

Original Paper

The Influence of Short Length Video (Reels) Marketing on Generation Z Consumer's Purchase Intentions (In the Case of Mongolia)

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Abstract

As the world develops rapidly, the number of Internet users, especially social media users and the main marketing tool is based on social media. It was considered important to highlight Reels videos, especially the generation Z, and include them in the research work due to the fact that users watch videos a lot and get most of their information from them. A correlational model was used between how daily videos affect their purchase motivation and how they perceive the brand. This research is motivated by the large number of internet users in Mongolia, as well as the use of Instagram with a variety of useful features provided, one of which is the Reels feature. The purpose of this study is to find out how the influence of the Reel feature on Instagram and other social media platforms can have a direct effect on consumer's purchase intentions can also be influenced indirectly through brand attitudes. The results of this study indicate that variables based on independent scenarios, user participation, perceived benefits, attractiveness of influencers involvement directly have a positive and significant effect on consumer brand attitudes, and brand attitudes also play a positive and significant role in influencing consumer's purchase intentions.

Keywords

Reels, generation Z, brand attitude, purchase intention

1. Introduction

Today's businesses use a variety of marketing and advertising strategies to attract potential customers, and technology continues to grow in popularity and importance these days. In the 20th century, technology began to develop rapidly, and with it came the development of social media. Scientists and engineers began networking the first supercomputers in the 1940s, resulting in the World Wide Web and the Internet (Hendrick, 2013).

Today, for billions of people around the world, social networks, the Internet, mobile phones and other digital communication technologies are part of everyday life. According to DataReportal, 5.44 billion users worldwide, or 68% of the world's population, use mobile phones in 2023 ((Kemp, DIGITAL 2023: Global overview report (Data Reportal), 2023). In addition, according to January 2023 statistics, 64.4% of the world's population or 5.16 billion people actively use the Internet, of which 4.76 billion people or 59.4% of the world's population use social networks. In 2022, there were 4.65 billion active social media users and 4.95 billion active Internet users worldwide (Kemp, DIGITAL 2022: Global overview report (Data Reportal), 2022). Ceci (2023) predicts that mobile ownership and internet usage will continue to grow as mobile technology becomes more accessible and affordable than ever before.

Marketing always tries to connect with the consumer at the most convenient moment. As consumers spend more time online, it's natural for businesses to choose ways to shop, communicate, and engage customers online. Adam Barone (2023) emphasizes that although radio, newspaper, pamphlet, and television ads are still readily available, the Internet has changed the way businesses communicate with their customers. The rapid evolution of the Internet and technology is introducing new systems and applications, giving rise to new social media platforms and channels. It enables brands to quickly create content such as photos, videos, text and social media ads and share them with consumers. The advent of social media has allowed brands to connect with their customers, reach a wider audience, and keep up with market trends (Butler, 2022). Today's businesses use a variety of marketing and advertising strategies to connect with potential customers as social networks grow and become more important. Facebook, Twitter, Instagram, YouTube, WhatsApp, TikTok, and Snapchat are a few popular examples of social media platforms. According to April 2023 statistics, Facebook had 2,963 billion monthly active users, followed by Instagram with 2 billion monthly active users, followed by YouTube and WhatsApp (DataReportal, DIGITAL 2023: Global overview report (Data Reportal), 2023). As mentioned above, with the rise of social media, brands are using every possible method to connect with potential customers and capture their attention. For example, in 2020, TikTok became the most downloaded app and increased interest in short videos (Geyser, 2023). Instagram has revamped its video feature by creating Instagram Reels for recording and viewing short videos. Users can combine 15-second videos using custom music, visual effects, text, and scene stitching technology, using Reels' creative tools and special ways to discover and share these videos (Bruner, 2020).

