 as "acceptable in exploratory research," while results between 0.70 and 0.95 represent "satisfactory to good" reliability levels (Hair et al. 2017b, p. 112). On the other hand, if the values that are too high, such as those above 0.95, pose a challenge because they imply that the items are almost identical and redundant. With the CR's value ranging from 0.868 to 0.928, this data proved high-reliability levels. Cronbach's Alpha is another internal consistency reliability measure that uses the same assumptions as composite reliability but produces lower values. An acceptable threshold for the AVE is 0.70 or higher. All Cronbach's Alpha values in the research are above 0.8 which indicates that, on average, the construct explains (more than) 50% of the variance of its items. Convergent validity, also known as communality, is measured by the average variance extracted (AVE) across all items linked to a specific construct. According to Fornell and Larcker (1981), AVE ≥ 0.5 confirms the convergent validity and all the AVE values in **Table 1** are greater or equal to 0.5.

The discriminant validity is based on the multitrait-multimethod matrix, to assess discriminant validity: the Heterotrait-Monotrait ratio of correlations (HTMT) (Henseler et al., 2015) is chosen in our study. As the ratios were all below 0.679, they met the strictest requirement for discriminant validity (less than 0.85), suggesting they could

be used safely in the subsequent analysis (see **Appendix C**).

Evaluating Structure Model

Before evaluating the structural model, multicollinearity evaluation should be performed to ensure the validity of the scale. According to Hair et al. (2019), with Variance Inflation Factor (VIF) less than 3, the model does not appear multicollinearity. As **Table 2** depicts, the scale is valid as VIF values are less than 3, ranging from 1.001 to 1.239.

Table 2. Results of hypothesis testing. Source: Authors' compilation from data processing

	H1	H2	H3	H4	
	INF → AV	ENT→ AV	CRE → AV	SI → ATT	Meaning
VIF	1.323	1.327	1.194	1.239	To detect whether multicollinearity exists in a regression model
Beta	0.28	0.178	0.403	0.208	To reflects the degree of impact on the dependent variable
T Statistics	10.18	7.113	16.863	8.461	To be calculated to perform statistical tests
P Values	0***	0***	0***	0***	To test the hypothesis and determine its reliability
Result	Supported	Supported	Supported	Supported	

	H5	H6	H7	H8	
	INC → ATT	IRR → ATT	AV → PI	ATT → PI	Meaning
VIF	1.167	1.236	1.001	1.001	To detect whether multicollinearity exists in a regression model
Beta	0.486	-0.191	0.58	0.259	To reflects the degree of impact on the dependent variable

T Statistics	20.199	7.955	22.777	9.743	To be calculated to perform statistical tests
P Values	0***	0***	0***	0***	To test the hypothesis and determine its reliability
Result	Supported	Supported	Supported	Supported	

Note: ***, **, *: statistical significance at 99%, 95%, 90% confidence

Next, the Bootstrapping method (with 5000 resamples) was used to evaluate the structural model. From the data of **Table 2**, all hypotheses are supported. Hypothesis H1, H2 and H3 indicate that Informativeness (β=0.280, t=10.180, p<0.01), Entertainment (β=0.025, t=7.113, p<0.01) and Credibility (β=0.403, t=16.863, p <0.01) are positively related to Advertising Value. Similarly, hypotheses H4 and H5 reveal that Social Interaction (β=0.208, t=8.461, p<0.01) and Incentives (β=0.486, t=7.955, p<0.01) are positively associated with User Attitude. Also, hypotheses H7 and H8 show that Advertising Value (β=0.580, t=22.777, p<0.01) and User Attitude (β=0.259, t=9.743, p<0.01) have a positive relationship with Purchase Intention. In contrast to the above seven hypotheses, H6 describes negative affiliation between Irritation (β=-0.191, t= 7.955, p<0.01) and User Attitude.

