

The Effectiveness of Short-Form Video Ads on Purchase Intention and Purchasing Behavior Among Gen Z in The Philippines

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Abstract: Short-form video advertisements have emerged as a transformative tool in digital marketing, leveraging the widespread popularity of platforms like TikTok to captivate younger audiences. As these platforms dominate Gen Z's online experience, brands are increasingly investing in short-form videos to influence consumer behavior and drive purchasing decisions. This study examines the effectiveness of short-form video ads on purchase intention and purchasing behavior among 385 Gen Z respondents in the Philippines. Using descriptive statistics and Pearson's correlation coefficient, the study assessed consumer responses to purchase intention and behavior and explored their relationship. Findings reveal a neutral overall response to short-form video ads, with a significant positive correlation between purchase intention and actual purchasing behavior. While short-form ads effectively capture attention and generate interest, the study highlights the importance of bridging intent and action for greater marketing success. Recommendations include optimizing ad content for authenticity, relevance, and quality to maximize engagement with Gen Z consumers.

Keywords: Short-form video ads, Gen Z consumers, Purchase intention, Purchasing behavior, Philippines

1. Introduction

In recent years, digital marketing has evolved dramatically, with short-form video advertisements emerging as a popular and effective tool for engaging audiences online. Short videos have become a popular form of online communication. As mobile device accessibility expands and network speeds improve, short video platforms like TikTok have gained significant popularity among users (Zhao, 2023). Short video platform generates massive traffic and attracts substantial investment from numerous brands and companies, making it a key arena for marketing and competition among major businesses (Wan, 2024).

The effectiveness of short-form advertisements is increasingly recognized compared to traditional long-form advertisements, as they cater to the declining attention spans of viewers and the rising consumption of mobile content (Wang, 2024). Research conducted by Van et al. (2023) indicates that factors such as informativeness, entertainment value, and social interaction significantly influence the purchase intentions of Generation Z consumers in Vietnam. Similarly, Gao & Wu's (2024) study corroborates this by demonstrating that consumers are more inclined to purchase products that are presented through innovative and high-quality short video content.

The interactive features of short videos not only capture attention but also enhance the likelihood of consumer action, as these advertisements often include calls to action that resonate with viewers (Dou & Yue-ming, 2023). This aligns with findings from (Zhao & Wang, 2020), who explored user attitudes towards health-related advertisements on short-video platforms, revealing that users are more likely to engage with content that feels personalized and relevant to their interests. Short-form video advertisements significantly enhance user engagement and prolong viewing time, which are critical factors in driving commerce among Generation Z consumers in Vietnam (Tuan et al., 2023).

The study highlights that Generation Z consumers are particularly responsive to the entertainment value of advertisements, which aligns with their preference for engaging and visually appealing content (Hermawan et al., 2023). Rizomyliotis (2024) found that short-form video platforms like TikTok play a crucial role in shaping Generation Z's purchasing decisions. In particular, the trustworthiness and entertaining content of TikTok

influencers significantly influence Gen Z's purchase intentions in Singapore's cosmetics market. Yu Yu's (2024) research confirms that the user experience of short video ads enhances flow and immersion, both of which are key to developing positive consumer attitudes and intentions. Additionally, Dwinanda et al., 2022 found that Gen Z respondents perceive TikTok ads as personalized and credible, which fosters positive attitudes toward the advertisements and subsequently enhances their purchase intentions. This is consistent with the study of Areola et al. (2022), which highlights that Gen Z's purchasing decisions are increasingly shaped by psychological factors such as personal values and social norms.

Gen Z, as digital natives, shows a clear preference for mobile-first experiences, emphasizing personalization, speed, and convenience in their engagements with brands and services (Sharma, 2024; Singh, 2023). Natsir et al. found that interactive multimedia learning tools effectively boost Gen Z's digital literacy, which in turn influences their engagement with digital content and brands. This digital literacy is further reflected in their consumption habits, as they tend to favor platforms that offer interactive and engaging content, such as social media and e-commerce sites (Suwana et al., 2020; Wang, 2023). Contemporary digital landscape has seen a surge in the popularity of short videos, which have revolutionized media consumption and interaction (Zeng, 2023).