2. Objective of the Study

In 2018, with the sustained and rapid development of the short video industry in worldwide, various enterprises have tried to use the short video pan-entertainment content to establish a connection with consumers and cultivate a positive brand attitude. In this context, doing relevant literature review and conducting the research on short video marketing in social media are crucial and essential. Regrettably, current research predominantly centers on case analyses of short video marketing, lacking the articulation of the fundamental elements of marketing with short videos. Some studies have categorized short video marketing in social media into multiple dimensions but have lacked to investigate the influence of enterprises' implementation of short video marketing on brands. As a result, the question remains unanswered: which factors of short video marketing in social media would affect consumers' brand attitudes and consumer's purchase intentions? And what kind of impact does it have? To address this issue, the paper initially employs literature analysis to organize existing research findings on short video Reels marketing in social media and consumer brand attitudes. This categorization leads to the division of short video Reels marketing in social media into main three dimensions: interesting content, scene-based experience, and user participation interaction; and plus two dimensions, such as Perceived usefulness and attractiveness of influencers. A survey and mathematical statistical analysis are primarily employed to confirm the impact of short video Reels marketing on Gen Z consumers' brand attitudes and furthermore their purchase intentions.

3. Methodology

3.1 Theoretical Background

Scholars have made different conclusions regarding the relationship between marketing and generation Z from their own point of view, and they have determined that the strong representative of the new generation is undoubtedly the Generation Z, while they have admitted that what is emerging as a trend among marketing tools is definitely marketing. According to Yani Xiao, Lan Wang, and Ping Wang, the distribution mechanism of short videos is based on the theory of selective exposure. Taking Tiktok as an example, for the most popular short video platform, the distribution mechanism not only matches different users according to their interests, but after the mechanism studies the user's interests, they can continuously recommend similar videos to users (Yani Xiao, 2019). This means that products can be directly driven to consumer purchases based on interest.

According to Tanja Sedej's research, the growth of "video marketing" will not slow down, the development of technology and digital lifestyle will continue with it, so all SMEs will mainly use video marketing to increase their efficiency, and it is expected that many new studies will be conducted in the future (Sedej, 2019). D. Barbe and L. Neuburger found that people of all ages and income levels are strongly influenced by Generation Z. Generation Z is materialistic, impatient, and prefers products promoted by celebrities on social media (Neuburger, 2021). Brand attitude is one of important topics in

consumer behavior research. Understanding brand attitudes their brands helps companies meet their consumer needs. Fishbein and Ajzen (1975) consider the brand attitude as consumers' preference or dislike for a particular brand (Fishbein, 1975). Moreover (Rossiter & Larry (1992) defined a brand as a comprehensive assessment of its ability to meet one's needs and goals. Chai (2007) pointed out that the consumer's brand product is the consumer's perception and emotion about the overall quality of the brand. Hu (2009) considered it as consumers' overall evaluation of the brand. Overall, from these definitions, it can be assumed that Brand attitude refers to consumers' opinions and attitudes toward a product as determined by market research. It is generally believed that Brand attitude consists of three dimensions: cognitive, emotional, and behavioral. Scholars have analyzed the relationship between these three dimensions.

Kleingiima believes that cognitive and emotional manifestations are synchronous and asynchronous. Aas and Bjns posit that certain emotions and behavioral intentions are motivated by specific cognitive influences, and that positive emotions generally lead to positive emotions (Aas, 2004). Jong Woo Jun's research shows that consumer perception first directly affects consumer emotions and then indirectly affects consumer behavior (Li, 2019). The main goal of marketing is to please customers and raise awareness of the product. Customer appeal means standing out in a way that's unique and interesting, especially when using video marketing. Therefore, Sally & Hwang (2003) pointed out that in terms of marketing content, interestingness makes consumers want to share and distribute more than other attributes, because interestingness of content creates a positive effect on consumers about the brand and creates positive consumer attitudes. Also, Qimei Chen (2008) believed that interestingness is something that can attract the interest of users by stimulating people's curiosity, and that interesting content can be delivered more easily to people. Rose (2013) believes that the key to effective content marketing is that the information delivered should be useful and interesting. If that information is useless and uninteresting, it will be difficult to achieve the desired marketing results. Therefore, taking into account these theories, the following Hypothesis is proposed.

