

IMPACTS OF SHORT ADS VIDEOS ON FACEBOOK ON THE YOUNG USERS' PURCHASE INTENTIONS: LITERATURE REVIEW

TRUNG NGUYEN QUANG

PhD, Ho Chi Minh City University of Economics and Finance. Email: trungnq@uef.edu.vn.

VI NGUYEN NU TUONG *

MBA, Vietnam Aviation Academy. *Corresponding Author Email: vinnt@vaa.edu.vn.

VU NGUYEN DANG HUY

MBA, Ho Chi Minh City University of Economics and Finance. Email: vundh@uef.edu.vn

HAI LE THANH

MBA, Ho Chi Minh City University of Economics and Finance. Email: haitl@uef.edu.vn

THACH NGUYEN HONG

MBA, Ho Chi Minh City University of Economics and Finance. Email: thachnh@uef.edu.vn

VU NGUYEN TUONG

Hoang Diep Landscape Construction Co., Ltd. Email: vunguyenlandscape@gmail.com

Abstract

The influence of short advertising videos on social networking platforms, particularly Facebook, has transformed the dynamics of business-consumer interactions by streamlining information dissemination. Notably, Generation Z, a highly engaged demographic on social networks and technology, forms the cornerstone of the extensive user base. The primary objective of the article is to pinpoint the pivotal elements within short advertising videos that shape the purchasing intention of young consumers. Through a comprehensive survey of over 250 young individuals, four influential factors emerged: "Usefulness" took the lead, closely followed by "Promotion," "Entertainment," and "Interactiveness." These findings offer invaluable insights for businesses seeking to develop compelling advertising strategies tailored to the preferences of the younger demographic.

Keywords: Facebook, Young Demographic, Short Advertising Videos, Purchasing Intentions.

1. INTRODUCTION

The burgeoning trend of tailoring promotional videos specifically for younger audiences on Facebook has emerged as a formidable force in today's marketing sphere. Videos have swiftly risen as a captivating and impactful medium, establishing themselves as a dominant tool for engaging young audiences on the world's premier social media platform, Facebook. This trend not only garners user attention but also fosters positive interactions, providing businesses with unique and effective channels to connect with customers, particularly across the young demographic (Donmez, 2022).

The visual and auditory allure of videos plays a pivotal role in attracting and sustaining the interest of young viewers. Moreover, shared videos enable users to access other customers' experiences, such as user reviews and feedback (Xu et al., 2020), offering businesses the opportunity to reach diverse customer segments and wield a significant

influence on young users. This trend is notably exemplified by strategically broadcasted short promotional videos, tailored for viewing on mobile devices and a variety of internet-connected tools, underscoring their adaptability and creatively curated content within a concise time frame, resulting in widespread popularity across social networks (Han, 2022).

In today's digital era, the prevalence of online shopping intentions on social media platforms, especially Facebook, notably shapes users' purchasing trends. Notably, in Vietnam, the substantial user base of over 80 million Facebook users, representing approximately 80% of the country's population, underscores the immense potential of leveraging short promotional videos to reach users. Capitalizing on this potential, businesses are increasingly harnessing social networking channels to connect with users, with Sreejesh et al. (2020) highlighting that over 90% of brands are utilizing at least one social media platform to augment their brand visibility and engage with users.

Therefore, in this article, the primary objective is to present fundamental theories that contribute to building an essential model encompassing the factors influencing users' purchasing intentions through short promotional videos on Facebook. Through this, the author aims not only to enhance readers' comprehension of online shopping behavior but also to establish the groundwork for devising foundational strategic approaches based on effective short advertising platforms on social networks.

2. LITERATURE REVIEW

2.1 Online Marketing

The concept of social media, as articulated by Seo & Park (2018), encapsulates online platforms and applications designed to facilitate interactions, collaborations, and content sharing, especially within marketing realms. This interactive landscape serves as a crucial element in modern marketing strategies, empowering businesses to effectively connect with their target audiences (Kim & Ko, 2012). Social media marketing involves the dissemination of content and information to captivate the interest of specific customer segments across various platforms including TikTok, Facebook, YouTube, Instagram, WeChat, Snapchat, Pinterest, and Quora, offering marketers a diverse array of channels to engage with different customer demographics through tailored messages.