The purchasing power of Gen Z is considerable, and their preferences are reshaping market dynamics. They are not only consumers but also trendsetters, with their values and behaviors influencing broader market trends (Singh, 2023; Wojdyla, 2024). The rise of social media influencers has significantly impacted Gen Z's purchasing decisions, with many individuals in this cohort relying on influencer recommendations when making choices about products and services (Tian et al., 2023; Ameen, 2023). Similarly, the study by Dong et al. (2023) emphasizes that short videos can enhance emotional arousal and improve communication efficiency, effectively engaging consumers in a manner that traditional advertising often fails to achieve.

The relationship between advertising value and consumer attitudes plays a crucial role in influencing purchase intentions through short-form video ads on social media, highlighting the effectiveness of these platforms in engaging Gen Z consumers (Tuan et al., 2023). Findings which highlight that perceived support and value from online platforms boost purchase decisions among Indonesian Gen Z consumers, indicating that the context in which advertisements are displayed is essential for shaping consumer behavior (Octaviani et al., 2023). Wadi and Nurzaman (2020) note that video content is inherently more shareable, which contributes to its potential for going viral within consumer circles.

The influence of creators in short-form video ads is substantial. Nguyen & Duong (2024) shows that influencers greatly impact Gen Z's purchasing decisions in e-commerce, with trustworthiness and attractiveness playing key roles. This is further supported by the work of (Bezbaruah & Trivedi, 2020), which indicates that branded content videos resonate well with Gen Z, enhancing brand attitudes and purchase intentions. As a result, brands are increasingly investing in short-form video marketing strategies to capitalize on these dynamics, recognizing that user-generated content and creative campaigns can lead to higher engagement rates (Shen, 2023; Xie, 2023).

Given these trends, this study aims to quantitatively assess the impact of short-form video ads on the purchasing behavior of Gen Z consumers in the Philippines. Specifically, it examines how demographic factors influence responses to these ads, analyzes the correlation between ad exposure and purchasing behavior. The specific objectives of this study are as follows:

- To determine the respondent profile according to age and gender.
- To assess the effectiveness of short-form video ads in influencing purchase intention among consumers.
- To analyze the purchasing behavior of Gen Z consumers in response to short-form video ads.
- To examine the relationship between the effectiveness of short-form video ads and the purchasing behavior of Gen Z consumers.

The findings of this study are intended to provide valuable insights for marketers and brands aiming to engage the Gen Z demographic in the Philippines more effectively. By understanding how short-form video ads influence purchasing behavior, marketers can make data-driven decisions to optimize ad content, format, and target strategies.

2. Methodology

Research Design

This study will employ a quantitative approach, specifically a descriptive-correlational design. This method aims to describe measurable variables and determine the presence or absence of relationships between them, aligning with the study's objectives of assessing the effectiveness of short-form video ads and their correlation with consumer purchasing behavior.

Research Respondents

The respondents of this study will be Gen Z consumers in the Philippines, defined as individuals born between 1996 and 2010. According to the Philippine Statistics Authority's 2020 census, there are approximately 41 million Gen Zs in the country, making up about 38% of the total population (Tayao-Juego, 2024). Using the SurveyMonkey sampling calculator, a sample size of 385 respondents was determined, ensuring a 95% confidence level and a 5% margin of error. The respondents will be selected using the convenience sampling technique, focusing on individuals willing to participate in the study. This approach will ensure that the data collected reflects the purchasing behavior and perceptions of short-form video ads within this demographic.

Research Instrument

The research instrument used in this study is a structured questionnaire distributed through Google Forms. The questionnaire employs a Likert scale to measure respondents' perceptions, ranging from "Strongly Disagree" to "Strongly Agree." The items were adapted from an existing study, ensuring relevance and alignment with the objectives of assessing the effectiveness of short-form video ads and their influence on consumer purchasing behavior.

Data Gathering Procedure

The data collection procedure for this study involved distributing the questionnaire through various social media platforms. Utilizing platforms such as Facebook, Instagram, and Twitter, the link to the Google Form was shared to reach the target respondents—Gen Z consumers in the Philippines. This method ensured wide reach and convenience for participants to provide their responses, aligning with the study's objective of gathering data efficiently from the intended demographic.