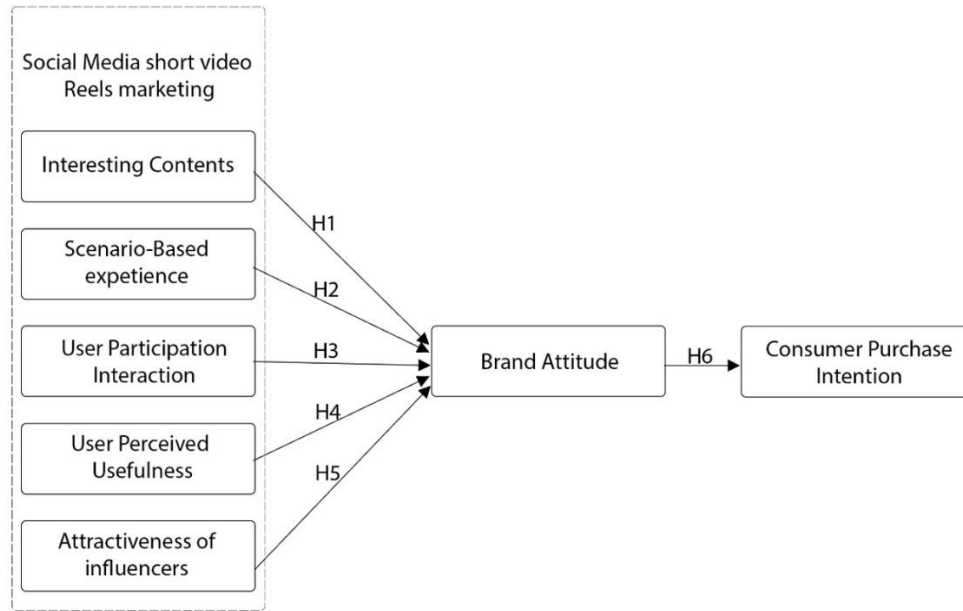


Figure 1. Research Model

Hypothesis-1 /H1/ Interesting contents of the Reels have a positive effect on the Gen Z brand attitude.

In today's world, where content creation is so dependent on which studio produces it, where and on what budget, consumers' needs and preferences are very personal, and this affects their behavior and psychology. Short video Reels marketing is usually based on the usage and needs of consumers' lives, directly connecting consumers and branded products to create brand value and feelings for consumers. According to Chang-xiao Wang, video created using mobile media applications is a kind of "informational tool" that provides more accurate information, and it is easier to convey information to people (Sally & Hwang, 2003). Therefore, Hypothesis 2 was proposed based on the above theories.

Hypothesis-2 /H2/ Scenario-based experience of Reels video have a positive effect on the Gen Z brand attitude.

Video marketing has been used throughout the ages to promote social engagement beyond just the business sector. This is what you see more in the demonstrations and public events around us. It's said to have enabled engagement, such as reacting or sharing with others, leaving a comment. It has been pointed out that the interaction between the brand and the consumer has a certain positive effect on the relationship between the product and the consumer's cognitive and emotional changes (Dong., 2011). Therefore, the following hypothesis 3 is proposed.

Hypothesis-3 /H3/ User-participation interactions of Reels video have a positive effect on the Gen Z brand attitude.

According to findings of (Davis, 1989) were developed and validated some measures for two specific variables: perceived usefulness and perceived ease of use, which are the primary determinants of consumer expectations. Regression analysis shows that ease of use is directly related to expectations of

use, while perceived usefulness may be causally related to actual usefulness. Future research on consumer expectations has been described as effective (Davis, 1989). This concept is a concept that defines the expectations of the user before use. Therefore, based on the above theory, the following hypothesis is made.

