

## Effects of Advertising Value and Attitude on the Purchase Intention Through Short-Form Video Advertising on Social Media: Empirical Research on Gen Z in Vietnam

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### ABSTRACT

The objective of the study is to analyze the influence of short-form video advertisements on social media on the purchase intention of Gen Z in Vietnam. The research group collected data through questionnaires from 1257 people of Gen Z and familiar with social media platforms. After collecting data, the research team used SmartPLS software for analysis. The research results show that the value of advertising and users' attitudes significantly influence Gen Z's purchase intention. In addition, the value of advertising is directly and positively influenced by informativeness, incentives, and credibility. Meanwhile, customer attitudes are directly and positively influenced by social interaction and entertainment, negatively by irritation.

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

### 1. Introduction

Technology is permeating all facets of social life in general and commercial activity in particular in the modern world due to the rapid development of these fields. Technology advancements recently have made advertising diverse and dynamic, with huge development potential (Boone et al., 2007). The average person's attention span is currently 8 seconds, down from 12 seconds in 2000, according to a 2016 consumer study by Microsoft, as reported by Venturebeat. In order to adjust accordingly, focusing as well as the tastes of viewers, short content, especially short-form videos are being promoted more than ever. Short videos are not only effective in increasing user engagement, but also in prolonging visit time, driving commerce, and increasing traffic. All in all, short videos eliminate product ambiguity, clearly communicate product quality, and are the ideal complement to digital word-of-mouth (eWOM) campaigns (Hennig-Thurau et al., 2004).

Young consumers are currently engaging in significant online consumption. In Vietnam, the arrival of the next demographic wave of Vietnamese shoppers - Generation Z will bring lasting transformation to the online retail market. Generation Z consumers possess sizable purchasing power: they are estimated to make up 25% of the workforce and reach 15 million people in Vietnam. Generation Z was raised when the country was undergoing rapid changes, including an economic boom coupled with the rise of technology and the Internet. Hence, access to social media like Facebook, Instagram, Youtube, and most recently TikTok has also become one of the age group's important daily activities. Online buying has also become a habit for this demographic. The above social media platforms have a strong influence on the attitudes and consumption behaviour of Generation Z. Thus, social media has become one of the most effective and popular tools in the world now to reach customers.

Recent studies on the association of short video advertising with consumers have shown the impact of successful consumer interaction and short video advertising on purchase intention (Wang et al., 2018; Krämer et al., 2019).

Researchers have previously investigated the link between short video ads and customer behaviour and discovered multiple factors that influence it. In this study, the main research topic is Gen Z consumer groups - a customer base that has not been exploited in previous studies and the characteristics and value of short video ads. This study will examine how possible new features of short video advertising affect the attitudes of young consumers. Besides, their influence on consumption intention was also investigated, from which, we built a new theoretical model of online consumption suitable for young consumers in the 4.0 technology era. This research paper not only complements and enriches existing advertising theoretical models, but also provides a reference for the innovation and sustainable development of short video advertising on social media in the modern era, while contributing to the sustainable development of the post-pandemic consumer economy.

## 2. Literature Review

### 2.1. Social media

Social media are defined differently by industry which can be mentioned to the following. In the field of Marketing, according to Kaplan and Haenlein (2010), a social media is a group of applications on the internet that build an ideological and technological Web 2.0 platform; this allows the formation and exchange of content written by users. Social media are “websites and applications used for social mediating”. Social media is a popular, extremely fast and widespread communication channel, proven to be highly effective, and trusted by billions of people to exchange and learn about personal, commercial brands, information, entertainment and life tips (Dearborn, 2014). Social media can also be understood as forms of electronic communication, such as websites through which people create online communications to share information, ideas, and personal messages. Social media include platforms such as information sharing sites, blogs, etc. that users use to create, share, acquire and discuss all content through the Internet or social media is a new type of information technology that facilitates collaboration and communication between individuals working across platforms through the Internet. One thing in common between these definitions is that social media include forms of communication between individuals through the Internet.