6. Discussion

Firstly, the study has revealed that *Informativeness*, *Entertainment* and *Credibility* all have a positive impact on *Advertising Value*. *Credibility* is the strongest factor, which is consistent with Arya and Kerti's research in 2020. This means that the more credible the short video advertisement, the more valuable it is to users, which leads to gaining more attention from them. In 2014, Kim and Han also found out that consumers will pay more attention to an advertisement if they believe that the message it is conveying can be trusted. Moreover, Gen Z also uses short-form video advertising as a reference for purchasing. The same idea has been proved in 2006 by David. *Informativeness* is the second strongest factor that has a positive impact on advertising value. Gen Z in Vietnam find short-form video advertising as informative when it provides them with updated, useful and complete information about the products, which is consistent with the findings of Cho, S., Huh in 2014; Hunt, H., Rotzoll in 2013 and Zernigah in 2012. A large number of these users also think that short video advertisements on social media platforms make accessing product information convenient. Lastly, *Entertainment* also plays an important role in making the advertisement more valuable. The study shows that short-form video advertising is easier to absorb as it is more interesting than other forms of advertising. And according to Ducoffe (1996), consumers are more likely to rate entertaining advertisements positively. Therefore, *Entertainment* is a crucial factor that increases the *Advertising Value* of short-form video advertising.

Secondly, the study's findings also emphasised that there are positive and negative aspects that affect *User Attitude* towards short-form video advertising on social media. *Social Interactivity* is the variable that has a positive and strongest influence. The results show that users like short video advertisements that get many likes, shares, positive comments and reviews. Research conducted in 2017 by Djafarova, E. stated that consumers form a positive attitude

towards advertising when they see positive reviews and ratings for products, advertisements or brands with high visibility. This present study has also found that users prefer short video advertisements where owners frequently respond to video comments. This statement was also agreed upon by Mir, I. and Rehman, K. in 2013. Therefore, the higher the *Social Interactivity*, the more positive attitude the users have toward short-form video advertising on social media. *Incentives* also have a positive impact on user attitude. According to the results, users feel satisfied when they watch short-form video advertisements on social media platforms with discount codes for products, rewards and gifts. The results also show that most users are willing to perform tasks from short video ads on social media to receive *Incentives*. Therefore, Iddris (2016) advised that marketers provide incentive-based communication forms to increase customer satisfaction and offer additional value. On the other hand, *Irritation* has a negative impact on user attitude. The findings show that the more users are bothered by short-form video advertisements on social media, the worse attitude they will have towards it. A similar finding has been proved by Do (2017) but on website platforms.

Thirdly, *Advertising Value* and *User Attitude* have strong impacts on *Purchase Intention*. *Advertising Value* has the strongest positive influence, which is in agreement with Kim and Han (2014) in the context of mobile advertising. This study shows that short videos with much *Advertising Value* help them choose better products. Kim and Han also stated that customers' *Purchase Intention* and behaviour are influenced by highly perceived values. *User Attitude* also has a positive impact on *Purchase Intention*. According to this study, Gen Z generally has a positive attitude towards short video advertisements. After watching short-form video advertisements, many of them even started to like particular products.

7. Theoretical and Practical Implications

There are three theoretical implications in this research. ***Firstly,*** advertising value is positively influenced by informativeness, entertainment and credibility, which remains consistent with previous research (Dwinandam et al., 2022; Ducoffe 1996; Dehghani, M., Niaki, M. K., Ramezani, I., and Sali, R., 2016). The strongest positive factor is *Credibility (*β*=0.403)*, followed by *Informativeness* (β=0.280) and *Entertainment* (β=0.025). The results show that users perceive a short-form video advertising to have high advertising value when it brings the feeling of trustworthiness, enjoyment and contains useful information.

Secondly, user attitude is positively influenced by *Social Interaction* (β=0.208) and *Incentives* (β=0.486). The stronger factor is *Incentives*. In contrast, *Irritation* (β=-0.191) has a negative influence on user attitude, which is consistent with the previous findings (Do, 2017).

Thirdly, both the *Advertising Value* and *Attitude* variables have a positive effect on purchase intention. The positive effect of this variable *Advertising Value* is in agreement with (Mustafi and Hosain, 2020), and variable *Attitude* is consistent with (Oanh and An, 2018; Ha et al., 2021; Quan et al., 2022.; Akan et al., 2022; and Zhao, J., and Wang, J., 2020).

The short-form video advertising companies and corporate houses can also gain from this empirical study by using the findings to inform their strategic marketing plans. In order to improve their sales performance, they might take into account the factors that influence purchases favourably. To lessen the discomfort that brief video commercials

cause viewers, organisations can additionally consider the detrimental effects of the Irritation variable.

8. Limitations and Further Research

This section will discuss the limitations of the study and provide guidance for future research. *Firstly,* the sample size of the study is still a small number compared to the population of Vietnam, and the respondents are mainly Gen Z, between the ages of 19-25. Therefore, future studies may take on a larger sample size and focus on non-Gen Z age groups. *Secondly,* the study mainly uses observational samples collected in big cities. Future studies might expand the scope to survey rural areas to investigate if short-form video advertising on social media influences the purchase intentions of those who do not settle in big cities. *Thirdly,* social media includes many social platforms, however, this study mainly focuses on some of the most popular social platforms in Vietnam. It would be helpful if future studies review these relationships on other social media platforms.