Hypothesis-4 /H4/ Reels video's perceived usefulness have a positive effect on the Gen Z brand attitude. Influencer marketing, which is an essential part of social media marketing, has been studied since ancient times. For example, "The more believable a influencers's skills are, the more likely they are to buy (Ohanian, 1991). Celebrities are seen as experts in a certain field, which confirms that brands are preferred over inexperienced celebrities (Hoekman & Bosmans, 2011).

One of the most popular marketing strategies today is influencer marketing, because consumers trust the opinions of other consumers (known or unknown) more than traditional advertising campaigns. Social networks are a place of leisure and entertainment for the latest generation, so these platforms play an important role in defining a marketing strategy that will increase or improve the presence of a brand or product. Fashion marketing has evolved in the digital world and sees everything from production and sales to campaigns, fashion shows, and fashion to be Instagrammable (Velasco, Zarauza, Pérez & Mateos, 2022). More and more brands are realizing the benefits of influencer marketing and using this outlet to their advantage. Today's youth will digitally surround themselves with influencers and learn about different topics, products and marketing. Therefore, based on the above theory, the following hypothesis is proposed.

Hypothesis-5 /H5/ Attractiveness of Influencers in short videos have a positive effect on the Gen Z brand attitude.

Purchase intention refers to a customer's willingness to purchase a particular brand or product (Belch, 2004). Amos et al. (2008) suggest that customer's positive brand attitudes attractiveness of influencer will improve his or her purchase intention. Bulk of studies show that consumer brand attitudes have a positive and significant effect on purchase intention (Mitchell & Olson, 1981; Gresham & Shimp, 1985; Batra & Ray, 1986; Phelps & Hoy, 1996). Therefore, Hypothesis-6 is derived.

Hypothesis-6 /H6/ A positive brand attitude have a essential effect on the Gen Z consumer's purchase intentions.

In order to confirm the above six hypotheses, we conducted a questionnaire survey on a random sample of 685 social media users from April to December 2023 and processed data using SmartPLS 4.0 and SPSS Statistic 26.0.

When calculating the sample size of the research, there were 2.50 million social media users in Mongolia in January 2023. Total population of Mongolia were 3,420,000 people in the beginning of 2023, of which 8.1% were 13-17 years old, 9.2% were 18-24 years old, and 15.5% were 25-34 years old, so the representation of Gen Z is 32.8% can be considered (Data Reportal, Digital 2023 Mongolia, 2023).

If we summarize the age, income, gender, and family status of the participants in the study, the majority of the 15-19-year-olds of generation Z who participated in the study were 73.6% of the 15-19-year-olds, while 15.8% of the 20-24-year-olds or 108 people participated. In terms of gender, 58.7% were female and the remaining 41.3% were male. In addition around 70% of the respondents were in single status.

Table 1. Demographic Profile of Respondents

Category	Options	Indications	
		Number	Percentage
Ages	15-19	504	73,6%
	20-24	108	15.8%
	24-29	73	10.7%
Gender	Male	283	41.3%
	Female	402	58.7%
Marital Status	Single	479	69.9%
	Married	182	26.6%
	Others	12	1.8%
Education	Middle School	82	17.5%
	High School	308	45.0%
	College	120	17.5%
	Bachelor degree	134	19.6%
	Above than Bachelor degree	13	4.1%
Employment	Pupil	293	42.8%
	Student	238	34.7%
	Public sector employee	44	6.4%
	Private sector employee	64	9.3%
	Self-employee	33	4.8%
	Unemployed	11	1.6%
Household Income, thousand MNT*	1,000 or under	301	43.9%
	1,000 -2,000	165	24.1%
	2,000 -4,000	107	15.6%
	4,000 -6,000	53	7.7%
	6,000 -10,000	44	6.4%
	Above than 10,000	15	2.2%

Time spent on social media	Above than 7 hours a day	241	35.2%
	5-7 hours a day	197	28.8%
	3-5 hours a day	144	21%
	1-3 hours a day	84	12.3%
	1 hour a day or under	19	2.8%

Note. * The currency in Mongolia is referred to as the Tugrik (MNT).