In our research, social media are viewed as web-based services that can allow individuals to build a public or semi-public profile page within the limits of the system; or display a list of other users with whom they are connected, or view, visit the profile pages of other people in the system through the connection. The nature and name of these connections may vary from one social media to another.

### 2.2. Generation Z

According to Pew Research, Generation Z are people born in 1997 or later. However, in this study, we focus on the one born in 1997 - 2006 because of the high level of social media usage. The reason is that they have full access to technology and less parental control. In addition, the 16-25 age group has a more mature mindset development than the previous age group and has more independence in spending. Therefore, purchasing decisions will be personal, stemming from themselves, their wishes and conditions.

### 2.3. Short-form video advertising

Since the short video has just developed in recent years, the shape is different and the speed of change is very fast, so the current academic community does not have a clear definition of the concept of short video. Currently, the

definition of short video mainly includes: (1) Short video refers to a new type of real-time video sharing that is recorded, edited and uploaded on some special short video platform in units of seconds. (2) Short videos are different from long videos; wherein, they are broadcast on new media, convenient for dissemination, sharing and usually within 5 minutes duration. (3) Short video is any video that is no more than 10 minutes in length. (4) Short video refers to a new video format in which the video content is shorter than 15 minutes, which is more spread and photographed by Internet mobile intelligent terminals, beautified and edited by Internet mobile intelligent terminals, and the video is shared to social media platforms in real-time. Other mainstream media also define short video as "video content posted on PCs and mobile devices with a playtime of fewer 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. A short-form Twitter video can be up to 2:20 minutes long. On TikTok and Douyin, it's 3 minutes. On Instagram Reels, it's even shorter: 60 seconds. Each application will have different operating standards. 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.

### 3. Theoretical Foundation

#### 3.1. Theory of Planned Behaviour

One of the prominent theories on consumer attitudes and intentions is the Theory of Planned Behavior (TPB) researched by Ajzen (1991). Different from the TRA which only examines two main factors influencing intention are personal attitudes toward behaviour and subjective norms (Ajzen, 1991), the TPB suggested that an individual's behaviour is a function of three types of beliefs: (1) behavioural beliefs (Attitude toward Behaviour), which refer to their opinions about the likely results of a behaviour; (2) normative beliefs (Subjective Norm), which refer to their opinions about the expectations of important people; and (3) control beliefs (Perceived Behavioural Control), which refer to their opinions about the absence or presence of factors that might facilitate behaviour (Ajzen, 1991). 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.

#### 3.2. The definition of Short-form video advertising

Ducoffe (1996) researched the efficiency of online advertising but put an emphasis on advertising value. Ducoffe examined the precedents — the informativeness, entertainment, and irritation predecessors — to comprehend what makes an advertisement valuable. Further research by Brackett & Carr (2001) included trustworthiness or credibility to advertising, which is also one of the characteristics of internet advertising, in addition to the personal variables, Ducoffe's model and demographics are also taken into account.

#### 3.3. Studies on the influence of short videos on purchase intention

Purchase intention indicates the likelihood that a consumer will plan or be willing to purchase a certain product or service in the future (Wu et al., 2011). If the consumer intends to make a purchase, then a positive brand