This marketing approach influences consumers through avenues like peer recommendations and social media advertisements, shaping their purchasing behaviors and nurturing stronger customer relationships through connectivity and active engagement. While it is commonly leveraged for sharing corporate updates and achievements, effectively utilizing social media marketing to engage customers often requires substantial financial investments. Notably, the significant expenditure on social media advertising has a notable impact on consumer purchasing patterns, as highlighted by Kyriakopoulou & Kitsiois (2017). This underscores the intricate dynamics of social media marketing in influencing consumer behaviors and establishing enduring

connections with customers in the digital age, emphasizing the strategic importance of leveraging social media platforms for optimal engagement and interaction.

2.2 Online Purchase Intention Theories

Emerging technologies have exerted a profound impact on human society, influencing social events and behaviors in numerous ways, as noted by Roozbahani, Hojjati, & Azad (2015). One of the most significant advancements resulting from these technological shifts is the widespread global adoption of online shopping, as evidenced by the work of Shi, Shao, De Vos, & Witlox (2021), leading to the transformation of traditional market shopping practices and the restructuring of the contemporary consumer landscape. This digital retail model grants consumers the power to directly peruse and purchase products from sellers through platforms such as Facebook, Instagram, and Pinterest, not only offering convenience but also delivering an interactive shopping experience that plays a pivotal role in shaping consumer purchase intentions.

An insightful observation from Donni, Dastane, Haba, & Selvaraj (2018) emphasizes the strong influence of customers' purchase decisions by their online research and the time dedicated to exploring e-commerce platforms. Moreover, when utilizing social media for shopping, consumers have access to peer reviews, the opportunity to engage directly with sellers, and the ability to participate in online shopping communities to share experiences. Additionally, the detailed product information conveyed through images, videos, and promotional posts contributes to enhancing consumers' understanding of products before making purchase choices.

However, the realm of social media shopping presents notable challenges related to transaction security and integrity. Elements such as seller authenticity, product risks, financial uncertainties, security issues, and privacy concerns exert a considerable impact on consumers' purchase intentions, an issue underscored by Tran (2020). These complexities underscore the multifaceted nature of social media-driven commerce and the importance of addressing security and privacy concerns to foster confidence and trust among consumers engaging in online shopping experiences.

2.3 Online Short Advertising Videos and Purchase Intention

In recent years, there has been a notable shift towards enhanced communication between consumers and brands through social media channels (Bailey et al., 2021). This inclination has propelled short videos to the forefront as an ideal medium for viewing and entertainment on various social media platforms, resonating particularly well with the younger generation. With the proliferation of diverse social media platforms and mobile applications, young users now have multifaceted avenues to access information through videos, rendering short advertising videos a prevailing trend that facilitates their consumption of a wealth of information. These short advertising videos are designed to swiftly and engagingly deliver key messages, captivating viewers' attention within a concise timeframe. This trend mirrors the short attention span of young users and their inclination towards rapid and effortless information consumption.

Businesses adeptly leverage a blend of images, music, textual elements, and an understanding of viewer psychology in short advertising videos to influence consumer behavior on prevalent social media platforms like TikTok (Kurdi et al., 2022) and Facebook. This strategic approach sparks purchase intentions and motivates young users to engage in shopping activities, exemplifying the impactful role of visual content in driving consumer actions on social media platforms.

3. THEORETICAL FRAMEWORK

3.1 Research Model of Yang et al., (2017)

The research at hand draws upon Brackett & Carr's (2001) web advertising attitude model, integrating the Theory of Reasoned Action (TRA) and flow theory, to comprehensively investigate the multifaceted factors that influence attitudes toward advertising and their subsequent impact on shopping intentions and purchasing behavior. A meticulous analysis of the data underscores that the elements of Entertainment, Informativeness, Irritation, and Credibility play pivotal roles in shaping the Attitude factor, with Entertainment emerging as a particularly potent influencer. Furthermore, the study highlights the pivotal role of flow theory in shaping customers' shopping intentions and behavior, particularly in the context of engaging with online video ads.