Source: Primary Data, 2023.

4. Data Analysis

For achieving objectives of the research, we used three questions for identifying the Interesting Content (IC) of the Reels video; four questions for the scenario-based experience of the Reels (SE); four questions to evaluate user participation interaction for the Reels (UPI), and eight to determine user perceived usefulness of the Reels (UPU). Moreover attractiveness of influencers in the Reels (AI) was determined by five questions. For examining whether Reels marketing above factors affect to the consumer's brand attitude, furthermore whether the brand attitude influence to consumer purchase intentions; we employed five questions for determining the Brand Attitude (BA) and four questions for the Consumer Purchase Intention (CPI). In total 33 questions are explored.

Data analysis method of SEM (Structural Equation Modeling) with PLS (Partial Least Squares) is employed in this study, which involves assessing both the outer and inner models using SmartPLS 4.0 software, a tool for processing data (Hair, Hult, Ringle & Sarstedt, 2016). In this study, the test involves assessing both the outer model and inner model. The outer model is used to display the relationship between latent variables and indicators, while the inner model is used to display the relationship between latent variables and latent variables.

There are no invalid questions, all are valid. When evaluating whether the respondents agree with the issue: 1 point if you "do not agree at all", 2 points if you "disagree", 3 points if you "do not know well", 4 points if you "agree", 5 points if you "strongly agree". The weighted average method was used to determine the rating coefficient. Survey demographic profile is used to show general demographics of survey participants and to help determine whether social media usage and Reels Video-related questions influence Reels marketing on the consumer purchase intentions.

5. Results and Discussion

More than one of the third Gen Z consumers (35.2% of the respondents) spend much time which is more than 7 hours a day on social media. It means Gen Z consumers are more active on social media. Also, 28.8% (197) chose the option that they spend 5-7 hours on social media a day, while 21% or 144 respondents chose the option that they spend 3-5 hours being active on social media. Only 15% chose the option of spending 1-3 hours or less than 1 hour a day on social media. This confirms that Gen Z have

grown up in the Internet age, and that they spend at least 3 hours or more than 30% of their time on social media, assuming that they have 10 hours of active time per day (*Authors processed data, 2023*).