association will promote that purchase (Fishbein and Ajzen, 1975; Schiffman and Kanuk, 2007). As short video advertising accounts for an increasing share of commercial advertising (Krämer et al., 2019), the correlation between short video advertising on mobile devices and consumer purchasing behaviour has been investigated through research from different perspectives. Wei Jingqiu et al (2020) found that users prefer short videos mainly because of their convenience, entertainment, and ease of use. These factors will directly affect the emotional experience of customers, thereby stimulating their purchase intention and behaviour. Wang Xiangning (2020) concludes that users will be more willing to buy a brand after they develop a closer relationship with this brand under the influence of short video content. In addition, such content has more influence than those traditional advertising in terms of entertainment, content and social interaction and that also affects the purchase intention of consumers. In the context of social media, advertising in the form of short videos influences the emotional experience of consumers through entertainment and valuable information, thereby generating similar purchase and engagement behaviours. different works. By comprehensively observing users' motivations such as their likes, dislikes, and lifestyle, Zhang Tianli et al (2019) found that many of them are pursuing “energy, connectedness and individuality” – characteristics of the group image. The specificity of Internet celebrities and their opinions also significantly improved consumer intentions and attitudes (Liu et al., 2019). Meng et al (2020) found that the source of information from celebrities has an impact on arousing consumer search and purchase behaviour. Wang B. et al. (2020) believe that the design and presentation of short video ads should focus on user experience to satisfy psychological needs and thus improve consumers' willingness to consume. consumption. By precisely matching the different stages of consumer demand, brands can build a product's brand image over a long period of time and appear repeatedly to stimulate the desire of consumers.

## 4. Hypotheses and Conceptual Model

### 4.1. Informativeness

*Informativeness* is the ability to provide users with information about alternative products, helping them to make the most valuable purchasing decisions (Rotzoll et al., 1996). Consumers are always looking for advertisements that are informative to help them choose the best product and earn the highest satisfaction (Ducoffe, 1996). Users generally consider advertising as informative when it is useful (Cho, S., Huh, J. and Faber, R., 2014), provide much information (Hunt, H., 2013) and help them understand the product's advantage over its competitors (Zernigah, K. and Sohail, K., 2012).

According to Ducoffe (1996), *Informativeness* is closely related to the value of advertising. Furthermore, according to Murillo et al. (2016), the way consumers perceive information in advertising positively influences advertising value on social media platforms. On that basis, the study tests the following hypothesis:

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

### 4.2. Incentives

*Incentives* and discounts are methods used to persuade consumers to accept advertising (Haghirian et al., 2005). *Incentives* are monetary benefits such as discounts, coupons, gifts and non-monetary benefits or some special offer

to encourage a desired action (Wang and Lan, 2018). From there, the authors put forward the research hypothesis:

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

#### **4.3. Credibility**

*Credibility* is the degree to which consumers perceive a brand's claims in advertising as truthful and trustworthy (Mackenzie and Lutz, 1989). The credibility of advertising is assessed through the content of the advertisement and is more influenced by the credibility of the company and the person making the advertising message (Lafferty et al., 2002; Balasubraman et al., 2002).

According to Yang et al (2013), consumers may avoid or not respond to an advertisement if they think it is unreliable. Thus, Arya and Kerti (2020), asserted that reliability has the most positive impact on the evaluation of user ratings of advertising value. Therefore, the study proposes the following hypothesis:

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

#### **4.4. Social interactivity**

*Social Interactivity* is a communication condition in which simultaneous and continuous exchange occurs, carrying the power of social ties (Rafaeli and Sudweeks, 1997). According to Kaplan and Haenlein (2010), social media platforms allow sellers/brands and customers to communicate and interact in a two-way manner.

As the views, reviews and ratings of a YouTube video increase, the usefulness and reputation of that video also improve in the eyes of users (Lee, 2009; Latane, 1981), as it acts as evidence for the fact that they have actually used the product (Flanagin, 2011). According to Djafarova et al (2017), the halo effect creates a bias effect, causing consumers to form a positive attitude towards an advertisement. Therefore, the authors propose the research hypothesis:

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

#### **4.5. Entertainment**

*Entertainment* in advertising on media channels is expressed through fun and comfort (Okazaki, 2005), which can also be amusing, lively, imaginative or intelligent content (Aaker, D., and Bruzzone, D., 1981). Advertising content that is highly entertaining, with a humorous and close expression, will easily enter the minds of customers (Giao and Dung, 2017). Nguyen Hong Quan et al. (2022) have concluded: "The higher the entertainment content in a video, the more positive the consumer's attitude will be towards that viral video." Therefore, this study examines the hypothesis:

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

#### **4.6. Irritation**

*Irritation* includes dissatisfaction, discomfort, or negative stimuli (Aaker and Bruzzone, 1985). Advertisements that are offensive, annoying, abusive, or overly manipulative are the reasons why consumers feel irritated (Ducoffe, 1996). According to Do (2017), when users feel annoyed and uncomfortable, they will have more

negative perceptions towards the website. Therefore, this study proposes the following hypothesis:

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

#### 4.7. Advertising value

*Advertising Value* is a measure of advertising effectiveness, which is “a subjective assessment of the relative value or utility of advertising to consumers” (Ducoffe, 1995). Consumers value messages received as valuable if they are relevant to their needs or include information useful for making a purchase (Catarina, 2016). According to Kim and Han (2014), advertisement value is a major predictor of purchase intention in the context of mobile advertising. Therefore, in this study, the following hypothesis is proposed:

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

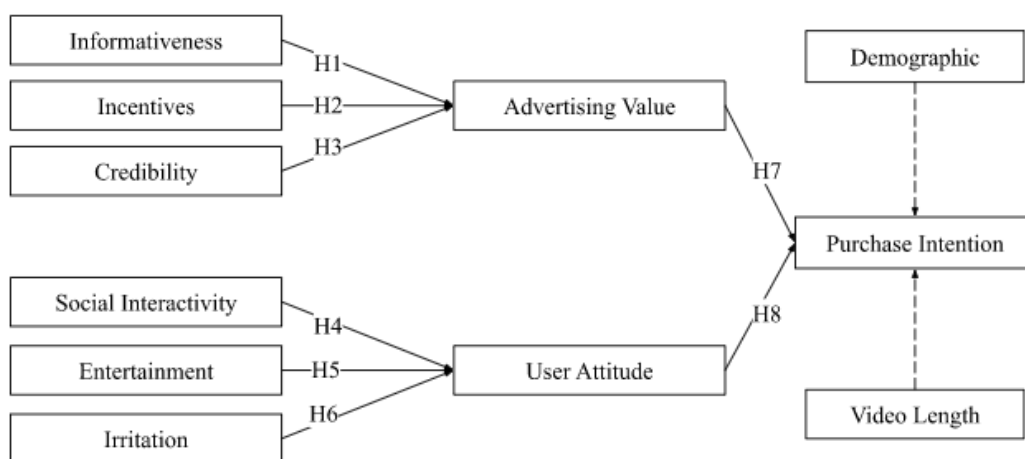
#### 4.8. User attitude

*User Attitude* is a consumer's liking, approval or preference for a product's attributes, which is a criterion used by consumers to make product purchase decisions (Xu 2016).

Jain et al (2018) found that attitude towards online video advertising has a great influence on the purchase intention of young Indians. Xu's (2016) study on mobile advertising in China also concluded that attitude is an important aspect of purchasing decisions and can be used to predict online purchases. Furthermore, Wahid and Ahmed (2011) found that attitude towards advertising is positively and significantly correlated with purchase intention. From there, this study proposes the hypothesis:

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

From the above research hypotheses, the authors propose the following research model:



**Figure 1.** Conceptual model

## 5. Methodology

### 5.1. Data approach

The study's hypotheses were investigated by a survey. In order to get information from respondents in Viet Nam who have sufficient experience seeing short-form advertising on social media, the poll was performed both online

and offline. Also, we employed Google Forms to gather survey data. In order to reach a large geographic region, survey links were circulated via email, chat programs, and social media. The two cities of Ha Noi and Ho Chi Minh City in Vietnam are where the majority of the relevant data came from.