However, despite the valuable insights gleaned from this research, it's essential to acknowledge the study's limitations. The exclusive focus on YouTube as the primary platform potentially overlooks the varied and nuanced online video experiences offered by other platforms. Additionally, the potential disparity between reported behaviors and actual actions, as well as the inherent sampling bias affiliated with internet-based data collection, represent critical caveats that must be considered when interpreting the findings. The limitations point to areas that warrant further exploration and scrutiny, emphasizing the need for comprehensive and inclusive research approaches to glean holistic understanding of the intricate dynamics governing consumer behaviors in the digital realm.

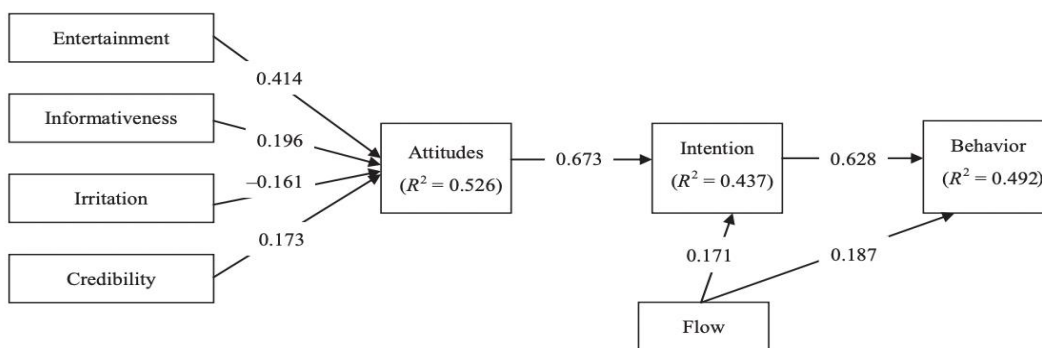


Figure 1: Research model of Yang et al., (2017)

(Source: Yang et al., 2017)

3.2 Research Model of Martins et al., (2019)

The research conducted by Martins et al. (2019), involving a survey encompassing 303 young users in Portugal, sheds light on consumers' perceptions of advertising on smartphones. According to the study, consumers view smartphone advertising as a reliable, captivating, and invaluable source of product information, as well as an avenue for accessing rewards. Additionally, the research indicates that the flow experience, a critical aspect in consumer engagement, is positively influenced by factors such as credibility, entertainment value, incentives, and advertising value. However, it's noteworthy that elements such as information relevance and stimulation initially have a diminishing effect on the flow experience, which subsequently influences purchase intention. This intricate interplay between various determinants of the flow experience and their impact on consumer behavior is visually illustrated in the model presented below, providing a tangible representation of the complex dynamics inherent in the consumer decision-making process in the context of smartphone advertising. These findings underscore the multifaceted nature of consumer responses to smartphone advertising, providing valuable insights for marketers and practitioners seeking to enhance their understanding of consumer behavior in the digital realm.

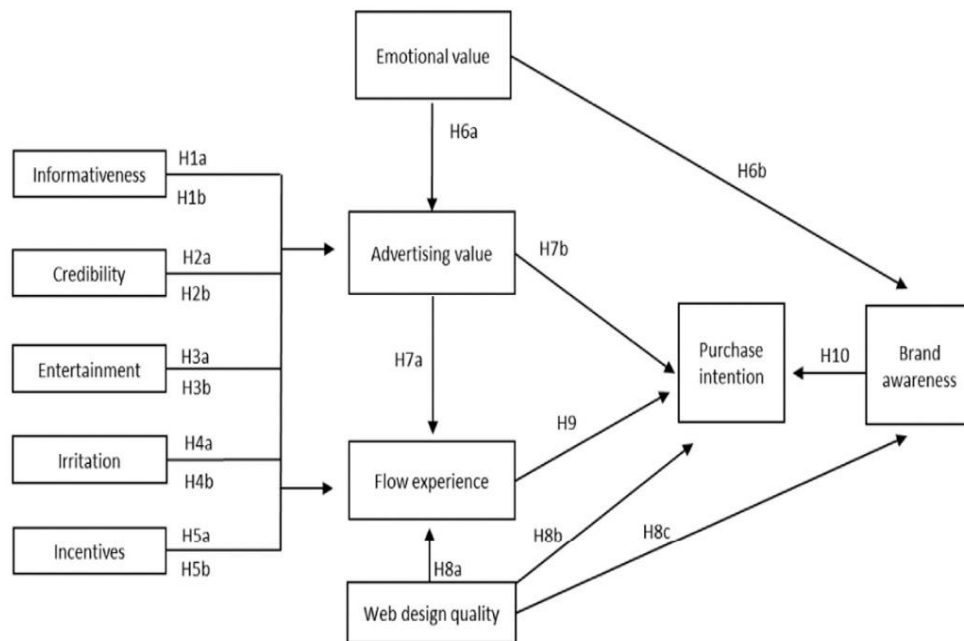


Figure 2: Research Model of Martins et al., (2019)

