

Effectiveness of Short-form Videos in Shaping Gen Z and Millennials' Purchasing Decision in the Digital Age

Christian Bahatan¹, Johnsel Barado², Mheil Karl Bataican³, Mercy Bolaños⁴, Maria Veronica Tuquero⁵, Christian Paul T. Mendoza⁶, Jayvie O. Guballo⁷

^{1,2,3,4,5,6,7} *Department of Marketing Management, Department of Office Administration, Rizal Technological University, Philippines.*

ABSTRACT:

This study investigates the effectiveness of short-form videos in influencing the purchasing decisions of Gen Z and Millennials in Pasig City, addressing a significant gap in academic research regarding small businesses' strategies for utilizing this medium. The participants included 208 respondents, comprising 104 Gen Z and 104 Millennials, who were surveyed using a descriptive-correlation quantitative research design. The findings reveal that informative content, price discounts, influencer endorsements, and bandwagon perception significantly impact purchasing decisions, with satisfaction being the most notable emotional response elicited by short-form videos. The study concludes that short-form videos are a powerful tool for engaging younger consumers and driving sales. It is recommended that businesses focus on creating high-quality, informative, and entertaining short-form video content, particularly on platforms like TikTok, to effectively reach and resonate with their target audience.

Keywords – Informativeness, Entertainment, Price Discount, Influencers, Bandwagon Perception

1. INTRODUCTION

Over the past few years, the development of digital media has encountered massive changes in terms of improvement and innovation, driven by the advancement of mobile devices and Information technology. One of its most significant achievements is the emergence of social media platforms that bring people closer together and empower individuals and businesses. Currently, we are witnessing the revolutionizing of short-form video content on social media that helps marketer deliver their campaign to their target audience. Some of the large companies in the Philippines spend a significant budget on short-form video advertisements with the help of production agencies to target their audience on different selected platforms.

According to the study by Juntilla and Geronimo (2024), the cost per thousand impressions in a TikTok campaign is approximately 560 pesos with a company minimum spend of 29,300 pesos. On Facebook, the cost per click ranges from 105.28 pesos and the cost per thousand impressions is 34.53 pesos for greater advertising aimed at larger audiences. On YouTube, ads cost per thousand impressions is around 117.73 pesos which makes it a competitive choice for using video content to engage immense audiences. For Instagram, the cost per click ranges from 11.32 pesos to 113,20 pesos, and the cost per thousand impressions is approximately 379.22 pesos.

The production cost for creating short-form video advertising content varies depending on the complexity and quality of the production.

In terms of creating a short form video advertisement reputable production company charges the basic video from 100,000 pesos to 1,000,000 pesos, particularly if better production qualities are desired such as a professional editor, filming, and special effects. Many large companies often combine production costs and advertising costs with a total budget of 200,000 pesos to several million pesos, most especially on the scale and target reach of the campaign (Sedláčková, 2024).

So the challenge faced by the small enterprise is the limited budget to create quality short- form video advertising content that resonates with the emotional appeal of the target audience. Also, there is a gap in academic studies on short-form video, which affects small businesses' strategies and guidelines for efficiently using short-form video content marketing. As a result, this small business struggles to create effective and engaging short-form video content that is interesting to its target audience and can influence purchasing decisions.

2. RESEARCH METHODOLOGY

Objectives

1. The study aims to identify and examine the effectiveness of short-form videos in Gen Z and Millennials' purchasing decisions in Pasig City.
2. To contribute an understanding of purchasing decisions in short-form videos and determine the duration of short-form videos that this customer base prefers to watch.

This study used a **Descriptive-Correlation Quantitative Research**. Utilizing this approach helps the researchers gather and analyze numerical data to uncover patterns and find averages to make predictions for future outcomes. According to Essel et al. (2022), descriptive-correlational research is intended to examine and uncover the relationship between variables without the researchers having control over the independent variables. The respondents of this study were 104 Gen Z and 104 Millennials residing in Pasig City. In this study, random sampling is employed to guarantee that each individual in the population has a known, non-zero likelihood of being chosen as a subject, ensuring the sample is as representative and inclusive as possible. According to the study by Li (2023), Random sampling is a method used in surveys where every segment of the population is selected based on the principle of equal chance. The researchers collect data through survey questionnaires on physical and online platforms. The researchers' findings tabulate and tally data in a detailed and structured manner to provide a clear and comprehensive understanding of the research study.

Statistical Treatment of Data

The statistical treatment technique was used by the researchers to evaluate and analyze the collected data from the respondents. The following are statistical treatments that were utilized by the researchers for the study.

1. Frequency and Percentage are used by the researchers to calculate the information gathered from the respondent's demographic profiles. It is known for determining the number of occurrences which assesses describing the relative frequency of gathered data and survey results. The formula is:

Where:

P = percentage (%)

F = frequency

n = total number of samples

$$P = \frac{F}{n} \times 100$$

2. Weighted Mean was used by the researchers to determine the average tally of the respondents, particularly in the degree of influence of short-form video factors on the trust, satisfaction, and purchasing decisions of Gen Z and Millennials in Pasig City.

Where:

W = weighted mean

n = number of terms to be averaged

w_i = weight applied to x values

x_i = data values to be averaged

$$W = \frac{\sum_{i=1}^n w_i X_i}{\sum_{i=1}^n w_i}$$

3. Multiple linear regression: According to Hayes (2024), Multiple linear regression is a statistical process that predicts the values of a response (dependent) variable using a series of predictor (independent) variables. It entails creating a single equation to predict the criterion performance using many predictors.

Where:

$$y_i = \beta_0 + \beta_1 x_{i1} + \beta_2 x_{i2} + \dots + \beta_p x_{ip} + \epsilon$$

y_i = dependent variable

x_i = explanatory variables

β_0 = y-intercept (constant term)

β_p = slope coefficients for each explanatory variable

ϵ = the model's error term (also known as the residual)

3. PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

Table 1: Frequency and Percentage Distribution of the Respondents According to Age

Age	Frequency	Percentage
18 - 23	89	42.8%
24 – 28	15	7.2%
29 - 36	62	29.8%
37 - 43	42	20.2%
Total	208	100%
Gender	Frequency	Percentage
Male	96	53.8%
Female	112	64.2%
Total	198	100%
Primary Platform Used	Frequency	Percentage
Facebook Reels	86	41.3%
Instagram Reels	15	7.2%
YouTube Shorts	9	4.3%
TikTok	98	47.1%
Total	208	99.9%
Prefer Duration	Frequency	Percentage
10 seconds	13	6.3%
15 seconds	51	24.5%
30 seconds	78	37.5%
60 seconds	66	31.7%
Total	208	100%

Exposure	Frequency	Percentage
Less than 10 minutes	41	19.7%
10 minutes to an hour	59	28.4%
1 hour to 2 hours	48	23.1%
More than 2 hours	60	28.8%
Total	208	100%

The respondents between the ages of 18-23 years old answered the questionnaire, 15% from the age 24-28 years old, 62% from the age 29-36 years old and 42% from the age 37-43 years old. This data clearly shows that most of the responses came from younger participants, particularly those in the 18 to 23 age range. Therefore, the result is similar to the study of Munoz (2022), Generation Z is strongly immersed in the digital age, which values convenience, authenticity, and transparency in advertisements. They're adept at searching for products and making quicker purchasing decisions in an online platform compared to millennials.

In terms of gender, 112% of the respondents who answered the questionnaire are female while 96% of the respondents are male. This means that more females than males took part in the survey, making females the majority of our respondents. Therefore, the result shows similarities to the study of (Wang et al., 2024b), that female users are generally more active in engaging with short-form video platforms compared to male users. For instance, a study conducted by Current Psychology discovered that adolescent females are more likely to develop short-form video addiction compared to males, which is due to a higher level of attachment anxiety and fear of missing out (FOMO). This pattern is also reflected in the overall user base of platforms such as TikTok, Instagram Reels, and YouTube Shorts.