### **5.2. The method of data collection**

To evaluate the study's hypotheses, the research team dispersed the survey. Vietnamese respondents who participated in the study face-to-face or online had experience watching short-form advertisements on social media. The authors directly employ a paper-based questionnaire for individuals who conduct face-to-face surveys, and we use Google Forms to get information from those who conduct online surveys. In order to reach a large geographic region spanning the streets of Hanoi and Ho Chi Minh City, links to the poll were sent via email, chat applications, and social media. These are Vietnam's two biggest and most varied service hubs, where there is a great demand for material goods and a high population density.

To gather primary data, the study team employed a poll of social media users who watched brief advertising. After a comprehensive review procedure to guarantee the survey data was of high quality, the authors chose 1257 legitimate replies for the study and eliminated the anomalous questions. During August to October 2022, the team polled respondents for 3 months.

### **5.3. Questionnaire design method**

There are two sections to the survey questionnaire: Briefly describe the survey's objectives, the short video commercials it contains, and the respondents' personal information. User impressions of each aspect of a 40-item, nine-element short-form video ad are also provided.

The Likert scale was used to evaluate every structure. There are five points on each scale, from "strongly disagree" (1) to "strongly agree" (5). Based on sources, the survey table has been translated into Vietnamese and slightly altered to fit the object and study topic.

First, we conducted a Respondent Demographic analysis of the respondents to assess the individual characteristics of the respondents. Next, the authors run the Constructs Reliability and Validity to check the reliability of each observation to find the stability of the results over a period of time, the accuracy of the measuring device to see if there is any measurement. correct and complete problem you want or not. In addition, we use Discriminant Validity to check whether the scales for the variables are distinct from each other. Finally, the authors analyze the Variance Inflation Factor (VIF) of the scales to evaluate whether there is multicollinearity between the latent variables, plus the path coefficients for the purpose of testing the possible relationships between statistical variables in structural equation modeling.

## **6. Results**

The group author first compiles statistical data with 1257 respondents for nine components, including variable Video Length and variables for four demographic variables and four short-form advertisement variables. Due to the Partial Least Squares Structural Equation Modeling (PLS-SEM) method's applicability for large structural models with several constructs, indicators, and/or model linkages, we employ it to assess our hypothesis research model (Hair et al.,2019). The structural model is estimated using an iterative process in the partial least square approach,

which enhances the link between independent variables and dependent variables (S. Hosany and Martin, 2012). Moreover, the PLS method is simpler and has less limits on data normalcy than other approaches, exhibiting greater convergence (Chin et al., 2003). The PLS analysis was therefore suited for this research and SmartPLS software was used.

### 6.1. Sampling

**Table 1.** Demographics of respondents (1). Source: Authors’ compilation from data processing

		Frequency	Percentage (%)
<b>Gender</b>	Male	457	36.4
	Female	800	63.6
<b>Age</b>	16 – 18	251	20
	19 – 22	567	45.1
	23 – 25	439	34.9
<b>Education</b>	University	480	38.2
	High School	241	19.2
	Graduate	212	16.9
	Intermediate college	324	25.8
<b>Monthly income (VND)</b>	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

From the collected data, the female respondents were slightly more than male respondents at about 63.6% of the total. Additionally, the respondents are mostly among young Gens in the age of 19-25. Regarding education level, most of the participants were diploma-level graduates which explains the low monthly income (42.8% earn less than 3 million VND) mostly due to students' status.



Some moderating variables examined in this research served as further analysis of Gen Z social media usage behaviours as well as their experiences regarding short-form video advertisement.