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Appendix

Appendix A – Demographics of respondents. Source: Authors' compilation from data processing

		Frequency	Percentage (%)
Gender	Male	457	36.4
	Female	800	63.6
Age	16 – 18	251	20
	19 – 22	567	45.1
	23 – 25	439	34.9
Education	University	480	38.2
	High School	241	19.2
	Graduate	212	16.9
	Intermediate college	324	25.8
Monthly income (VND)	No income	332	26.4
	Over 10 million	184	14.6
	1 - 3 million	354	28.2
	3 - 6 million	185	14.7
	6 - 10 million	202	16.1

Time spent on social media/day	Less than 2 hours	222	17.7
	Over 8 hours	109	8.7
	From 5-8 hours	241	19.2
	From 2 to 5 hours	685	54.5
Frequency encounter short-form video	1 - 5 times/day	447	35.6
	6 - 10 times/day	427	34
	More than 10 times	383	30.5
Frequently watched advertising content	Cuisine	1810	36
	Health care	1002	19.9
	Houseware	703	14
	Fashion	1052	20.9
	Others	461	9.2
Video length	Less than 15 seconds	576	45.8
	From 1 minute to less than 2 minutes	74	5.9
	From 15 to under 30 seconds	427	34
	From 2 minutes to 3 minutes	18	1.4
	From 30 seconds to less than 1 minute	162	12.9
Type of short-form video ads	Skippable short-form video ads	739	58.8
	Non-skippable short-form video ads	518	41.2

Appendix B – Construct Reliability and Validity (2). Source: Authors' compilation from data processing

Variable	Item	Factor Loading	Mean	S.D
Irritation	IRR1	0.709	2.581	0.814
	IRR2	0.874	2.609	0.771
	IRR3	0.801	2.698	0.7
	IRR4	0.765	2.574	0.85

Incentives	INC1	0.914	3.389	0.878
	INC2	0.863	3.453	0.74
	INC3	0.912	3.331	0.833
Credibility	CRE1	0.871	3.459	0.776
	CRE2	0.831	3.411	0.754
	CRE3	0.839	3.353	0.773
	CRE4	0.806	3.259	0.835
Social Interactivity	SI1	0.787	3.267	0.696
	SI2	0.846	3.268	0.816
	SI3	0.792	3.379	0.707
	SI4	0.828	3.341	0.811
	SI5	0.762	3.442	0.794
	SI6	0.869	3.256	0.899
Informativeness	INF1	0.864	3.39	0.709
	INF2	0.85	3.243	0.811
	INF3	0.901	3.373	0.734
	INF4	0.877	3.374	0.855
Entertainment	ENT1	0.702	3.512	0.675
	ENT2	0.875	3.416	0.834
	ENT3	0.866	3.387	0.718
	ENT4	0.792	3.433	0.815
	ENT5	0.843	3.397	0.752
Advertising Value	AV1	0.891	3.126	0.897
	AV2	0.851	3.286	0.756
	AV3	0.869	3.332	0.781
	AV4	0.861	3.329	0.74
User Attitude	ATT1	0.873	3.2	0.783
	ATT2	0.831	3.368	0.753
	ATT3	0.803	3.278	0.849
	ATT4	0.771	3.317	0.777
	ATT5	0.89	3.391	0.827

	PI1	0.815	3.311	0.904
	PI2	0.771	3.303	0.804
Purchase Intention	PI3	0.839	3.421	0.779
	PI4	0.878	3.397	0.726
	PI5	0.876	3.416	0.787

Appendix C – Discriminant validity. Source: Authors' compilation from data processing

	ATT	AV	CRE	ENT	INC	INF	IRR	PI	SI
ATT									
AV	0.099								
CRE	0.081	0.639							
ENT	0.081	0.475	0.368						
INC	0.679	0.165	0.17	0.158					
INF	0.05	0.556	0.384	0.485	0.141				
IRR	0.479	0.138	0.163	0.233	0.35	0.121			
PI	0.273	0.643	0.361	0.269	0.243	0.344	0.065		
SI	0.484	0.074	0.1	0.092	0.358	0.089	0.462	0.155	