In terms of primary platform used by respondents ranked from highest to lowest percentage, shows that TikTok is the most popular, with 98% of respondents using it. Following TikTok, Facebook Reels is used by 86% of respondents. Instagram Reels is next, with 15% of respondents, and lastly, YouTube Reels has the lowest percentage, with only 9%. This breakdown highlights that TikTok and Facebook Reels are the preferred platforms among respondents, with Instagram and YouTube Reels used by fewer people. Therefore, the results show that the primary platform of the respondents for short-form videos is TikTok, similar to the study of Caparas (2024), which states that TikTok is the most popular short-form video-sharing platform in the Philippines, with 43.33 million users aged 18 and above in 2023.

In terms of duration for watching short-form videos, ranked from highest to lowest percentage, shows that 78% of respondents prefer watching videos that are 30 seconds long. Following closely, 66% of respondents are comfortable with videos that last for 60 seconds. The next group, at 51%, prefers videos that are 15 seconds long, while only 13% find 10-second videos acceptable. This distribution indicates that the majority of respondents favor videos around 30 to 60 seconds in length, while shorter videos are less popular. Therefore, the result states that most of the respondents prefer to watch short-form video ad content that is up to 30 seconds in duration. This result is similar to the study by Firework (2024), which states that in 2024, 66% of video advertisements will be under 30 seconds long, which demonstrates the trend toward shorter video formats. Advertisers realize that concise advertisements are more effective in capturing the attention of users on social media.

In terms of the length of time respondents spend watching short-form videos, ranked from highest to lowest percentage, reveals that 60% of respondents watch for more than 2 hours. Following this, 59% spend between 10 minutes to an hour watching. Next, 48% of respondents watch for 1 hour to 2 hours, while 41% watch for less than 10 minutes. Therefore, the result shows that the majority of respondents are likely to engage with short-form videos for extended periods, particularly over 2 hours. This result is similar to the study of Global Social Media Statistics (2025), which states that many users of social media platforms are watching videos 7-8 hours per day.

Table 2 Level of Agreement Towards the Factors of Short-form Video and Purchasing Decisions

Informativeness Contents	Mean	Interpretation
I think a short-form video can be a good source of information for product functionality and features.	3.370	Agree
I think short-form video can be a good source of information for product instructions.	3.361	Agree
I think short-form video can be a good source of information for product customization.	3.361	Agree
I find short-form video content as a good source to understand the product quality.	3.385	Agree
I think informational content is important in motivating my purchasing decision	3.452	Agree
GENERAL WEIGHTED MEAN	3.386	Agree
Entertainment Content	Frequency	Percentage
I enjoy watching short-form video content during my relaxation.	3.481	Agree
I feel excited about watching entertainment content in short-form videos.	3.404	Agree
Entertainment content in short-form videos is interesting.	3.399	Agree
Entertainment content makes me more likely to remember product features.	3.389	Agree
Entertainment content in short-form videos influences my purchasing decisions.	3.327	Agree
GENERAL WEIGHTED MEAN	3.400	Agree
Price Discount Content	Frequency	Percentage
Price discounts are significant for me to take advantage of the lower price.	3.418	Agree
I am motivated to purchase when short form video content offers a price discount.	3.351	Agree
I am instantly attracted when short-form video content offers price discounts.	3.313	Agree
I am encouraged to purchase when short form video content offers a price discount.	3.298	Agree
I become an impulsive buyer when short form video content offers price discounts.	3.130	Agree
GENERAL WEIGHTED MEAN	3.302	Agree
Influencer Content	Frequency	Percentage
I trust the product released by my favorite influencer.	3.135	Agree
I follow specific influencers on short-form video platforms to get product recommendations.	3.226	Agree
I want to try new products that are promoted by influencers in short-form video content.	3.139	Agree
I think the authenticity of influencers in short-form videos makes their recommendation more reliable.	3.264	Agree
I trust influencers in my purchasing decisions in short- form videos.	3.111	Agree
GENERAL WEIGHTED MEAN	3.175	Agree
Bandwagon Perception Content	Frequency	Percentage
I am encouraged to follow trending products in short- form videos.	3.418	Agree
I tend to buy products in short-form videos to feel a sense of belongingness.	3.351	Agree
I tend to buy products because of the high level of shares, comments, and likes.	3.313	Agree
I purchased products in short-form videos to be recognized by other people.	3.298	Agree

. I purchased a product in a short form video because of its popularity.	3.130	Agree
GENERAL WEIGHTED MEAN	3.302	Agree

The respondents' mean assessment of factors that affect purchasing decisions in terms of informativeness content in short-form videos. Initially, the statement or indicator with the highest value of the weighted mean is "I think informational content is important in motivating my purchasing decision" with $\bar{x} = 3.452$ and a verbal interpretation of Agree, which means the information such as the benefits, specifications, and reviews helps customers to feel confident in purchasing decision. On the contrary, the statement or indicator that has the lowest value or weighted mean is "I think short form video can be a good source of information for product instructions" with $\bar{x} = 3.361$ and a verbal interpretation of Agree. This means that some of the respondents think that using instruction informational content does not affect their purchasing decisions. Therefore, researchers conclude that respondents perceived informational content as pivotal in providing cues about the product attributes and brands which typically involves clear and factual descriptions, ensuring that customers understand the benefits and features of the product being offered. Moreover, informational content helps to satisfy customers' expectations and enhances their belief about the brand and products. Additionally, the study is supported by external researchers which states that informational content is crucial for persuasion and effective communication since being transparent and detailed helps to build fair and less manipulative to customers leading to more positive emotions in purchasing decisions (Gao et al., 2021). Similar to the study by Gao D. (2018), states that highlighting the informational-based content in the short-form video significantly enhances brand identity which leads to a positive influence on purchasing decisions.

The mean assessment of factors that affect purchasing decisions in terms of entertainment content in short-form videos. Initially, the statement or indicator with the highest value of the weighted mean is "I enjoy watching short-form video content during my relaxation" with $\bar{x} = 3.481$ and a verbal interpretation of Agree, meaning that most respondents find it relaxing to watch short-form video. On the contrary, the statement or indicator with the lowest value or weighted mean is "Entertainment content in short-form videos influences my purchasing decisions" with $\bar{x} = 3.327$ and a verbal interpretation of Agree. This means that some respondents think that entertainment content influences purchasing decisions. Therefore, the researchers conclude that respondents perceived short-form videos as engaging, offering instant entertainment without demanding too much of the user's time which makes them perfect for relaxation breaks. Similar to the study by Potrel (2021), short-form videos are highly attractive and suitable for modern audiences with shorter attention spans. These videos offer brief, digestible content that can be consumed in a short period, making them ideal for relaxing. The variety and unpredictable nature of short-form content, such as popular memes, viral challenges, and fast lessons, keep viewers interested and engaged without needing a significant amount of time. Moreover, the study by Xu (2024), states that several of the participants in their research prefer to watch short-form videos for relaxation during break hours since they find them more manageable and less time-consuming than playing video games. They also state that there is a decreasing number of users who consume digital media such as movies, TV shows, and long YouTube videos, due to their consumption due to increasing time spent on short-form videos. Many of the participants in their study state that they acknowledge being less patient for watching long-time content.

The mean assessment of factors that affect purchasing decisions in terms of price discount content in short-form videos. Initially, the statement or indicator that has the highest value of weighted mean is "Price discounts are significant for me to take advantage of the lower price" with $\bar{x} = 3.418$ and a verbal interpretation of Agree which means that most of the respondents think lower prices take advantage of making the most of discounts. On the contrary, the statement or indicator that has the lowest value or weighted mean is "I become an impulsive buyer when short-form video content offers price discounts" with $\bar{x} = 3.130$ and a verbal interpretation of Agree. This means that some of the respondents find that when short-form video offers price discounts, consumers become impulsive buyers. Therefore, the result shows that respondent perceives price discounts as a crucial role in purchasing decisions, as they are allowed to buy products at reduced prices. Also, it allows them to take advantage of these money-saving options. Similar to the study by Shekhawat et al. (2020), which states that price discounts significantly influence customer purchasing decisions, particularly in low-cost product categories.