**Table 2.** Demographics of respondents (2). Source: Authors' compilation from data processing

		<b>Frequency</b>	<b>Percentage (%)</b>
<b>Time spent on social media/day</b>	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
<b>Frequency encounter short-form video</b>	1 - 5 times/day	447	35.6
	6 - 10 times/day	427	34
	More than 10 times	383	30.5
<b>Frequently watched advertising content</b>	Cuisine	1810	36
	Health care	1002	19.9
	Houseware	703	14
	Fashion	1052	20.9
<b>Video length</b>	Less than 15 seconds	461	9.2
	From 1 minute to less than 2 minutes	576	45.8
	From 15 to under 30 seconds	74	5.9
	From 2 minutes to 3 minutes	427	34
	From 30 seconds to less than 1 minute	18	1.4

Gen Z spends 2-5 hours on different social media per day which makes marketing/digital marketing on these platforms a crucial part for businesses that aim at Gen Z. The majority of respondents encounter 15-second advertisements and 80% say that they watch under 30 seconds. Facebook is still the most popular platform for Gen Z to get exposed to short-form video advertisements followed by Instagram. TikTok was expected to have a huge

impact on Gen Z short-form video watching habits, however, the data shows when it comes to advertisement density, TikTok accounts for 30% which is less than Facebook.

### 6.2. 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 the table below to assess the reliability of the measurement model.

**Table 3.** Construct Reliability and Validity. Source: Authors’ compilation from data processing

Variable	Item	Factor Loading	Mean	S.D	Cronbach's Alpha	CR	AVE
Irritation	IRR1	0.84	3.75	0.86	0.866	0.909	0.713
	IRR2	0.856	3.7	0.865			
	IRR3	0.822	3.73	0.859			
	IRR4	0.86	3.74	0.86			
Incentives	INC1	0.862	4.08	0.824	0.835	0.901	0.751
	INC2	0.87	4	0.833			
	INC3	0.868	3.97	0.844			
Credibility	CRE1	0.834	4.04	0.752	0.853	0.901	0.694
	CRE2	0.841	3.98	0.734			
	CRE3	0.834	4.01	0.755			
	CRE4	0.822	4.05	0.762			
Social Interactivity	SI1	0.847	3.99	0.734	0.891	0.917	0.649
	SI2	0.859	3.98	0.752			
	SI3	0.778	3.98	0.756			
	SI4	0.799	3.94	0.776			
	SI5	0.774	3.96	0.748			
	SI6	0.773	4.02	0.743			

	INF1	0.841	2.88	0.8			
Informativeness	INF2	0.83	2.89	0.844			
	INF3	0.844	2.89	0.809	0.86	0.905	0.704
	INF4	0.841	2.88	0.835			
	ENT1	0.871	3.84	0.879			
Entertainment	ENT2	0.824	3.78	0.968			
	ENT3	0.908	3.85	0.798	0.921	0.937	0.749
	ENT4	0.857	3.83	0.825			
	ENT5	0.865	3.81	0.937			
	AV1	0.851	4.04	0.768			
Advertising Value	AV2	0.856	3.96	0.766	0.874	0.914	0.725
	AV3	0.851	3.98	0.773			
	AV4	0.849	4	0.769			
	ATT1	0.861	3.95	0.848			
User Attitude	ATT2	0.866	3.91	0.866			
	ATT3	0.864	3.95	0.832	0.92	0.94	0.758
	ATT4	0.849	3.94	0.834			
	ATT5	0.912	3.93	0.849			
	PI1	0.729	2.97	0.81			
Purchase Intention	PI2	0.746	2.96	0.813			
	PI3	0.746	2.97	0.82	0.787	0.854	0.54
	PI4	0.741	2.96	0.829			
	PI5	0.709	3.02	0.795			

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). A higher number indicates a higher reliability level for the composite reliability criterion. For the composite reliability criterion, 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. 2017). However, numbers that are too high, such those above 0.95, present a

problem because they suggest that the items are almost identical and redundant. The data above demonstrated good levels of reliability, with a CR value that ranged from 0,854 to 0,937. Similar to composite reliability, Cronbach's Alpha is another internal consistency reliability test that yields lower values. All Cronbach's Alpha values in the study are higher than 0.8, which shows that the structure explains 50% of the variance of its items.