Data Analysis

In this study, descriptive statistics, such as frequency distribution and percentage, will be employed to analyze the demographic profiles of respondents according to age and gender. To assess the effectiveness of short-form video ads in influencing purchase intention and to analyze consumer purchasing behavior, mean and standard deviation will be used to summarize and interpret the Likert-scale responses. Furthermore, to examine the relationship between the effectiveness of short-form video ads (measured by purchase intention) and the purchasing behavior of Gen Z consumers, Pearson's correlation coefficient will be applied. This analysis will test the following hypotheses:

- H0: There is no significant relationship between the effectiveness of short-form video ads (purchase intention) and the purchasing behavior of Gen Z consumers.
- Ha: There is a significant relationship between the effectiveness of short-form video ads (purchase intention) and the purchasing behavior of Gen Z consumers.
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These methods will provide insights into demographic trends, consumer perceptions, and the relationship between purchase intention and purchasing behavior, aligning with the study's objectives.

3. Results and Discussions

This section presents the findings of the study based on the objectives and data collected from the respondents. The results are analyzed using appropriate statistical tools, including frequency distribution, mean, standard deviation, and Pearson correlation coefficient, to address each research objective. The discussion highlights the implications of the findings in understanding the effectiveness of short-form video ads and their relationship to consumer purchasing behavior among Gen Z in the Philippines.

Table 1.1 The demographic profile of the respondents in terms of Gender.

Gender	Frequency	Percentage
Male	210	54.5%
Female	175	45.5%
Total	385	100.0%

Table 1.1 presents the demographic profile of the respondents based on gender. The majority of the respondents are male, comprising 54.5% of the total sample, while females account for 45.5%. This nearly balanced representation ensures a diverse perspective in evaluating the effectiveness of short-form video ads and their influence on consumer purchasing behavior.

Table 1.2 The demographic profile of the respondents in terms of Age.

Age	Frequency	Percentage
12 - 15 yrs old	3	0.8%
16 - 19 yrs old	44	11.4%
20 - 23 yrs old	240	62.3%
24 - 27 yrs old	98	25.5%
Total	385	100.0%

Table 1.2 illustrates the age distribution of the respondents. The majority of the participants (62.3%) fall within the age group of 20–23 years old, followed by 24–27 years old, which accounts for 25.5%. Respondents aged 16–19 years old make up 11.4% of the sample, while those aged 12–15 years old represent the smallest group at 0.8%. This distribution reflects the demographic composition of Gen Z respondents, with a concentration in the early to mid-20s, aligning with the target population of the study.

Table 2. The level of consumers purchases intention of Filipino Gen Z towards short-form video ads.

	Mean	SD	Verbal Interpretation
Short-form video ads on social media make me less interested in purchasing specific brands.	3.27	0.778	Neutral
An attractive short-form video ad on social media makes a brand seem more appealing to me.	3.34	0.836	Neutral
Memorable short-form video ads on social media effectively increase my interest in purchasing the advertised brand.	3.33	0.835	Neutral
After watching a short-form video ad, I am more likely to consider purchasing the brand featured in the ad.	3.25	0.787	Neutral
Short-form video ads on social media have a significant impact on my purchase decisions for certain brands.	3.4	0.792	Agree
Brands that frequently appear in short-form video ads create strong brand awareness, making me more likely to consider purchasing them.	3.34	0.814	Neutral

Brands I can easily recall from short-form video ads are more effective in capturing my attention when making purchase decisions.	3.33	0.816	Neutral
Brands that I recall from short-form video ads are more likely to influence my purchase decisions.	3.3	0.782	Neutral
I generally do not find short-form video ads effective in influencing my decision to purchase specific brands.	3.31	0.844	Neutral
Social media platforms with short-form videos are effective at creating interest in specific brands and influencing my purchase intentions.	3.35	0.789	Neutral
Overall	3.32	0.807	Neutral

Table 2. presents the level of consumer purchase intention among Filipino Gen Z towards short-form video ads. It shows the mean values and standard deviation for each item in the questionnaire, which are essential for understanding the overall trend. The results indicate that the average purchase intention across all 10 items has a mean value of 3.32 and a standard deviation of 0.807. This suggests a moderate level of purchase intention, with relatively consistent responses among the respondents, as reflected by the low variation in standard deviation across the items.

Table 3. The level of consumers’ buying behavior of Gen Z in the Philippines towards short-form video ads.

