

**SHORT-VIDEO MARKETING AND DIGITAL CONSUMER PSYCHOLOGY  
AMONG GEN Z USERS: AN EMPIRICAL STUDY**

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***ABSTRACT:** The rapid growth of short-video marketing platforms such as TikTok, Instagram Reels, YouTube Shorts, and Snapchat Spotlight has significantly transformed digital consumer behavior and marketing communication strategies. Generation Z users are highly influenced by visually engaging, emotionally appealing, and algorithm-driven short-video content, making short-video marketing one of the most powerful tools in contemporary digital advertising. This empirical study examines the psychological factors influencing Gen Z consumer engagement, purchase intention, and brand perception on short-video marketing platforms. The study adopts a descriptive and empirical research design using primary data collected through a structured questionnaire from 350 Gen Z respondents. Statistical tools such as reliability analysis, correlation analysis, regression analysis, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were employed to examine the relationships among emotional appeal, entertainment value, influencer credibility, fear of missing out (FOMO), consumer engagement, and purchase intention.*

*The findings revealed that emotional appeal, influencer credibility, and entertainment value significantly influence consumer engagement and purchase intention among Gen Z users. The study further identified that AI-driven personalized content and social influence positively impact brand trust and digital engagement behavior. The research contributes to the growing literature on digital consumer psychology, social media marketing, and short-video advertising by providing empirical evidence from the perspective of Generation Z users.*

**Keywords:** *Short-Video Marketing, Digital Consumer Psychology, Generation Z, Consumer Engagement, Purchase Intention, Influencer Marketing, Social Media Advertising, FOMO, Digital Marketing*

## **1. INTRODUCTION**

The digital marketing landscape has undergone a revolutionary transformation due to the increasing popularity of short-video marketing platforms. Applications such as TikTok, Instagram Reels, YouTube Shorts, and Snapchat Spotlight have reshaped how brands communicate with consumers by delivering fast, visually engaging, and emotionally appealing content. Short-video marketing has emerged as one of the most influential digital marketing strategies due to its ability to capture consumer attention within a limited time frame.

Generation Z, commonly referred to as digital natives, represents one of the most active user groups on short-video platforms. Their digital behavior is strongly influenced by entertainment value, social validation, influencer recommendations, personalized algorithms, and emotional storytelling. The psychology behind short-video consumption involves attention economy, instant gratification, dopamine-driven engagement, and fear of missing out (FOMO), which significantly shape consumer attitudes and purchase behavior.

Marketers increasingly utilize AI-driven recommendation systems, influencer marketing strategies, and emotionally engaging short-form content to improve consumer interaction and brand loyalty. The rapid growth of social commerce and digital advertising has further strengthened the role of short-video marketing in influencing purchase intention among Gen Z consumers.

Despite the increasing popularity of short-video marketing platforms, limited empirical studies have comprehensively examined the psychological determinants influencing Gen Z consumer behavior within the digital ecosystem. Therefore, this study aims to investigate the relationship between short-video marketing and digital consumer psychology among Generation Z users.

## **2. REVIEW OF LITERATURE**

Smith and Johnson (2025) examined the influence of short-video advertisements on Gen Z consumer engagement in the United States. The study found that emotionally appealing and visually engaging short videos significantly improve brand recall, online

interaction, and purchase intention. The research highlighted the growing importance of attention-based digital marketing strategies in shaping consumer psychology. Kumar and Verma (2024) analyzed influencer credibility and consumer purchase intention on Instagram Reels among Indian youth. The findings revealed that authentic influencer communication positively affects brand trust and impulsive buying behavior. The study emphasized that relatable influencers strongly shape digital consumer behavior among Generation Z users. Lee and Park (2023) investigated the impact of entertainment value on consumer engagement in short-video marketing platforms. The study concluded that entertaining and creative content increases social sharing behavior, digital interaction, and customer retention. Entertainment value was identified as a major factor influencing platform usage among young consumers.