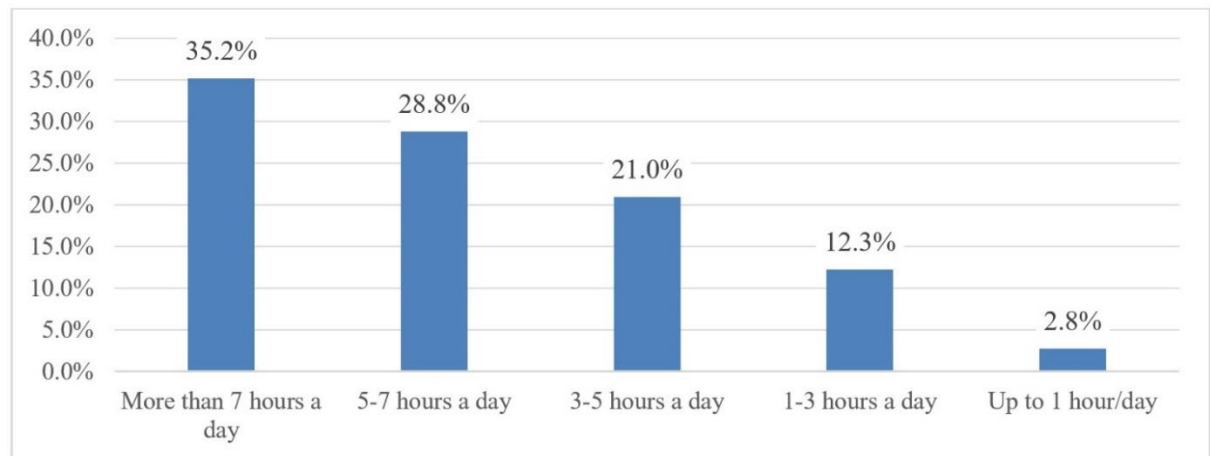


Figure 2. Number of Hours the Respondents Spend on Social Media A Day

The survey participants often use the platforms Facebook, Instagram, YouTube, Tiktok, and Twitter, and 85.8% of the respondents use Facebook regularly, 44.8% use occasionally, and 41.9% use it often. On the other hand, 46.9% of the participants in the survey said that they use the YouTube platform often, while one of third use it occasionally. As for the Tiktok platform, 41.9% of respondents use occasionally, while 15.6% use it often. As for Twitter, it doesn't seem like the platform they'll be using. Because 44.5% of the respondents do not use it at all (*Authors Processed Data, 2023*).

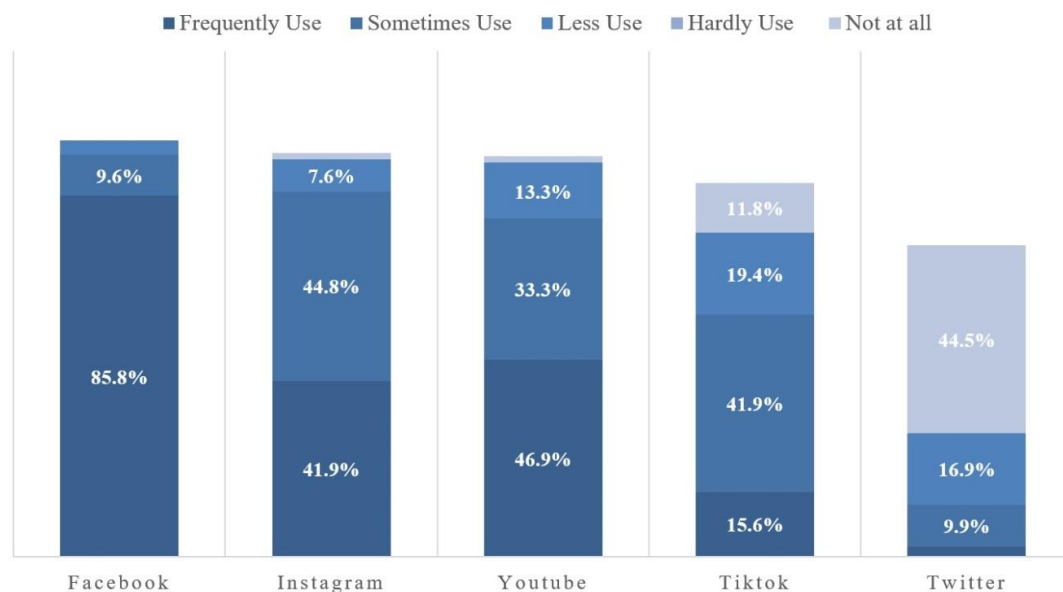


Figure 3. Platforms Are Used Most Often by Respondents

Based on the research, to determine how Short video Reels marketing has a positive effect on the attitude towards the brand and the consumer's purchase intentions, the six hypotheses made by the researchers were checked, and the results were analyzed by the SmartPLS 4.0 program and the appropriateness and reliability analysis of the factors and regression analysis.

Table 2. Results of the Reliability Analysis

Variables	Coding	N of items	Cronbach's alpha	(CR)	(AVE)
Brand Attitude	BA	5	0.939	0.941	0.805
Consumer Purchase Intention	CPI	4	0.929	0.932	0.825
Interesting Contents	IC	3	0.873	0.89	0.797
Attractiveness of influencer	AI	5	0.927	0.928	0.775
User perceived Usefulness	UPU	8	0.96	0.961	0.781
Scenario-Based Experience	SE	4	0.881	0.894	0.738
User participation interaction	UPI	4	0.865	0.872	0.712

Note. If Cronbach's alpha > 0.7, then statistically valid.

Source: Authors' calculations.