	Mean	SD	Verbal Interpretation
Interacting with brands through short-form videos (e.g., Instagram Reels, TikTok) helps me make better decisions before purchasing their products or services.”	3.41	0.805	Agree
Short-form video ads featuring influencers increase my interest in purchasing the advertised products or services	3.35	0.8	Neutral
Short-form videos created by the brands themselves make me more confident in my purchasing decisions	3.27	0.803	Neutral
Short-form videos shared by regular users (e.g., customer reviews, testimonials) on social media increase my interest in the brand’s products or services	3.38	0.798	Neutral
I am likely to consider purchasing products or services after viewing them in short-form video ads shared by influencers	3.34	0.81	Neutral
I have a strong intention to purchase products or services promoted in short-form video ads that appear on platforms like Instagram, TikTok, or YouTube Shorts	3.38	0.775	Neutral
I am likely to purchase products marketed in short-form videos by brands I follow on social media	3.34	0.753	Neutral
It is probable that I will buy products that I see promoted in short-form videos by influencers on social media	3.36	0.778	Neutral
I expect to purchase products marketed in short-form videos by regular users (e.g., customer-generated content) on social media	3.34	0.791	Neutral
Seeing products in humorous or trend-based short-form videos makes me more inclined to purchase them	3.35	0.779	Neutral
Overall	3.35	0.789	Neutral

Table 3. presents the level of consumers’ buying behavior of Gen Z in the Philippines towards short-form video ads. It highlights the mean values and standard deviations for each question, providing insights into the consistency and overall trend of responses. The overall mean score is 3.352, with a standard deviation of 0.789, indicating a moderate level of buying behavior among respondents. The relatively low standard deviation suggests that the

responses were fairly consistent across the items, reflecting a shared perception of purchasing behavior influenced by short-form video ads.

Table 4. The relationship between the effectiveness of short-form video ads in purchase intention and the purchasing behavior of Gen Z consumers.

		Purchase Intention
Purchase Behavior	Pearson's r	0.838
	df	383
	p-value	<.001

Table 4 presents the Pearson correlation coefficient (r) between Purchase Intention and Purchasing Behavior. The analysis yielded a strong positive correlation of $r=0.838$, indicating that higher levels of Purchase Intention are associated with higher levels of Purchasing Behavior among the respondents. The degrees of freedom (df) is 383, and the p -value is less than 0.001, which provides sufficient evidence to reject the null hypothesis (H_0) that there is no significant relationship between Purchase Intention and Purchasing Behavior. These findings support the alternative hypothesis (H_a) and imply a strong and meaningful relationship between the effectiveness of short-form video ads (measured by Purchase Intention) and their impact on actual consumer Purchasing Behavior.

4. Conclusion and Recommendations

The study assessed the effectiveness of short-form video ads on purchase intention and purchasing behavior among Gen Z in the Philippines. The results revealed a neutral but positive influence, with purchase intention (mean = 3.322, SD = 0.8073) and purchasing behavior (mean = 3.352, SD = 0.7892) falling within moderate levels. This suggests that while short-form video ads are somewhat effective in engaging Gen Z consumers and influencing their purchasing decisions, they may not fully drive strong behavioral changes on their own. The significant positive correlation (Pearson's $r = 0.838$, $p < 0.001$) between purchase intention and purchasing behavior underscores that increasing intention through ads can contribute to purchasing activities. These findings highlight the potential of short-form video ads as part of a broader marketing strategy, particularly when combined with other influencing factors.

Recommendations

1. For Advertisers and Marketers

Marketers targeting Gen Z should leverage short-form video ads as a key part of their strategy, emphasizing engaging, visually appealing, and relatable content. Efforts should focus on creating ads that evoke emotional connections to strengthen purchase intention, ultimately driving purchasing behavior.

2. For Content Creators

Content creators should consider producing ads that align with the values and interests of Gen Z consumers, such as sustainability, inclusivity, and authenticity. Incorporating user-generated content or influencer collaborations can further enhance engagement and trust.

3. For Future Researchers

Future studies should explore other factors that may affect purchase intention and behavior, such as cultural or socioeconomic influences. Expanding the scope to include other generations or different types of advertisements could provide a broader understanding of consumer responses to marketing strategies.

4. For Businesses

Businesses should optimize their advertising budgets by allocating more resources to platforms that support short-form video ads, such as TikTok, Instagram Reels, or YouTube Shorts. Analyzing the performance of these ads through real-time metrics can help improve campaign effectiveness.

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