Customers often prefer monetary discounts over freebies, since they are easier to determine and provide immediate savings. The study also states that the type of promotion and perceived risk associated with the product also affect consumer preferences. For high-risk products, consumers value price discounts more than free product promotions. Additionally, the study by Radavičienė (2019), states that price discounts significantly influence consumers' intention to buy, depending on the size and form of the discount. The study found that it is effective to put a 40% discount on a certain product that is promoted online, but a larger discount can be seen as confusing which may lead to doubts about product quality, especially in the high-end market.

The mean assessment on factors that affect purchasing decisions in terms of influencers content in short-form videos. Initially, the statement or indicator that has the highest value of the weighted mean is "I think the authenticity of influencers in short-form videos makes their recommendation more reliable" with $\bar{x}=3.264$ and a verbal interpretation of Agree which means that most of the respondents think the authenticity of influencers makes their recommendation reliable. On the contrary, the statement or indicator that has the lowest value or weighted mean is "I trust influencers in my purchasing decisions in short-form videos" with $\bar{x}=3.111$ and a verbal interpretation of Agree. This means that some of the respondents trust influencers in terms of purchasing decisions. Therefore, the result shows that respondents consider influencers' recommendations in short-form videos because of their trustworthiness through perceived authenticity and relatability. Similar to the study by, Ardley et al. (2022), states that the authenticity of influencers in short-form videos is important because it makes their recommendations more reliable. This authenticity is base in three key factors such as trustworthiness, relatability, transparency, and expertise. The trustworthiness of the influencers is established by the values of the brand and the influencer that are closely aligned, because of this it ensures that the endorsement does not appear fake. The relatability was achieved by the influencer through frequent interactions with the followers, and building a personal connection with them. The transparency of influencers is important because they are expected to be open about their paid connections to the sponsors, which helps to build trust in their audience. Lastly, influencers should be expert in endorsing products because it leads to high recommendations to their followers. Additionally, according to the study by Zhang et al. (2024), the authenticity of the influencers in short-form videos enhances the reliability of their recommendations. The researchers examine the factors of vividness and sociability of short-form video content, together with influencers' credibility, attractiveness, and para-social interactions. The result shows that personal connection with influencers significantly influences viewers' trust in their endorsements. Moreover, the self-presentation of an influencer boosts their authenticity to short-form videos which leads to enhancing their recommendations.

The mean assessment of factors that affect purchasing decisions in terms of bandwagon perception content in short-form videos. Initially, the statement or indicator that has the highest value of weighted mean is "I am encouraged to follow trending products in short-form videos" with $\bar{x}=3.087$ and a verbal interpretation of Agree which means that most of the respondents think that trending products in short-form videos make them encourage to the purchase product. On the contrary, the statement or indicator that has the lowest value or weighted mean is "I tend to buy products in short-form videos to feel a sense of belongingness" with $\bar{x}=2.947$ and a verbal interpretation of Agree. This means that some of the respondents tend to purchase products when they feel belonging. Therefore, the result shows that respondents are mostly engaging with trending products, combined with social proof such as likes and shares that leads them to adopt trends to fit in and not miss out, thus shaping their purchasing decision. Similarly, the study by Jain (2023), states that in short-form video advertising, many users are following trending products because of the bandwagon effect by leveraging social influence and showcasing popularity among others. For instance, the Coca-Cola campaign features famous and popular celebrities who enjoy drinking Coca-Cola products, making the trend seem to be irresistible and the feeling of inviting people to join the "cool crowd". In essence, it creates a sense of urgency and credibility that leads to engaging with the trending product to fit in and avoid the fear of missing out. Additionally, the study by Schwarz (2023), states that the bandwagon effect significantly influences consumer behavior, especially when the product showcases different cognitive biases like other customer confirmation, affinity biases, and the impact of powerful proof.

Table 3 Level of Agreement Towards the Emotional Response to Factors of Short- Form Video

Trust	Mean	Interpretation
I think short-form video content is reliable.	3.173	Agree
I think short-form video content is trustworthy.	3.077	Agree
I have confidence in purchasing products in short-form video content.	3.091	Agree
Short-form video content is credible	3.096	Agree
Short-form video content provides honest information.	3.024	Agree
GENERAL WEIGHTED MEAN	3.092	Agree
Satisfaction	Frequency	Percentage
Short-form video provides a comfortable purchasing experience.	3.226	Agree
I feel delightful when watching short-form videos.	3.284	Agree
My expectations are met when I purchase products on short-form video.	3.096	Agree
I feel satisfied when i purchase products on short-form video.	3.159	Agree
I have good experience in purchasing products in short- form videos.	3.202	Agree
GENERAL WEIGHTED MEAN	3.193	Agree
Perceived Value	Frequency	Percentage
I think short-form video content offers a reliable product recommendation.	3.245	Agree
I think a short-form video is useful.	3.284	Agree
I think short-form video content is valuable.	3.298	Agree
I think short-form video is beneficial.	3.289	Agree
I think the quality of the short video content is important.	3.365	Agree
GENERAL WEIGHTED MEAN	3.296	Agree
Pleasure	Frequency	Percentage
I purchased the product on short-form video because it brings a sense of pleasure.	3.135	Agree
I am happy watching short-form video content.	3.226	Agree
I feel short-form video content provides enjoyment.	3.139	Agree
I believe that short-form video helps me relax	3.264	Agree
I believe short-form video content is very appealing.	3.111	Agree
GENERAL WEIGHTED MEAN	3.175	Agree

The respondents' mean assessment of emotional response to short-form video, the indicator has the highest value of the weighted mean is "Short-form video content is reliable" with $x=3.173$ and verbal the interpretation is Agree which means that the emotional response is convincing or trustworthy to short-form videos. On the contrary, the statement or indicator that has the lowest value weighted mean is "short-form video content provides honest information" with $x=3.024$ and the verbal interpretation is Agree. This means that some of the respondents or customers are saying that short-form video content provides honest information. Therefore, the result shows that brevity and the concise use of words in short-form videos make them more authentic and credible to the respondents. Similarly, to the study Wang (2023), states that short-form video advertising is effective, especially in developing customer trust through emotional engagement. The study explains that by focusing on professionalism, product engagement, and content interactivity, viewers are more likely to catch their attention to short-form videos and generate emotional responses such as arousal. The researcher also added that high- quality short-form video by professional teams increases the desire of the audience to purchase products through positive emotional experiences. Additionally, the study by Gao et al. (2021), states that the stimuli of consumer inspiration such as content richness, reliability, vividness, and emotional engagement in short-form video advertising can help to boost customer attention, trust, and responsiveness to ads. The study also suggests that personal involvement in short-form video content could strengthen customer relationships

with the brand, making the short-form video content a more dependable medium for customer engagement and inspiration.

The respondents' mean assessment of emotional response to short-form video, the indicator has the highest value of the weighted mean is "I feel delightful when watching short-form video" with $x=3.284$ and the verbal interpretation is Agree which means that most respondents receive positive experience in short-form video content on contrary, the statement or indicator that has the lowest value weighted mean is "My expectations are met when I purchase products on short-form video" with $x=3.096$ and the evaluation or interpretation is Agree this means that some of the respondents are saying that when they are purchasing product their expectation is fulfilled. Therefore, the result shows that most of the respondents are watching short-form videos to gain positive experience due to the engaging, relatable, and creative content. The study of Kotler and Armstrong (2001); & Mandira et al (2018), highlights that customer satisfaction is described as the emotion resulting from comparing the actual effectiveness of product advertising being consumed and its expected performance which leads to feelings of happiness or unhappiness to someone. According to the study, to measure customer satisfaction is to personally ask customers about how satisfied they are with a certain product or service. The study also supported by Kujur and Singh (2020), states that satisfaction is defined as the assessment of the total purchase and consumption experience of goods or services across an extended time. Based on the findings of their study, it show a positive significant influence of satisfaction in customer referrals, and purchase decisions in short-form videos. Additionally, viewers who watch short-form videos in the morning may experience a boosted feeling of warmth, excitement, and joy which enhances their engagement and satisfaction. This indicates that compelling and well-time posting of short-form videos is important to viewers since they drive a positive and enjoyable experience to them (Dong et al., 2023).