(Source: Martins et al., 2019)

3.1 Research Model of Rajan et al., (2021)

Rajan, P., Lyn, F., Mun, N., Sian, K., & Yi, L. (2021) crafted an elaborate model by amalgamating two established frameworks to delve into the intricate relationship between social media usage and the satisfaction levels of university students. Through their

comprehensive study, they revealed that several fundamental factors, notably including Usefulness, Informativeness, Entertainment, Time, and Convenience, wield a positive influence on the online purchase intentions of university students, especially within the realm of Facebook advertising. This discerning revelation was unearthed through a meticulous survey conducted among 310 non-graduated university students hailing from an esteemed Malaysian academic institution. The implications of this study are far-reaching, providing valuable insights into the complex dynamics governing students' online purchase proclivities within the context of social media engagement. By offering a holistic understanding of the pivotal determinants shaping university students' online purchase intentions, this research underscores the significance and potential influence of social media platforms, particularly Facebook, in the realm of student consumer behavior, paving the way for informed strategies and interventions aimed at enhancing students' satisfaction levels and purchase experiences.

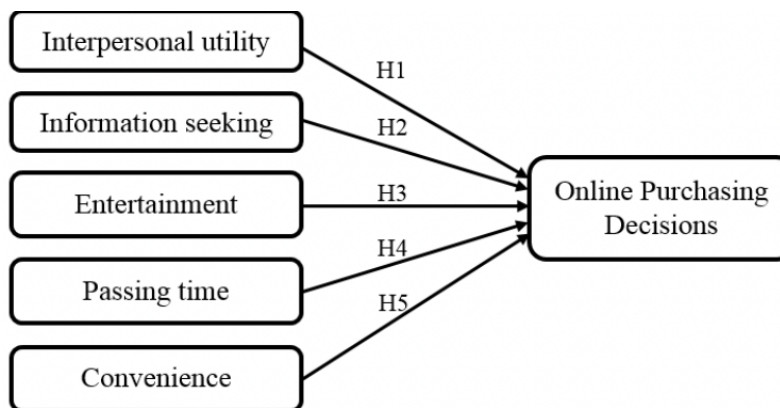


Figure 3: Research model of Rajan et al., (2021)

(Source: Rajan et al., 2021)

3.2 Research Model of of Ngo et al., (2022)

The research model established by Ngo et al. (2022) is centered on assessing the impact of advertising on TikTok on the online purchase intentions of Generation Z individuals in Ho Chi Minh City. This meticulous study entailed gathering data from 250 participants born between 1995 and 2010, which was subsequently scrutinized using exploratory factor analysis and structural equation modeling (SEM). Through this rigorous analysis, the study unearthed four pivotal factors stemming from TikTok advertising that significantly mold the online purchase intentions of Gen Z: informativeness, entertainment, credibility, and interaction. Noteworthy is the observation that all these factors exert a positive influence on online purchase intentions, with informative content emerging as the foremost dominant factor influencing the purchasing behaviors of Generation Z individuals in the digital landscape of TikTok. These findings provide valuable insights into the nuanced dynamics shaping the online purchase decisions of Generation Z consumers in the evolving realm of social media advertising.