Convergent validity is measured by the average variance extracted (AVE) across all items linked to a specific construct. According to Fornell and Larcker (1981),  $AVE \geq 0.5$  confirms the convergent validity and it can be seen that all the AVE values in **Table 4** are greater or equal to 0.5.

**Table 4.** Discriminant validity. Source: Authors' compilation from data processing

	ATT	AV	CRE	ENT	INC	INF	IRR	PI	SI
<b>ATT</b>									
<b>AV</b>	0.027								
<b>CRE</b>	0.055	0.743							
<b>ENT</b>	0.115	0.032	0.029						
<b>INC</b>	0.165	0.357	0.285	0.06					
<b>INF</b>	0.042	0.482	0.327	0.047	0.245				
<b>IRR</b>	0.454	0.036	0.04	0.157	0.101	0.043			
<b>PI</b>	0.269	0.253	0.25	0.107	0.041	0.206	0.121		
<b>SI</b>	0.571	0.025	0.051	0.087	0.124	0.04	0.344	0.211	

The Heterotrait-Monotrait ratio of correlations (HTMT) (Henseler et al., 2015) is chosen in this study to examine the discriminant validity based on the multitrait-multimethod matrix. As the ratios were all below 0.743, they met the strictest requirement for discriminant validity (less than 0.85), suggesting they could be used safely in the subsequent analysis.

**Evaluating Structure Model**

**Table 5.** Results of hypothesis testing. Source: Authors' compilation from data processing

Hypothesis	Path	VIF	Beta	T Statistics	P Values	Result
H1	INF → AV	1.110	0.240	9.802	0***	Supported
H2	INC → ATT	1.022	0.048	1.882	0.06*	Supported
H3	CRE → AV	1.128	0.544	21.892	0***	Supported
H4	SI → ATT	1.105	0.433	16.588	0***	Supported

H5	ENT → AV	1.086	0.126	5.808	0***	Supported
H6	IRR → ATT	1.117	-0.270	10.950	0***	Supported
H7	AV → PI	1.000	0.207	7.461	0***	Supported
H8	ATT → PI	1.000	0.230	7.729	0***	Supported

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

The goal of the study team was to determine whether multicollinearity existed before doing the regression analysis. The independent variables' and the intermediate variables' VIF coefficients are all under 2. Hair et al. (2019) assert that a model with a VIF coefficient less than 2 will not exhibit multicollinearity. **Table 5** explains the study team's suspicions using the data that have been evaluated.

The study team then applied the Bootstrapping approach to analyze the structural model (with 5000 resampling). **Table 5** lists the outcomes of the linear regression analysis performed on the model. The regression equation's analysis yields the following results with a 10% level of significance:

The three hypotheses H1, H2, and H3 have correlations with corresponding regression weights of 0.240, 0.048, and 0.544. This demonstrates the beneficial effects of all three characteristics on *Advertising Value*, with reliability having the biggest influence. Using regression weights of 0.433 and 0.126, respectively, hypotheses H4 and H5 demonstrate that *Social Interactivity* and *Incentives* variables have a favorable effect on *User Attitude*. Yet a noteworthy finding from the hypothesis testing is that the distraction component, with a regression weight of -0.270, has a detrimental impact on attitude. As a result, there are both positive and negative relationships between the independent factors that impact the *User Attitude* variable.

Last but not least, the analysis's findings indicate that the variables *Advertising Value* and *User Attitude* positively affect *Purchase Intention* with  $P = 0.022$ ;  $\beta = 0.207$  and  $P = 0.036$ ;  $\beta = 0.23$ , respectively. This is crucial because customers' attitudes about brief video advertisements and advertising messages that are helpful, enjoyable, and trustworthy will directly affect their intention to make a purchase.