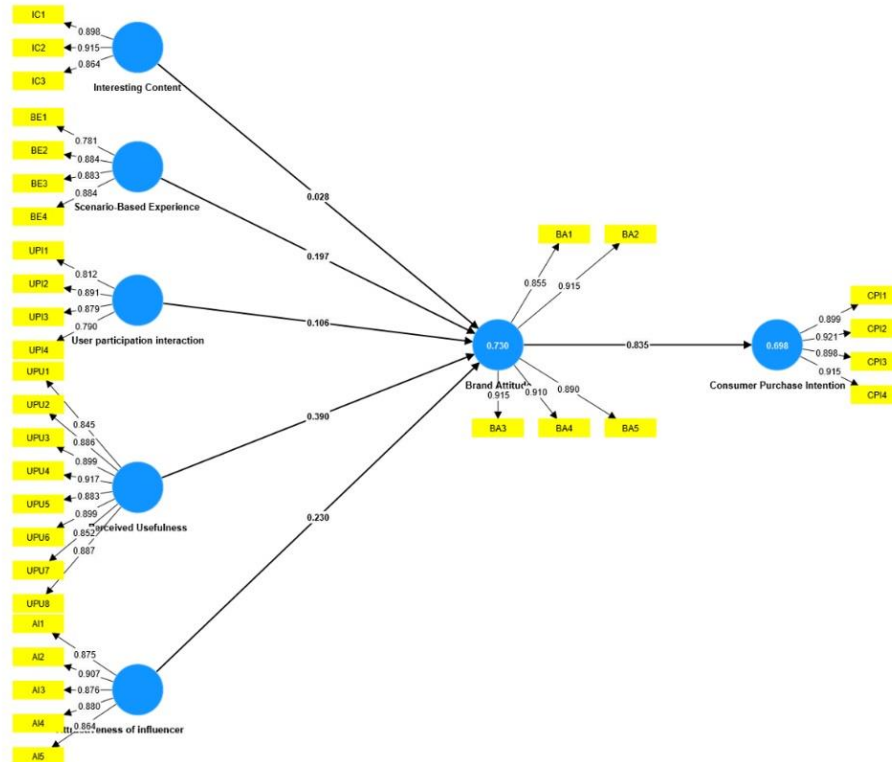


Figure 4. Measurement Assessment Model, Smart PLS 4.0 Output

To check the reliability of research factors, using SmartPLS to determine reliability analysis for each factor, Cronbach's Alpha was found to be more than 0.865 to 0.96, which can be considered that the questionnaire was developed optimally. Also, the Composite Reliability (CR) coefficients are all greater than 0.87, which indicates the high reliability of the factors. When AVE (Average variance extract) is greater than 0.712 (0.825), it indicates the representativeness of the factors and indicates reliability.

Hypothesis Testing

Table 3. R-Square Values

Variable	R-square	R-square adjusted
Consumer Brand Attitude	0.73	0.729
Consumer Purchase Intention	0.698	0.697

Source: Authors calculation on SmartPLS 4.0.

In the following table, the t-values 1) between brand attitude and customer's purchase Intention is 51.072, 2) between attractiveness of influencer and brand attitude is 4.108, 3) between perceived usefulness and brand attitude is 5.61, 4) between interesting contents and brand attitude is 5.61. The t-value of 2.554 for brand attitude the study shows the strong influence of most of the above hypotheses. However, the t-value between the attractiveness of influencers the content and brand attitude is 0.119, and the t-value between user participation and brand attitude is 1.004, which show that the two hypotheses have no effect (Table 4).

Table 4. Direct Effect Hypothesis Test Results

	Paths	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics (O/STDEV)	p values
H1	Interesting Contents→ Brand Attitude	-0.005	-0.007	0.046	0.119	0.905
H2	Scenario-Based Experience→ Brand Attitude	0.252	0.257	0.099	2.554	0.011
H3	User participation interaction→ Brand Attitude	0.082	0.08	0.081	1.004	0.315
H4	User Perceived Usefulness→ Brand Attitude	0.393	0.392	0.07	5.61	0.000
H5	Attractiveness of influencers → Brand Attitude	0.235	0.234	0.057	4.108	0.000

H6	Brand Attitude → Consumer Purchase Intention	0.892	0.892	0.017	51.072	0.000
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Note. ***p < 0.00, **p < 0.05, *p < 0.10.