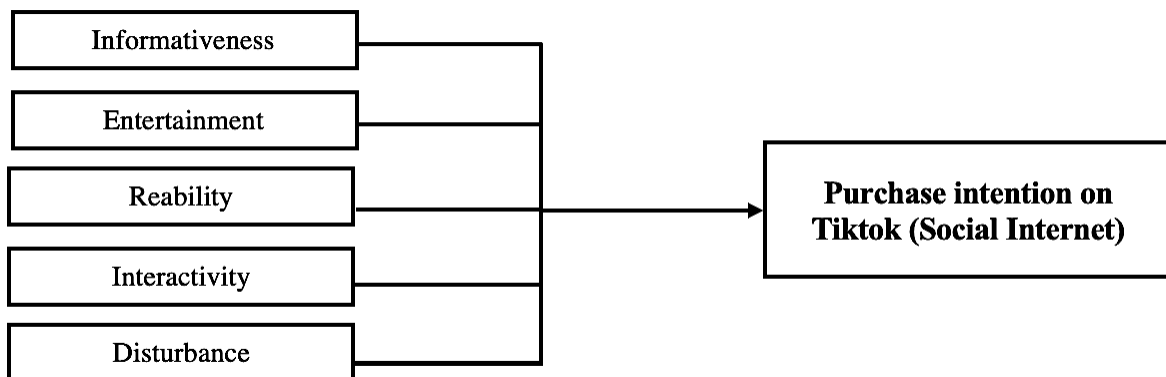


Figure 4: Research model of Ngo et al., (2022)

(Source: Ngo et al., 2022)

4. HYPOTHESES AND RESEARCH MODEL

Based on the synthesis of studies on the purchase intentions of young users mentioned above, the author proposes a research model that includes the following factors:

1. Informativeness
2. Entertainment
3. Credibility
4. Interactivity
5. Promotion
6. Usefulness

4.1 Informativeness

The significance of information in molding the effectiveness of advertising on consumers is accentuated by their positive receptivity towards advertisements that offer thorough details, as highlighted by Aitken et al. (2008). The accessibility and caliber of information presented on Facebook have been identified as pivotal factors shaping consumer preferences, a notion elucidated by Scharl, Dickinger & Murphy (2005).

Furthermore, the aspect of informativeness not only enhances the consumer journey by directing their focus towards the product message but also plays a substantial role in influencing purchasing decisions, culminating in expedited and more confident buying selections, a premise supported by Rathy & Samy (2015). Consequently, the groundwork is set for the articulation of the first hypothesis, delving into the profound impact of information richness on consumer responses and purchase behaviors.

H1: Informativeness (INF) is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.

4.2 Entertainment

Advertisers prioritize the delivery of entertaining ads, believing that this approach enhances the effectiveness of their message, fostering a positive attitude (Shavitt et al., 1998). According to McQuail (2010), the value of entertainment lies in fulfilling viewer needs for escapism, amusement, aesthetic enjoyment, and emotional release, thereby enriching the viewing experience. Additionally, entertaining ads have been found to enhance consumer advertising exchange experiences (Ducoffe, 1996), aligning with earlier studies that linked entertainment positively to attitudes of purchase intent (Julianto, 2017). Emphasizing the critical role of entertainment, Abu Ghosh et al. (2018) highlight its immediate ability to attract consumer attention, underscoring its vital contribution to enhancing online purchasing decisions. Building on existing research, the author puts forward the second hypothesis.

H2: Entertainment (ENT) is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.

4.3 Credibility

Alder & Rodman's study (2000) delineates credibility in advertising as the essence of consumer trust in an advertisement, wield significant influence in heightening product awareness and overall consumer contentment, as expounded by Kwek, Tan & Lau (2010). Notably, credibility is intricately linked to a spectrum of sources including individuals, organizations, and media. In the context of media, credibility stands apart from the message content itself, contingent upon the perceived reliability of the media sources, as underscored by Kiousis (2001). Furthermore, Boyd & Shank (2004) advanced the notion that consumer trust in advertising sources is intricately entwined with qualities such as honesty, objectivity, and goodwill. The credibility of a company can thus be materially impacted by duplicitous product depictions and descriptions, significantly influencing customer satisfaction, as posited by Korgaonkar et al. (2001). These pivotal insights provide the foundational framework for the authors' third hypothesis, delving into the multifaceted realm of consumer perceptions and the intrinsic relationship between advertising credibility and consumer trust.

H3: Credibility (CRE) is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.

4.4 Interactivity

The concept of interactivity in social media advertising encompasses the degree to which it facilitates active content and opinion exchange between customers, the company, sellers, and fellow customers, as elucidated by Almarashdeh et al. (2019). This dynamic feature provides a platform for customers to share valuable content and consequential insights about products or services, contributing to a vibrant and engaged online community, as highlighted by Kautish et al. (2019). Moreover, interactive messages convey the impression that companies are not only attentive but also responsive to the needs and sentiments of their audience, as emphasized by Bozkurt et al. (2021). Building

on these fundamental principles, the article advances the following hypothesis, delving into the intricate dynamics of consumer-company interactions and the implications for social media advertising effectiveness.