## 7. Discussion

The research results of 1257 people of Gen Z in Vietnam show the positive influence of advertising value and user attitude on purchase intention. The impact of advertising value and user attitude on purchase intention has been studied extensively in Vietnam and worldwide. However, the study of advertising value and user attitudes of Gen Z in Vietnam towards short-form video advertising on social media is still a new topic. Theoretically, this is the first model to use TPB and Ducoffe's (1996) model to examine the relationship between the value of short-form video advertising on social media and user attitude to the purchase intention of Gen Z in Vietnam. Research results have shown:

**Firstly**, *User Attitude* and *Advertising Value* have a positive impact on purchase intention. In particular, *User Attitude* has a stronger influence.

**Secondly**, the *Advertising Value* of short-form video advertising on social media for Gen Z in Vietnam is positively

influenced by three factors: *Informativeness*, *Incentives* and *Credibility*. Similar to the study of Arya and Kerti (2020), the *Credibility* factor has the strongest impact.

**Thirdly**, the *User Attitude* of Vietnamese Gen Z users towards short-form advertisements on social media is influenced by three factors: *Social Interactivity*, *Entertainment* and *Irritation*. *Social Interactivity* and *Entertainment* have a positive impact, *Social Interactivity* brings a greater influence. If the study of Do's study (2017) shows that *Irritation* has no clear effect on the formation of negative attitudes among website users, this study confirms the exact opposite: *Irritation* has a significant negative impact on the attitudes of Vietnamese Gen Z users.

## 8. Management Implications

Research results can help businesses and marketing professionals to make informed decisions for consumers or advertising viewers. By driving interest from businesses to the factors that shape the viewer's purchase intention, solutions to improve the effectiveness of advertising campaigns will be built. Based on the results of the study, the author proposes some managerial implications to improve the effectiveness of online advertising in promoting the purchase intention of consumers as follows:

**Firstly**, the supplier of goods and services should always ensure that the advertising content posted on social media is true and highly accurate. Shoppers have the ability to rate and leave comments on the goods advertised by the business, so the item will be easily boycotted if there are serious problems.

**Secondly**, the information conveyed in short video ads should be complete, concise and should actively support the viewer's purchase intention. Besides, consumers are more and more familiar with short advertising types that lack investment in content and form, so the messages conveyed need to be new and unique. Marketers can also apply some promotions, such as discount codes, gifts, or bonus games to increase viewer interest, thereby boosting product purchase intention.

**Thirdly**, shoppers want to consult with previous buyers to see if the advertised product is trustworthy. As a result, companies may consider posting ads to social media sites that offer buyer-seller interaction features, such as, comment and share buttons, to have a positive impact on public attitudes and viewership level. Also, enhance the entertainment element of short video ads. It is necessary to focus on building new, attractive content that stimulates the curiosity of viewers. Besides, it is possible to combine the use of celebrity images to promote more entertainment elements on online advertising activities.

**Finally**, in order to prevent viewers' discomfort, extra attention should be made to the quality of the advertisement's content and the consumer base that the company is targeting. A seller needs to take into account the social connection and amusement that advertising provides for clients in order to overcome the unfavorable perception that short video ads on social media are time-consuming and bothersome.

## 9. Limitations and Further Research

The study's shortcomings will be described in this section, along with recommendations for future research. **Firstly**, the study's sample size is still small when compared to the population of Vietnam, and the respondents are primarily members of Generation Z, who are between the ages of 19 and 25. Consequently, future research may include a

bigger sample size and concentrate on age groups other than Gen Z. **Secondly**, the research mainly relies on observational samples that were gathered in major cities. Future research may broaden its scope to include rural locations in order to examine whether social media short-form video advertising affects consumers who do not reside in major metropolis' purchasing decisions. **Thirdly**, although we believe that the study conceptual model is sufficient to examine how short-form video advertising on social media affects Gen Z's purchase intentions in Vietnam, but there are still more contributing elements.

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#### **Competing Interests Statement**

The authors declare no competing financial, professional, or personal interests.

#### **Consent for publication**

The authors declare that they consented to the publication of this research work.

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