Source: Authors calculation on SmartPLS 4.0.

Correlation validity tests use the Heterotrait-Monotrait Ratio (HTMT) matrix in SmartPLS 4.0.

Table 5. Correlation Analysis

	1	2	3	4	5	6	7
BA	1	-	-	-	-	-	-
2. CPI	0.89	1	-	-	-	-	-
3. IC	0.63	0.521	1	-	-	-	-
4. AI	0.797	0.803	0.56	1	-	-	-
5. UPU	0.853	0.799	0.676	0.78	1	-	-
6. SE	0.827	0.791	0.762	0.773	0.845	1	-
7. UPI	0.803	0.809	0.595	0.802	0.829	0.839	1

Source: Authors calculation on SmartPLS 4.0.

If the t-value of the statistic is greater than 1.96, the hypothesis is considered valid. Consider the statistical significance of each selected variable. At 95% confidence interval, the t-value is greater than 1.96 and the p-value is less than 0.05, so the percentage is statistically significant. Out of the 6 hypotheses advanced, 4 were confirmed and 2 hypotheses were not confirmed, which shows that Brand attitude in the Reels has a strong influence on Consumer purchase intention.

Table 6. Hypothesis Test Results

	Hypothesis	Results
H1	The Reels' interesting contents have a positive effect on the brand attitude.	Not supported
H2	Reels' scenario-based experience have a positive effect on brand attitude.	Supported
H3	Reels' User-participation interaction have a positive effect on brand attitude.	Not supported
H4	Reels' perceived usefulness have a positive effect on brand attitude.	Supported
H5	Attractiveness of influencers in Reels have a positive effect on the consumer's brand attitude.	Supported

H6	A positive brand attitude has a significant effect on consumer purchases intention.	Supported
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Results of the above analyses:

- Hypothesis H1: The relationship between Interesting contents and Brand attitude ($r=0.63$) indicates a positive correlation.
- Hypothesis H2: The high correlation between Scenario based experience and Brand attitude ($r=0.827$) indicates a strong positive correlation.
- Hypothesis H3: The high correlation between User participation interaction and Brand attitude ($r=0.803$) indicates that it is as close as other positive correlations.
- Hypothesis H4: The high correlation between Perceived usefulness and Brand attitude ($r=0.853$) indicates a strong positive correlation.
- Hypothesis H5: The high correlation between Attractiveness of influencers and Brand attitude ($r=0.797$) indicates a significant correlation.
- Hypothesis H6: The correlation coefficient between Brand attitude and Consumer purchase intention ($r=0.89$) indicates that there is close to strong positive correlation.

6. Conclusion

From the results of the research, one can determine that the Gen-Z in Mongolia already knows what Reels video is. Also, 41.9% of the respondents said they use Instagram often, and 44.8% said they use it occasionally, showing that they have become regular users of the two largest content production platforms. Illustrating the importance of video marketing and video content, 46.9% of respondents chose YouTube, a pioneer of streaming video content. Furthermore, 241 respondents who are representing 35.2% of the total survey respondents or around one third responded they spend more than 7 hours a day on social media. Also, 28.8% of respondents chose to spend 5-7 hours a day on social media.

When looking at the statistical significance of the hypotheses put forward by the researcher, most of them are significant, corroborating results of the study. When social media and the Internet were the tools of large firms dominating the continent, Reels began to give smaller businesses the opportunity to enter the market and expand their market with the emergence of short vertical videos. The above investigation illustrates Reels, which has ability to leave a great impressions made by influencers, can be the center of enterprises with a target market. Therefore, Reels video marketing is the choice of Gen-Z and the right marketing tool for companies.

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