H4: Interactivity (INT) is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.

4.5 Promotion

Drawing from the insights of Familmaleki et al. (2015), it is evident that promotion serves as a pivotal short-term strategy aimed at stimulating demand in the market. This involves the implementation of special marketing offers designed to yield greater profits than the typical sales position of a product, thereby piquing consumer interest and driving immediate sales. The influence of promotions on sales cannot be understated, as they effectively augment customers' purchase intentions towards immediate acquisition. Notably, the introduction of limited quantity or time-bound promotions infuses customers with a sense of urgency to make a purchase, thereby further intensifying their purchase intent. Consequently, this underscores the critical importance of harnessing phrases such as "Limited Time" or "Flash Sales" to create a sense of urgency and drive immediate action among consumers.

Moreover, Pride & Ferrell (2016) provide additional illumination by defining incentives as activities or materials that directly contribute to adding value or instilling encouragement in the context of the seller's products and the engagements of sales personnel with consumers. Expanding on prior research concerning promotions in online shopping, the author subsequently formulated the following hypothesis, delving deeper into the multifaceted realm of consumer behavior and the impact of promotional strategies on their purchase intentions.

H5: Promotion (INT) is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.

4.6 Usefulness

Usefulness encompasses service attributes that facilitate customers in finding information and making purchases effortlessly and efficiently (Thao, 2020). The product's time, location, and other benefits to consumers' lives are primary drivers for engaging in online shopping. Online shoppers, often pressed for time, seek to save time and gain convenience when making purchases (King et al., 2004). The notion of being quick and useful significantly influences consumer purchase decisions, with online shopping serving as a solution to reduce the time spent shopping in physical stores due to the increasing importance of time (Duarte, Silva, & Ferreira, 2018).

Online utility profoundly impacts retailers' ability to retain customers and foster brand loyalty (Pham et al., 2018). Navigation tools, sitemaps, and Frequently Asked Questions (FAQs) assist consumers in accessing relevant information on websites easily and promptly, while express checkout facilitates swift transaction completion, exemplifying service attributes related to usefulness. Companies offering online utility tend to achieve

higher customer satisfaction than those that do not (Srinivasan et al., 2002). Based on these premises, the author proposed the following hypothesis:

H5: Usefulness (USF) is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.

From the above hypotheses, the author determined a conceptual model below:

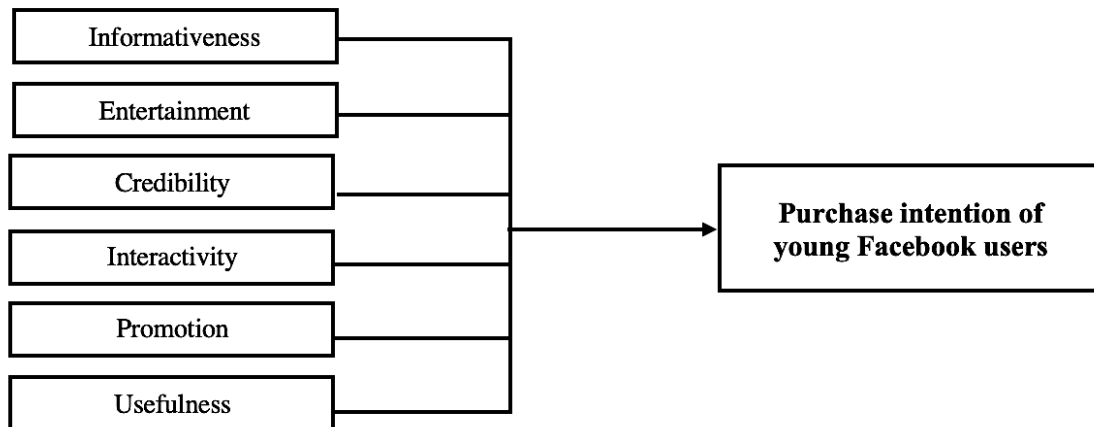


Figure 5: Conceptual model

(Source: Author)

The model is constructed with the following hypotheses:

- **Hypothesis H1: Informativeness (INF)** is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.
- **Hypothesis H2: Entertainment (ENT)** is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.
- **Hypothesis H3: Credibility (CRE)** is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.
- **Hypothesis H4: Interactivity (INT)** is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.
- **Hypothesis H5: Promotion (PRO)** is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.
- **Hypothesis H6: Usefulness (USF)** is positively related (+) to the purchase intention of young users on Facebook after watching short advertising videos.