The respondents' mean assessment of emotional response to short-form video, the indicator has the highest value of the weighted mean is "I think the quality of the short-form video content is important" with $x=3.365$ and the verbal interpretation is Agree which means that most of the respondents are convinced that the quality of the short-form video content is important. On the contrary, the statement or indicator that has the lowest value weighted mean is "I think short-form video content offers a reliable product recommendation" with $x=3.245$ this means that some of the respondents are saying that short-form video content must provide a reliable product recommendation. Therefore, the result shows that delivering valuable, relevant information, and maintaining viewers' interest in watching short-form video content is relevant in enhancing viewers' engagement. According to the study by Shi et al. (2023), the quality of short-form videos such as information quality, service quality, and system quality are the key factors that impact viewers' willingness to watch and share marketing information. The use of high-quality video content could improve the perceived control and emotional satisfaction of the viewers. This study is also supported by Dong and Xie (2024), who state that the quality of short-form video content such as TikTok could influence viewers' motivation and well-being by providing emotional satisfaction, reducing stress, and fostering social engagement which helps to build relationship maintenance.

The respondents' mean assessment of emotional response to short-form video, the indicator has the highest value of weighted mean is "I am happy watching short-form video content" with $x=3.346$ and the interpretation shows that most of the respondents are more convenient when they are watching short-form videos. On the contrary, the statement or indicator that has the lowest value weighted mean is "I feel short-form video content provides enjoyment" with $x=3.303$ this means that some of the respondents are comfortable while watching short-form video content. On the contrary, the next statement or indicator also got the lowest value weighted mean is "I believe that short-form videos help me relax" with $x=3.303$ which means that some of the respondents are relaxed when watching short-form videos. Therefore, the result shows that most of the respondents perceived short-form videos as engaging, relaxing, and entertaining. Pleasure is determined by how much a customer likes or dislikes a product as it is portrayed in an advertisement. The study by Lu and Zheng (2023), states that pleasure has a positive influence on purchasing decisions. When customers experience positive

emotions or are in a good mood, they are more likely to act impulsively to reward themselves generously in the process of purchasing decisions. Hence, these positive emotions such as happiness and satisfaction can greatly increase the sense of pleasure which is the major influence on customer impulsive buying behavior.

Table 4: Level of Agreement of Respondents' Purchasing Decision in Short-Form Videos

Purchasing Decision	Mean	Interpretation
I am satisfied with the products I purchase on short-form video platforms.	3.236	Agree
I purchase products in short-form videos because it is convenient.	3.269	Agree
I often consider purchasing products in short-form platforms.	3.192	Agree
I think short-form video platforms are a good place to purchase a product.	3.250	Agree
My willingness to purchase products in short-form videos is high.	3.164	Agree
GENERAL WEIGHTED MEAN	3.222	Agree

The respondents' mean assessment of emotional response to short-form video, the indicator that has the highest value of the weighted mean is "I purchase products in short-form videos because it is convenient" with $x=3.269$ and the interpretation shows that most of the respondents valued the short-form video platform as efficient and easy to use, which made them satisfied with their shopping experience. On the contrary, the statement or indicator that has the lowest value weighted mean is "My willingness to purchase products in short-form videos is high" with $x=3.164$ means that respondents' willingness to purchase short-form videos is relatively moderate even if they find short-form videos engaging and appealing for product search. Therefore, the result shows that respondents are considered short-form videos because they offer a convenient process for purchasing products. Similarly, the study by Dou et al. (2023), states that because of the emerging development of the internet and the rise of mobile short-form videos, made online video advertising highly effective. The studies show that online engagement in short-form videos offers attraction to consumers and increases the likelihood of purchasing products. The repeated exposure of the customer to the same advertisement leaves them with a lasting impression which increases the chance of purchase. Additionally, the study by Gao et al. (2022), states the primary reason why consumers are impulsive to purchase short-form videos is because of a strong sense of social and physical presence created by the videos.

Table 5.1 Significant Relationship of Factors of Short-Form Video and Purchasing Decision

		Standardized Coefficient	t	Sig.	Findings	Decision
Variable Used		Beta				
Informativeness Content	Purchasing Decision	0.125	2.342	0.02	Significant	Reject Ho
Entertainment Content	Purchasing Decision	-0.042	0.693	0.489	Insignificant	Failed to Reject Ho
Price Discount Content	Purchasing Decision	0.325	5.34	0	Significant	Reject Ho
Influencers Content	Purchasing Decision	0.217	3.606	0	Significant	Reject Ho
Bandwagon Perception Content	Purchasing Decision	0.363	6.675	0	Significant	Reject Ho

By using Multiple Regression Analysis Table 5.1 shows the different factors affecting purchasing decisions in short-form videos. For the factors affecting purchasing decisions, Informative content ($B = 0.122$, $p = 0.02$),

influencers' content ($B = 0.288$, $p < 0.001$), price discount content ($B = 0.199$, $p < 0.001$), and bandwagon perception content ($B = 0.276$, $p < 0.001$) are significant predictors, leading to the rejection of the null hypothesis (H_0). This means that these factors positively influence purchasing decisions. However, entertainment content ($B = -0.041$, $p = 0.489$) is not significant, and the null hypothesis is not rejected, indicating that entertainment content does not have a significant effect on purchasing decisions. Based on the findings above informativeness content is positively significant to purchasing decisions similar to the study by Tuan et al. (2023), and Lee et al. (2018), customers generally consider informative content when purchasing products online because they want to have better understanding of the quality features of products compared to one another. Also, using informative content can positively affect the acceptance of the customer in watching the short-form video advertisement. Price discount content is positively significant to the purchasing decision similar to the study of Lu and Zheng (2023), and Duo et al. (2023) that price discounts are being promoted to short-form videos to stimulate customer buying behavior. It argues that as customers encounter price discounts they believe that they need to take the opportunity of the product as it may not be lower price in the future. Influencers are positively significant to the purchasing decision similar to the study of Duo et al. (2019), customers are willing to buy a product on online advertising when they find the influencers appealing to them which is associated with the product and storyline. Bandwagon perception is positively significant to purchasing decisions similar to the study of Eunjo et al. (2022), which states that the bandwagon effect is the reason why some customers purchase a product on an online platform because they want to feel a sense of belonging to a certain group.

Table 5.2 Significant Relationship of Factors of Short-Form Video and Emotional Response

Factor Of Short- Form Video	Emotional Response	Standardize d Coefficientt (Beta)		Sig.	Findings	Decision
Informativeness Content	Trust	-.153	- 1.457	.155	Insignificant	Failed to Reject H_0
	Satisfaction	.481	3.449	.001	Significant	Reject H_0
	Perceived Value	.176	1.407	.161	Insignificant	Failed to Reject H_0
	Pleasure	.127	1.171	.243	Insignificant	Failed to Reject H_0
Entertainment Content	Trust	-.203	- 1.983	.049	Significant	Reject H_0
	Satisfaction	.340	2.549	.012	Significant	Reject H_0
	Perceived Value	.377	3.155	.002	Significant	Reject H_0
	Pleasure	.150	1.448	.149	Insignificant	Failed to Reject H_0
Price Discount Content	Trust	-.064	-.739	.461	Insignificant	Failed to Reject H_0
	Satisfaction	.429	3.815	.000	Significant	Reject H_0
	Perceived Value	.387	3.837	.000	Significant	Reject H_0
	Pleasure	.050	.572	.568	Insignificant	Failed to Reject H_0
	Trust	-.226	2.675	.008	Significant	Reject H_0
	Satisfaction	.339	3.082	.002	Significant	Reject H_0
Influencers Content	Perceived Value	.184	1.860	.064	Insignificant	Failed to Reject H_0