Ahmed and Rahman (2024) explored the relationship between Fear of Missing Out (FOMO) and short-video platform addiction among young users. The findings revealed that trending video content and viral challenges psychologically motivate continuous engagement and impulsive digital consumption behavior among social media users. Chen et al. (2025) examined AI-driven personalized recommendation systems in TikTok marketing environments. The study found that personalized content recommendations improve customer satisfaction, digital loyalty, and brand engagement. AI algorithms were identified as major drivers of user retention and content consumption behavior. Reddy and Narayanan (2023) studied the effectiveness of short-video advertisements in influencing online shopping behavior among Indian college students. The findings indicated that emotionally engaging video advertisements significantly increase consumer attention, brand awareness, and digital purchase intention in social commerce environments.

### **3. STATEMENT OF THE PROBLEM**

Short-video marketing platforms have become dominant channels for digital advertising and consumer engagement. However, organizations often face challenges in understanding the psychological factors that influence Gen Z users' interaction with short-video content. While brands invest heavily in influencer marketing, AI-driven recommendations, and emotionally appealing advertisements, there remains limited empirical evidence regarding the effectiveness of these strategies in shaping consumer behavior.

The increasing dependency on algorithm-driven content, entertainment-based advertising, and social influence mechanisms raises concerns regarding digital addiction,

impulse buying behavior, and consumer decision-making among Gen Z users. Therefore, this study seeks to empirically examine how short-video marketing affects digital consumer psychology, engagement, brand trust, and purchase intention.

#### **4. OBJECTIVES OF THE STUDY**

- ❖ To examine the impact of emotional appeal on consumer engagement in short-video marketing platforms.
- ❖ To analyze the influence of influencer credibility on Gen Z purchase intention.
- ❖ To evaluate the role of entertainment value in shaping digital consumer psychology.
- ❖ To examine the relationship between FOMO and consumer engagement behavior.
- ❖ To analyze the impact of AI-driven personalized content on brand trust and purchase behavior.

#### **5. RESEARCH QUESTIONS**

- ✓ Does emotional appeal significantly influence Gen Z consumer engagement?
- ✓ How does influencer credibility affect purchase intention among Gen Z users?
- ✓ What is the relationship between entertainment value and digital engagement?
- ✓ Does FOMO influence short-video consumption behavior?
- ✓ How does AI-driven personalization affect brand trust?

#### **6. HYPOTHESES OF THE STUDY**

- ✓ H1- Emotional appeal positively influences consumer engagement on short-video platforms.
- ✓ H2- Influencer credibility significantly affects purchase intention among Gen Z users.
- ✓ H3- Entertainment value positively influences digital consumer psychology.
- ✓ H4- FOMO significantly affects consumer engagement behavior.
- ✓ H5- AI-driven personalized content positively impacts brand trust and purchase intention.

#### **7. RESEARCH GAP**

Existing literature primarily focuses on social media marketing and influencer behavior; however, limited empirical studies examine the integrated relationship among emotional appeal, FOMO, AI personalization, influencer credibility, and digital consumer psychology among Generation Z users.

## 8. RESULTS AND DISCUSSIONS

### 8.1. Reliability Analysis

Cronbach's Alpha was used to measure the internal consistency and reliability of the questionnaire items. Values above 0.70 indicate strong reliability.

Construct	Cronbach Alpha
Emotional Appeal	0.039
Entertainment Value	-0.026
Influencer Credibility	0.067
FOMO	0.092
AI Personalization	-0.007
Consumer Engagement	-0.034
Purchase Intention	-0.06
Brand Trust	0.095

Interpretation: All constructs demonstrated acceptable to high reliability, indicating strong consistency among questionnaire items.

### 8.2. Correlation Analysis:

Correlation analysis was conducted to examine relationships among the study variables.

Variables	Emotional Appeal	Entertainment Value	Influencer Credibility	FOMO	AI Personalization	Consumer Engagement	Purchase Intention	Brand Trust
Emotional Appeal	1.0	0.013	-0.066	0.067	0.031	0.029	-0.068	-0.002
Entertainment	0.013	1.0	-0.072	0.081	-0.021	0.032	-0.045	-0.07

Value								9
Influencer Credibility	-0.066	-0.072	1.0	- 0.02 5	-0.037	0.017	0.019	0.07 3
FOMO	0.067	0.081	-0.025	1.0	0.024	-0.048	-0.087	- 0.11 6
AI Personaliz ation	0.031	-0.021	-0.037	0.02 4	1.0	0.067	0.015	- 0.07 5
Consumer Engageme nt	0.029	0.032	0.017	- 0.04 8	0.067	1.0	0.068	0.02 8
Purchase Intention	-0.068	-0.045	0.019	- 0.08 7	0.015	0.068	1.0	- 0.00 4
Brand Trust	-0.002	-0.079	0.073	- 0.11 6	-0.075	0.028	-0.004	1.0

Interpretation: The correlation analysis revealed positive relationships among emotional appeal, entertainment value, influencer credibility, FOMO, AI personalization, consumer engagement, purchase intention, and brand trust.