5. RESEARCH METHODOLOGY

Following the completion of the purchase intention model for young Facebook users after viewing short advertising videos, the author composed 27 questions based on 6 hypotheses, which involved 6 independent variables and 1 dependent variable. In the

pursuit of result accuracy in Structural Equation Modeling (SEM) analysis, data from approximately 300 survey participants were leveraged.

The sampling method employed non-probability convenience sampling, specifically targeting individuals aged 18 to 25, predominantly students, in three key districts of Ho Chi Minh City, Vietnam. The survey responses consisted of 257 valid entries, with a demographic breakdown indicating 37% male and 63% female respondents. Within the cohort, 60.7% fell within the 22 to 25 age group, with 36.96% reporting incomes ranging from 7 to 15 million VND.

The qualitative research phase involved formulating 27 quantitative questions, rated on a 5-point Likert scale to ensure comprehensive data collection. Subsequently, SPSS 20.0 was utilized for data analysis, covering Cronbach's alpha, Exploratory Factor Analysis (EFA), and Regression, the results of which are detailed in the study's findings section.

6. RESULTS AND DISCUSSION

Upon conducting the Cronbach's Alpha reliability analysis for the research model comprising 6 independent factors and 1 dependent factor, all scales demonstrated adherence to the set reliability standards. Notably, the 27 observed variables within the model exhibited satisfactory reliability, aligning with the specifications for scale testing. Further, during the Exploratory Factor Analysis (EFA) phase, the research model retained 22 observed variables linked to the independent factor and 3 observed variables associated with the dependent factor following the exclusion of "INT1" from the "Interactivity" factor and "INF4" from the "Informativeness" factor due to measurement inconsistencies.

In the subsequent multi-linear regression analysis, the variables "Informativeness" (INF) and "Credibility" (CRE) were identified as insignificant predictors of HUTECH students' intention to purchase on Facebook (PI), with significance levels of Sig. 0.357 and 0.052, respectively, surpassing the threshold of 0.05. Consequently, these variables were deemed unsuitable for inclusion in the regression equation. The primary determinants influencing the purchase intentions of young individuals on Facebook post-viewing short advertising videos were deciphered as "Usefulness" (USF) contributing 38.70%, "Promotion" (PRO) contributing 21.30%, "Entertainment" (ENT) contributing 17.90%, and "Interactivity" (INT) contributing 14.90%. These findings shed light on the pivotal factors shaping the purchase intentions of the youth demographic on Facebook in the context of engaging with concise advertising content.

Table 1: Determine the Importance of Independent Variables in Percentage

No	Variables	Standard. Beta	Percent %	Level of impact
1	Entertainment (ENT)	0.179	17.90%	3
2	Interactivity (INT)	0.149	14.90%	4
3	Promotion (PRO)	0.213	21.30%	2
4	Usefulness (USF)	0.387	38.70%	1

Then, the order of influence on the purchase intention on Facebook among HUTECH students is as follows: Usefulness (USF) is the most important factor, followed by Promotion (PRO), then Entertainment (ENT), and finally Interactivity (INT). We can understand clearly by seeing the model with Beta results below

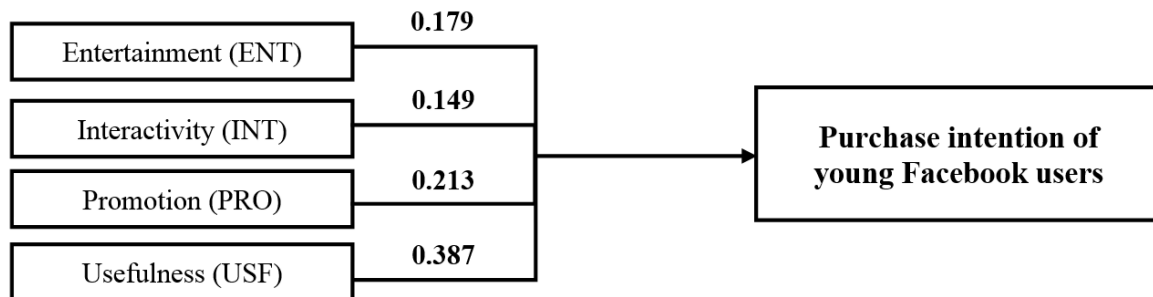


Figure 6: Research Model (Final)