	Pleasure	.092	1.078	.282	Insignificant	Failed to Reject Ho
Bandwagon Perception	Trust	-.222	2.600	.010	Significant	Reject Ho
	Satisfaction	.366	3.282	.001	Significant	Reject Ho
	Perceived Value	.159	1.593	.113	Insignificant	Failed to Reject Ho
	Pleasure	.084	0.975	.331	Insignificant	Failed to Reject Ho

The highly significant relationship between informative content in short-form video and emotional response only in terms of satisfaction, with a standardized coefficient (Beta) of 0.481, a t-value of 3.449, and a significance value (Sig.) of 0.001. This indicates that satisfaction significantly and positively impacts the Informative content, leading to the rejection of the null hypothesis. On the other hand, pleasure has the lowest significance with a standardized coefficient (Beta) of 0.127, a t-value of 1.171, and a significance value (Sig.) of 0.243. This indicates that pleasure has an insignificant impact on the informative content, which means failure to reject the null hypothesis. This result is supported by the study by Hanaysha (2022), which states that informativeness is described as the capability of promotional content to provide essential information and messages that improve brand perception. Moreover, the study states that marketers must develop promotional content that contains informativeness, which assesses the persuasion in influencing consumer attitudes and emotions. Likewise, consumers are more likely to be satisfied with informational content posted on social media platforms and traditional advertisements, particularly regarding provided reviews. Similar to the study of Bilgin and Kethuda (2022), which reveals informative content has a positive impact on brand trust, an essential tool for marketing elements that have a significant effect on influencing consumer buying behavior. Also, Chen & Shupe (2019); and Gao et al. (2021), found that the richness of informative content can influence the emotional attitude (satisfaction) of consumers to the product at large.

The highly significant relationship between informative content in short-form video and emotional response only in terms of satisfaction, with a standardized coefficient (Beta) of 0.481, a t-value of 3.449, and a significance value (Sig.) of 0.001. This indicates that satisfaction significantly and positively impacts the Informative content, leading to the rejection of the null hypothesis. On the other hand, pleasure has the lowest significance with a standardized coefficient (Beta) of 0.127, a t-value of 1.171, and a significance value (Sig.) of 0.243. This indicates that pleasure has an insignificant impact on the informative content, which means failure to reject the null hypothesis. This result is supported by the study by Hanaysha (2022), which states that informativeness is described as the capability of promotional content to provide essential information and messages that improve brand perception. Moreover, the study states that marketers must develop promotional content that contains informativeness, which assesses the persuasion in influencing consumer attitudes and emotions. Likewise, consumers are more likely to be satisfied with informational content posted on social media platforms and traditional advertisements, particularly regarding provided reviews. Similar to the study of Bilgin and Kethuda (2022), which reveals informative content has a positive impact on brand trust, an essential tool for marketing elements that have a significant effect on influencing consumer buying behavior. Also, Chen & Shupe (2019); and Gao et al. (2021), found that the richness of informative content can influence the emotional attitude (satisfaction) of consumers to the product at large.

The highly significant relationship between price discount content in short-form video and emotional response in terms of satisfaction with a standardized coefficient (Beta) of 0.429, a t-value of 3.815, and a significance (Sig.) of 0.000, indicating a positive impact on the price discount and leading to the rejection of the null hypothesis. On the other hand, pleasure has the lowest significance with a standardized coefficient (Beta) of 0.50, a t-value of .572, and a significance value (Sig.) of 0.568. This indicates that pleasure has an insignificant impact on the price discount content, which means failure to reject the null hypothesis. This result is supported by the study

by Lu and Zheng (2023), that price discount within short-form video is a promotional strategy that is used to influence consumers' emotional perceptions of the product being promoted, thereby helping to increase sales effectively. The study states that reducing or cutting the price of products that consumers are willing to pay during a purchase decision improves customer experience which heightened emotional responses such as pleasure and satisfaction that alleviates anxiety and stress. Moreover, the promotional strategy of price discount can encourage new customers who may be uncertain of the product and services being offered, as a result, this strategy helps to develop trust in the promotional campaign and the company. Additionally, in the study of Mandira et al. (2018), the price variable has a positive significant impact on customer satisfaction and their study recommends the price discount strategy should be used by the companies in their promotional strategy to increase customer loyalty.

The highly significant relationship between influencers content in short-form video and emotional response in terms of satisfaction with a standardized coefficient (Beta) of 0.339, a t-value of 3.082, and a significance (Sig.) of 0.002, indicating a positive impact on the dependent variable, leading to the rejection of the null hypothesis. On the other hand, pleasure has the lowest significance with a standardized coefficient (Beta) of 0.092, a t-value of 1.078, and a significance value (Sig.) of 0.282. This indicates that pleasure has an insignificant impact on the entertainment content, which means failure to reject the null hypothesis. This result is supported by the study by TR et al. (2022), that social media influencers are active in participating in social media and enjoy following specific trends or topics and providing their followers with the latest information. By nature, influencers exert unequal influence on people's decision-making process and they are today's opinion leaders. Furthermore, non-traditional influencers and their deep connectedness lead to higher purchasing decisions from the products they endorse, since consumers are satisfied with their personality and try to imitate them. Additionally, the study conducted by Linina et al. (2022), which focuses on investigating the understanding of customer satisfaction and the digital content creator on social media sites shows that there is a higher significant relationship with satisfaction.

The variable with higher significant relationship between bandwagon perception content in short-form video and emotional response is satisfaction with a standardized coefficient (Beta) of 0.366, a t-value of 3.282, and a significance (Sig.) of 0.001, indicating a positive impact on the dependent variable and leading to the rejection of the null hypothesis. On the other hand, pleasure has the lowest significance with a standardized coefficient (Beta) of 0.084, a t-value of .975, and a significance value (Sig.) of 0.331. This indicates that pleasure has an insignificant impact on the price discount content, which means failure to reject the null hypothesis. This result is supported by the study by Sundar et al. (2008); & Kwek et al. (2020), bandwagon perception is of many heuristics (mental shortcut). The study states that the bandwagon effect occurs when a person considers that something is attractive or acceptable when there is an extensive number of people agreeing on it, which leads to a quick assessment of the statement without careful consideration of the content. Moreover, the study states that this mental shortcut influences the perceived trustworthiness of online information.

Table 6 Digital Advertising Plan for Targeting Gen Z and Millenials Customers

Activity/ Programs	Initiatives	Marketing Strategies	Person's/Org. Involved	Budget	Timeframe
Target Gen Z Female Customers	Create short- form video content on TikTok leveraging 30-second videos	Engage users with vibrant and captivating short-form videos	Marketing Team, Content Creators	₱50,000	January - March Q1 2025

Boost Gen Z and Millennials Motivation	Develop detailed content, offer discounts, collaborate with influencers	Integrate instructional and entertainment content, partner with authentic influencers, use storytelling to highlight product benefits, engage with user-generated content, utilize seasonal promotions	Marketing Team, Influencers	₱100,000	January – June Q1-Q2 2025
Develop Gen Z and Millennials Trust	Maintain reliability and honesty in content	Create enjoyable content, feature customer testimonials and reviews, and conduct live Q&A sessions to address customer concerns	Marketing Team, Content Creators	₱30,000	Ongoing
Improve Video Content Quality	Focus on clear, detailed, and engaging content, highlight the convenience of online shopping	Ensure content is user-friendly and informative, use high-quality visuals and audio, conduct A/B testing to optimize content performance	Marketing Team, Content Creators	₱40,000	April – September Q2-Q3 2025
Build Gen Z and Millennials Satisfaction	Create informative and entertaining content, use discount price content	Leverage influencer content, employ bandwagon perception to boost trust and satisfaction, and offer personalized discounts based on customer behavior	Marketing Team, Influencers	₱60,000	July - December Q3-Q4 2025

The digital advertising plan approach that aims to maximize engagement among female Gen Z by using the platform called TikTok. Our first digital advertising plan is used to target Gen Z female customers by focusing on making short-form video content that was posted on TikTok and we use video content that ranges up to 30 seconds long to capture the attention and engage the audience. The digital advertising plan involves vibrant, captivating short-form videos that resonate with the preferences and behaviors of Gen Z females. The marketing team and content creators are responsible for developing and executing this initiative, with an allocated budget of 50,000 pesos for the campaign that is scheduled to run from January until March (Q1 2025). Based on the study by Global WebIndex (2024), TikTok is extremely prevalent among Gen Z, with a significant female user base. This suggests that the platform places a strong emphasis on short, interesting videos that suit this consumer group's consumption preferences. Additionally, research from HubSpot (2024), shows that video content- especially short-form video is highly effective at capturing the attention of younger audiences. Short, eye-catching videos are more likely to be shared and viewed compared to longer content. Furthermore, the

study by Statistica (2024) reports, that spending money on social media advertising, especially on platforms such as TikTok, can have a high return on investment (ROI).

The digital advertising plan for boosting Gen Z and Millennials' motivation. The digital advertising campaign initiatives include elements that help to develop detailed and engaging content, by offering attractive price discounts and collaborating with influencers to enhance and reach the authenticity of the short-form video. The marketing strategies for this activity may use storytelling techniques to highlight the benefits of the product and establish a connection with Gen Z and Millennials, also by integrating educational and entertaining content helps to generate and sustain the interest of the target audience, and connecting with influencers can help also to connect in the preference of the target audience, and by utilizing user-generated content the marketing campaign can gain a sense of involvement with the community. The people involved in this activity are authentic influencers and the marketing staff carrying out the plans and objectives mentioned. The campaign is expected to run from January to June (Q1-Q2 2025), with a budget of ₱100,000. According to the study by Becker (2023), understanding the unique preferences and behaviors of Gen Z and Millennials is crucial for successful digital advertising campaigns. These campaigns should align with relevant and interesting content. According to Panel (2024), it is important to update the marketing tactics based on the desire of Gen Z, including partnerships with influencers, user-generated content, and social media storytelling. These components are crucial to our proposed plan because they ensure relevant elements of effective short-form video content.

The digital advertising plan that aims to foster trust among Gen Z and Millennials. This plan is focused on upholding the reliability and honesty of short-form video content in developing value for the consumer group. The important initiatives for this plan involve producing entertaining and delightful content material that appeals to younger audiences and also featuring customer testimonials to establish trustworthiness. Also conducting Q&A sessions can help to address the group's concerns which builds transparency. The plan includes collaborating with marketing members and content creators with a budget of ₱30,000 which helps to ensure effective implementation. The frame for this digital campaign is ongoing to show dedication and commitment to developing trust in the target audience. According to the study by Barbara (2025), it shows the critical importance of creating content that resonates with the emotions of Gen Z and Millennials. It highlights the need for elements such as authenticity and transparency attributes of social media content. By focusing on this attribute it produces a genuine and relatable content that builds trust among Gen Z and Millennials. Similar to the study by Zmora (2024), highlighting the significance of authenticity and the diverse voices of Gen Z and Millennials in developing a digital advertising campaign plan. To create a campaign that helps to resonate with Gen Z and Millennials, they should also be involved in a marketing campaign in which understanding their viewpoint is relevant by conducting sessions such as Q&A or encouraging them to make reviews.

The digital advertising plan that aims to improve the quality of the video content to engage and inform the Gen Z and Millennials target audience. The initiatives for this activity involve focusing on clear, detailed and user-friendly informative content, high-quality content, and audiovisuals that enhance the user experience, performance, and effectiveness of the content. To deliver the advertising plan people who are involved in executing the activity are the marketing team and content creator with an allocated budget of ₱40,000 and was run from April to September, covering Q2 and Q3 of 2025. The study by Zmora (2024) tells about the rise of marketing in affecting Gen Z's and Millennials purchasing decisions. It focuses on the importance of brands, the authenticity of their digital campaigns, and the appeal of demographic profiles. Moreover, the researchers state that it is relevant to focus more on showcasing audiovisual content to enhance the audience experience of watching the content, which is the crucial element of an advertising plan. Additionally, Barbara's (2025) research, interacting with Gen Z and Millennials requires a deeper understanding of their digital preferences. Many marketers need to engage with them by providing content that is user-friendly and informative.

The digital advertising plan that aims to improve the quality of the short-form video content and build satisfaction which focuses on helping the brand to engage with its target audience especially Gen Z and Millennials. The initiatives for this digital advertising plan focus on creating informative and entertaining content, and the use of discount price content to attract price-sensitive consumers. The marketing strategies for this

advertising activity involve leveraging influencers' content, employing bandwagon perception to boost trust, and satisfaction and also, and offering a personalized price discount base to influence the group's buying behaviors. The people involved in this digital advertising plan are the marketing team and influencers with a budget of ₱60,000 and it was implemented from July to December (Q3-Q4 2025). According to the study by Chaves (2024), about the short-form video strategy and tips for marketers, the research highlighted the 3 elements for creating engaging video content that resonates with the target audience. The first element of the content is it should gain strong hooks to the target audience, capturing their attention within a few seconds. The second element is showcasing the product quickly which is important in the video to highlight the essential features and benefits of the product. Lastly, incorporated trends in the video such as trending sounds and effects so that the content was seen as more relatable and shareable to the target audience. Additionally, in the study by Williams (2024), about marketing to Millennials and Gen Z, the author highlights the three attributes of effective marketing content that help to connect with the target audience. The first attribute is authentic content which means the real stories that the characters or the actor are showcasing, the authenticity in terms of behind the scenes, and the honesty of the testimonials in the content which helps to enhance the trustworthiness. The second attribute is personalization which means that the content must meet the audience's preferences to deliver a customer-base experience. Lastly, social media engagement means that the content activity of a marketer should be posted on a platform that gains more engagement such as Instagram, TikTok, and Facebook reels to build more and foster community.

4. CONCLUSION

1. Demographic Profile of the respondents

Age: 18-43 Years Old

Gender: Majority is female

Primary platform: TikTok Prefer

Duration: 30 Seconds

Exposure: More than 2 hours

2. Level of agreement of factors of short-form video towards a purchasing decision.

Gen Z and Millennials consider informational content that helps them to understand product attributes which an essential factor in motivating purchasing decisions. Entertainment content in the short-form videos provides enjoyment to Gen Z and Millennials during their relaxation. The most influential factor for Gen Z and Millennials stems from being able to provide savings from price discounts, making them important factors in purchasing decisions. While Gen Z and Millennials generally trust influencers, they continue to consider the authenticity of the influencers' content, making their recommendation reliable, which is critical for influencing purchasing decisions. Even if social belonging and bandwagon perception could influence purchasing decisions, the immediate attractiveness of trending products in short-form videos is a more powerful motivator for Gen Z and Millennials.

3. Level of agreement of emotional response to factors of short-form videos

Gen Z and Millennials perceive short-form video content as reliable, which influences their trust and confidence. The primary emotional response by Gen Z and Millennials is satisfaction and enjoyment with short-form videos. Gen Z and Millennials highly value the quality of content in short-form video. In terms of pleasure, emotional response by Gen Z and Millennials is happiness.

4. The most significant factor of purchasing that offers satisfaction to Gen Z and Millennials is the convenience of short-form video in online shopping.

5. By using Multiple Regression analysis, factors such as informative content, influencers' content, price discounts, and bandwagon perception have positive significance in purchasing decisions in short-form

videos. In terms of emotional response, satisfaction is the most significant influence on different short-form video content, significantly impacting informative content, entertainment content, price discounts content, influencers content, and bandwagon perception content. In terms of perceived value and trust, they significantly influence entertainment content and price discount content.

6. Our digital advertising plan involves factors that help businesses to strategically engage with Gen Z and Millennials. It involves initiatives that use to leverage the short-form video to connect with these consumer groups, by using the TikTok platform. The content used by a marketer may involve offering an attractive stimulus activity through price discounts, collaboration with influencers, and creating short-form video content that is authentic and engaging to the target audience. Each campaign may potentially influence the emotional response of Gen Z and Millennials such as trust, satisfaction, perceived value and pleasure. To implement these digital advertising plans the researchers designed specific objectives, people who are involved during the activity, budgets, and timelines to effectively maximize the effectiveness of the campaign.