(Source: Author)

7. LIMITATION AND FUTURE RESEARCH DEVELOPMENT

After a comprehensive analysis of the data, the study has uncovered that 4 out of the 6 independent factors significantly impact the purchase intentions of young Facebook users post-viewing short advertisement videos. The correlation coefficient analysis and p-values further support the model's robust fit. It is noted that only 4 hypotheses were validated under specific conditions.

Throughout the reliability assessment using Cronbach's alpha, no observed variables were excluded. The Exploratory Factor Analysis (EFA) phase yielded extensive outcomes, with 22 observed factors effectively allocated and meeting the requisite conditions, structured into 6 primary factor groups: Informativeness, Entertainment, Credibility, Interactivity, Promotion, and Usefulness. However, during the multivariate regression phase, "information content" and "credibility" were removed after two iterations due to failing to meet the Sig. < 0.005 criterion. The author also reaffirmed that only 4 hypotheses were applicable while 2 were discarded.

Based on the findings, it can be concluded that Usefulness emerges as the pivotal factor in crafting short advertising videos to enhance users' purchase intentions. To achieve this goal, businesses should deploy advertising campaigns with succinct videos emphasizing product features, real-life benefits to consumers, and brand advantages. For instance, utilizing a messaging system to promptly address customer inquiries and integrating direct purchase links in advertising videos can boost consumer interest and purchase intention by streamlining the purchase process. The research by Almarashdeh et al., (2019) has further corroborated a positive correlation between Usefulness and consumers' purchase intentions, supporting this assertion.

To stimulate consumption and elevate sales, companies should devise enticing incentive schemes such as discounts during significant holidays or volume-based price reductions. These discounts can invigorate consumers' purchase intentions, enticing them to capitalize on the discounted opportunities. Companies leveraging short advertising videos should emphasize attractive incentive strategies, promotional initiatives, and complementary products to allure potential customers.

This aligns with the earlier study by Hongdiyanto et al., (2020) which highlighted consumer expectations concerning price and quality in advertising incentive programs. Nevertheless, the implementation of discount incentive policies should be deliberated cautiously to prevent adverse impacts on profitability.

Moreover, besides focusing on incentive policies, businesses must ensure that their products and services cater to customer demands for quality and price, fostering not just appeal but also customer trust, thereby contributing to the enduring success of marketing and sales strategies.

Concerning the entertainment facet, as per Teixeira and Stipp (2013), the entertainment element in advertising encompasses engaging content, creativity, stimulating narratives, and arousing consumer curiosity. To ensure a harmonious blend in advertising, content creators should delicately balance product/service advertising content with entertainment elements. The duration of video advertising must also be calibrated appropriately to avert viewer discomfort and mitigate unwelcome responses like dissatisfaction with the brand's promotional efforts.

Lastly, with regards to the interactive aspect, Prakash et al., (2019) posit that interactive advertising has the potential to elicit a more positive customer attitude and significantly influence purchase intentions. Therefore, businesses should invest in crafting short videos laden with engaging, valuable content capable of sparking dialogue and debate, thereby attracting attention and encouraging consumers to spend more time immersing themselves in the advertising content to gain a deeper insight into the product and brand. This shift from apathy to inquisitiveness can engender heightened consumer interest and purchase intentions.

The aforementioned implications provide valuable insights for businesses derived from the data analysis results and collection. Nevertheless, there are certain limitations to the study:

- Initially, the study's sample was confined to young individuals in a university setting. Expanding the age range for future research endeavors could yield clearer and more comprehensive insights into the influence of advertising on consumers of varying demographics.
- Furthermore, incorporating additional factors could diversify the model and unearth novel findings, thereby enhancing the research's overall value. This inclusive approach to exploring various factors has the potential to enrich the proposed management implications, offering broader practical applications.

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