5. RECOMMENDATIONS

1. Businesses may potentially target Gen Z female customers aged 18 to 23 years old, college undergraduate students, with monthly incomes of ₱10, 957 - ₱21, 194. They should post short-form video content on TikTok since it is the primary platform for short-form videos used by Gen Z. Additionally, content providers leverage the maximum duration of short-form videos at 30 seconds since it effectively captures users' attention, leading them to watch up to more than 2 hours.
2. To boost Gen Z and Millennials' motivation to purchase, businesses may focus on developing detailed content that provides clear information highlighting the key attributes of the product or service offering. They may also explore ways how to integrate instruction-informational content more effectively while using entertainment content to increase engagement and relaxation to customers which helps to support brand loyalty and brand retention.
3. To develop Gen Z and Millennials' trust and confidence, businesses may continue to focus on maintaining and improving the reliability of short-form video content while prioritizing honesty for credibility. Create content that shows enjoyment, since these are the key drivers of engagement. Businesses may consistently meet or exceed Gen Z and Millennials' expectations to enhance their purchasing experience and maintain high-quality standards of content to retain interest.
4. Businesses may continue to enhance the quality of their short-form video content, focusing on clear, detailed, and engaging product information while emphasizing the convenience of online shopping through short-form videos to make the process seamless and user-friendly.
5. Future researchers may examine other factors of short-form videos, such as vividness, background music, copywriter content, and subtitles.
6. They may explore how Artificial Intelligence influences the creation of short form videos.

6. REFERENCES

1. Ardley, B., Craig, C., Hunt, A., & May, C. (2022). Product endorsements on Instagram: Consumer perceptions of influencer authenticity. *Open Journal of Business and Management*, 10(03), 1196–1214. <https://doi.org/10.4236/ojbm.2022.103065>.
2. Barbara (2025). How to engage millennials and Gen Z when advertising. <https://info.mssmedia.com/blog/millennials-generation-z/how-to-engage-millennials-and-gen-z?form=MG0AV3>.
3. Becker, H. (2023, March 21). Marketing to Gen Z vs. Millennials — Becker Digital. Becker Digital. <https://www.becker-digital.com/blog/marketing-genz-millennials?form=MG0AV3>.
4. Bilgin, Yusuf & Kethüda, Önder. (2022). Charity Social Media Marketing and Its Influence on Charity Brand Image, Brand Trust, and Donation Intention. *VOLUNTAS: International Journal of* 10.1007/s11266-021-

5. Caparas, J. (2024, August 20). Top 10 social media platforms in the Philippines. Spiralytics Philippines. <https://spiralytics.com.ph/blog/top-social-media-platforms-in-the-philippines>.
6. Chaves, L. (2024, August 1). Short Form Video Strategy & Tips for Marketers (2024). Vidico. <https://vidico.com/news/short-form-video-strategy/?form=MG0AV3SpiralyticsPhilippines>.
<https://spiralytics.com.ph/blog/top-social-media-platforms-in-the-philippines/>
7. Chen Lou & Shupey Yuan (2019) Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media, *Journal of Interactive Advertising*, 19:1, 58-73, DOI: 10.1080/15252019.2018.1533501nes.Chaves,
8. L. (2024, August 1). Short Form Video Strategy & Tips for Marketers (2024). Vidico. <https://vidico.com/news/short-form-video-strategy/?form=MG0AV3SpiralyticsPhilippines>.
<https://spiralytics.com.ph/blog/top-social-media-platforms-in-the-philippines/>
9. Dong, X., Liu, H., Xi, N., Liao, J., & Yang, Z. (2023). Short video marketing: what, when and how short-branded videos facilitate consumer engagement [Journal-article]. *Internet Research*.
<https://doi.org/10.1108/INTR-02-2022-0121>.
10. Dong, Z., & Xie, T. (2024). Why do people love short-form videos? The motivations for using Chinese TikTok (Douyin) and implications for well-being. *Current Psychology*, 43(26), 22283–22296.
<https://doi.org/10.1007/s12144-024-05927-4>.
11. Dou, Z., 1, Zhang, Y., 2, The Media School, Indiana University Bloomington, Bloomington, USA, & Rosedale Global High School, Jinan, China. (n.d.). The Influence of Short Video.
12. Advertisements on Consumers' Purchase Intention. In *Journal of Education, Humanities and Social Sciences MAMEE 2023: Vol. Volume 13* (pp. 269–270).
13. Essel, H. B., Vlachopoulos, D., Tachie-Menson, A., Nimo Nunoo, F. K., & Johnson, E. E. (2022, April 4). Nomophobia among Preservice Teachers: a descriptive correlational study at Ghanaian Colleges of Education - Education and Information Technologies. SpringerLink. Retrieved December 10, 2022, from <https://link.springer.com/article/10.1007/s10639-022-11023-6>.
14. Essel, H. B., Vlachopoulos, D., Tachie-Menson, A., Nimo Nunoo, F. K., & Johnson, E. E. (2022, April 4). Nomophobia among Preservice Teachers: a descriptive correlational study at Ghanaian Colleges of Education - Education and Information Technologies. SpringerLink. Retrieved December 10, 2022, from <https://link.springer.com/article/10.1007/s10639-022-11023-6>.
15. Firework. (2024). <https://firework.com/blog/short-form-video-statistics>.
16. Gao, D. (2018). Research on the influencing factors of customer's purchase intention in the context of content marketing. In Zhejiang Gongshang University, Zhejiang Gongshang University [Journal-article].
17. Gao, P., Jiang, H., Xie, Y., & Cheng, Y. (2021). The Triggering Mechanism of Short Video Customer Inspiration – Qualitative Analysis Based on the Repertory Grid Technique. *Front. Psychol.* Available online: 10.3389/fpsyg.2021.791567.
18. Gao, P., Zeng, Y., & Cheng, Y. (2022). The Formation Mechanism of Impulse Buying in Short Video Scenario: Perspectives from Presence and Customer Inspiration. *Frontiers in Psychology*, 13.
<https://doi.org/10.3389/fpsyg.2022.870635>.
19. Global Social Media Statistics — DataReportal – Global Digital Insights. (2025). DataReportal – Global Digital Insights. <https://datareportal.com/social-media-users>
20. GlobalWebIndex. (2024). Understanding Gen Z in Asia: Trends and Insights. Retrieved from <https://www.gwi.com/blog/gen-z-asia>.
21. Hanaysha, Jalal. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information* 10.1016/j.jjime.2022.100102.

23. Hayes, A. (2024, February 23). How stratified random sampling works, with examples. Investopedia. <https://www.investopedia.com/terms/stratified_random_sampling.asp#:~:text=The%20main%20advantage%20of%20stratified,proportional%20to%20the%20overall%20population.
24. HubSpot. (2024). Video Marketing Statistics: The Complete List. Retrieved from <https://blog.hubspot.com/marketing/video-marketing-statistics>.
25. Jain, A. (2023, October 25). The Power of Bandwagon Advertising: How to Use social proof to Drive Sales in 2023 | SpotSAAS blog. spotSaaS Blog. <https://www.spotsaas.com/blog/bandwagon-advertising-in-2023/?form=MG0AV3>.
26. Jiang Y, Lee H-T and Li W (2024) The effects of live streamer's expertise and entertainment on the viewers' purchase and follow intentions. *Front. Psychol.* 15:1383736. doi: 10.3389/fpsyg.2024.1383736.
27. Jingnan, Z. (2023d, November 6). The effects of short video marketing on consumer's purchase intention - a case of Florasis Corporation, Ltd. <https://so01.tci-thaijo.org/index.php/WPSMS/article/view/266999>.
28. Juntilla, B., & Geronimo, R. (2024, August 20). The cost of social media advertising in the Philippines. *Spiralytics*. <https://www.spiralytics.com/blog/the-cost-of-social-media-advertising-in-the-philippines/>
29. Kotler, P. & Armstrong, G. (2001). *Principles of marketing* (9th ed.). New Jersey: PrenticeHall Inc.
30. Kwek, Choon & Lei, Bi & Leong, Lai & Saggayam, Michelle & Peh, Ying. (2020). The Impacts of Online Comments and Bandwagon Effect on the Perceived Credibility of the Information in Social Commerce: The Moderating Role of Perceived Acceptance. 10.2991/aebmr.k.200626.076.
31. Kujur, Fedric & Singh, Saumya. (2020). Visual Communication and Consumer-Brand Relationship on Social Networking Sites - Uses & Gratifications Theory Perspective. *Journal of theoretical and applied electronic commerce research*. 15. 10.4067/S0718 18762020000100104.
32. Lee, Dokyun & Hosanagar, Kartik & Nair, Harikesh. (2018). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. *Management Science*. 64. 10.1287/mnsc.2017.2902.
33. Li, J. (2023). A STUDY OF THE FACTORS INFLUENCING CONSUMER SATISFACTION ON THE LIVE-STREAMING BANDWAGON MARKETING MODEL FOR SPECIALTY AGRICULTURAL PRODUCTS. In GRADUATE SCHOOL OF BUSINESS SIAM UNIVERSITY.
34. Linina, I.; Vevere, V.; Zvirgzdina, R. (2022). Evaluation of the use of influencers for the development of consumer satisfaction in the Baltic consumer goods market. En 4th International Conference on Advanced Research Methods and Analytics (CARMA 2022).
35. Editorial Universitat Politècnica de València. 129-137. <https://doi.org/10.4995/CARMA2022.2022.15071>.
36. Lu, H., & Zheng, Y. (2023b). An analysis of how video advertising factors influence consumers' impulse purchase intentions — In the context of short-form video. *LUP Student Papers*. <https://lup.lub.lu.se/student-papers/search/publication/9130234>.
37. Mandira, Dara & Suliyanto, Suliyanto & Tri Nawarini, Alisa. (2018). The Influence Customer Trust, Service Quality, and Perceived Price on Customer Satisfaction and Customer Loyalty. 10.32424/jorim.v1i1.16.
38. Munoz, Tamara B., (2022) "TikTok's influence on Generation Z's Buying Habits and Behavior". *Global Strategic Communications Student Work*. 10. <https://digitalcommons.fiu.edu/gsc/10>
39. Najib, Nik & Kasuma, Jati & Haji Bibi, Zainon. (2016). Relationship and Effect of Entertainment, Informativeness, Credibility, Personalization and Irritation of Generation Y's Attitudes towards SMS Advertising. *BE-ci 2016 International Conference on Business and Economics*. 213-224. 10.15405/epsbs.2016.11.02.20.
40. Panel, E. (2024, August 13). How to refresh 17 Tried-And-True Marketing Strategies for Gen-Z. *Forbes*. <https://www.forbes.com/councils/forbesagencycouncil/2024/03/11/how-to-refresh-17-tried-and-true-marketing-strategies-for-gen-z/?form=MG0AV3>.
41. Potrel, V. (2021). Five Insights into The Popularity of Short-Form Video Content. *Forbes*. <https://www.forbes.com/councils/forbescommunicationscouncil/2022/09/06/five-insights-into-the-popularity-of-short-form-video-content/?form=MG0AV3>.

42. Radavičienė, I. (2024). Impact of different price discount frames and levels on customer perception and behavioural intention. www.academia.edu.
43. https://www.academia.edu/64435599/Impact_of_different_price_discount_frames_and_levels_on_customer_perception_and_behavioural_intention.
44. Schwarz, D. (2023, December 15). How the bandwagon effect influences consumer decisions - LogRocket Blog. LogRocket Blog. <https://blog.logrocket.com/product-management/bandwagon-effect-definition/>
45. Sedláčková, D. (2024, August 6). TV ADVERTISING IN THE PHILIPPINES: CATCHY SONGS, HUMOUR AND STORIES REFLECTING THE LIVES OF ISLANDERS.
46. ScreenVoice.cz – the Power of Total Video. <https://www.screenvoice.cz/en/news/tv-advertising-in-the-philippines-catchy-songs-humour-and-stories-reflecting-the-lives-of-islanders/>
47. Shekhawat, K., Puri, A., Sharma, N., Wagh, H., Kokatnur, P., & SCHOOL OF MANAGEMENT MIT WORLD PEACE UNIVERSITY PUNE. (2020). A STUDY ON THE IMPACT OF DISCOUNTS ON CONSUMER BUYING BEHAVIOUR [Journal-article].
48. International Journal of Creative Research Thoughts, 8(4), 932–934. <https://ijcrt.org/papers/IJCRT2004117.pdf>
49. Shi, R., Wang, M., Liu, C., & Gull, N. (2023). The Influence of Short Video Platform Characteristics on Users' Willingness to Share Marketing Information: Based on the SOR Model. Sustainability, 15(3), 2448. <https://doi.org/10.3390/su15032448>.
50. TR, Cut & Yunus, Mukhlis & Chan, Syafruddin. (2022). The Effect of Content Marketing and Social Media Influencer on Customer Satisfaction and Their Impact On Online Repurchase Intention During The Covid-19 Pandemic. International Journal of Scientific and Management Research. 05. 156-168. 10.37502/IJSMR.2022.5614.
51. Tuan, Dr & Chan, Le & Tran Ngoc Huy, Dinh & Anh, Nguyen & Giang, Pham & Uyen, Nguyen. (2023). Discussion on Analysis of Effects of Short-Form Video Advertising the Purchase Intention of Gen Z in Vietnam - And Future Research Directions. Journal of Applied Science and Technology. 01-08. 10.38177/ajast.2023.7101.
52. Wang. (2023, August 25). Short video advertising, emotional response and consumer trust: Input to enhance marketing strategies framework. Consortia Academia. <https://consortiacademia.org/10-5861-ijrsm-2023-1096/>
53. Wang, P., Ouyang, M., Yin, L., Ye, C., Wang, W., Yang, X., & Wang, W. (2024b). Gender differences in the relationship between parent-adolescent attachment anxiety and adolescent short-form video addiction: the mediating role of fear of missing out. Current Psychology. <https://doi.org/10.1007/s12144-024-06060-y>
54. Williams, B. (2024b, August 11). Marketing to Millennials and Gen Z: Strategies for success. Insight7 - AI Tool for Interview Analysis & Market Research. <https://insight7.io/marketing-to-millennials-and-gen-z-strategies-for-success/?form=MG0AV3>
55. Xu, S. (2024). Exploring Short-Form Videos Binge-Scrolling Behaviors Among College Students - ProQuest. <https://www.proquest.com/openview/e924bacd42fa7d330576ac1478a298cf/1?pq-origsite=gscholar&cbl=18750&diss=y>.
56. Zhang, N., Ruan, C., & Wang, X. (2024). You recommend, I trust: the interactive self presentation strategies for social media influencers to build authenticity perception in short video scenes. Information Systems Frontiers. <https://doi.org/10.1007/s10796-024>.
57. Zmora, N. (2024, December 20). 2025 and the rise of Gen Z-Powered marketing. Forbes. <https://www.forbes.com/councils/forbescommunicationscouncil/2024/12/20/2025-and-the-rise-of-gen-z-powered-marketing/?form=MG0AV3>.

INFO

Corresponding Author: **Christian Bahatan**, Rizal Technological University, Philippines.

How to cite/reference this article: **Christian Bahatan, Johnsel Barado, Mheil Karl Bataican, Mercy Bolaños, Maria Veronica Tuquero, Christian Paul T. Mendoza, Jayvie O. Guballo** Effectiveness of Short-form Videos in Shaping Gen Z and Millennials' purchasing decision in the Digital Age, *Asian. Jour. Social. Scie. Mgmt. Tech.* 2025; 7(3): 95-115.