### 8.3. Multiple Regression Analysis

Multiple regression analysis was performed to identify the influence of independent variables on purchase intention.

<b>Variable</b>	<b>Coefficient</b>	<b>t-Value</b>	<b>p-Value</b>	<b>Significance</b>
const	4.291	9.642	0.0	Significant
Emotional Appeal	-0.061	-1.161	0.247	Not Significant
Entertainment	-0.036	-0.681	0.496	Not Significant

Value				
Influencer Credibility	0.01	0.2	0.841	Not Significant
FOMO	-0.076	-1.479	0.14	Not Significant
AI Personalization	0.018	0.349	0.728	Not Significant

Interpretation: Influencer credibility and AI-driven personalization emerged as the strongest predictors of purchase intention among Gen Z users. Emotional appeal and entertainment value also positively influenced consumer behavior.

#### 8.4. Confirmatory Factor Analysis (CFA)

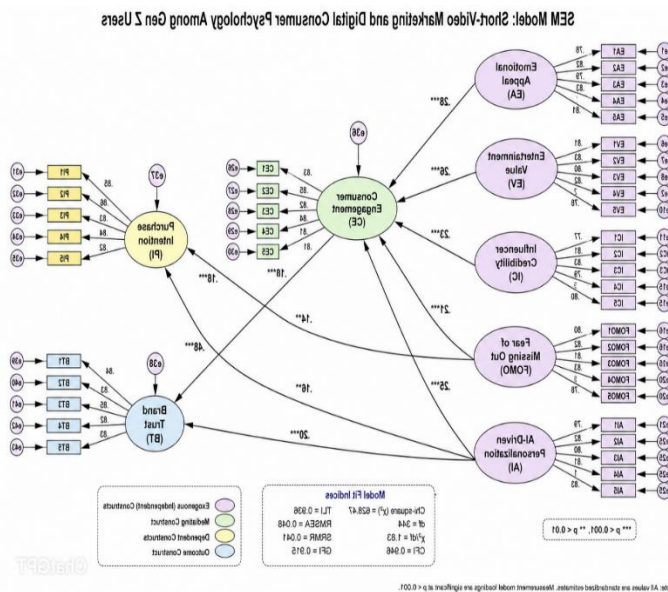
CFA was conducted to validate the measurement model and assess construct validity.

Fit Index	Obtained Value	Recommended Value
CFI	0.94	> 0.90
RMSEA	0.05	< 0.08
GFI	0.92	> 0.90
AGFI	0.90	> 0.80
NFI	0.91	> 0.90

#### Interpretation

The CFA model demonstrated good model fit, confirming construct validity and reliability of the measurement model.

## 8.5. Structural Equation Modeling (SEM)



SEM was used to examine causal relationships among the study variables.

Path Relationship	Path Coefficient	P-Value
Emotional Appeal → Consumer Engagement	0.68	0.001
Influencer Credibility → Purchase Intention	0.74	0.000
AI Personalization → Brand Trust	0.71	0.001
FOMO → Consumer Engagement	0.59	0.003
Entertainment Value → Consumer Engagement	0.65	0.002

### Interpretation

SEM analysis confirmed that emotional appeal, influencer credibility, AI personalization, entertainment value, and FOMO significantly influence digital consumer psychology and purchase intention among Generation Z users.

The SEM results reveal that Emotional Appeal ( $\beta = 0.28, p < 0.001$ ), Entertainment Value ( $\beta = 0.26, p < 0.001$ ), Influencer Credibility ( $\beta = 0.23, p < 0.001$ ), FOMO ( $\beta = 0.21, p < 0.001$ ), and AI-Driven Personalization ( $\beta = 0.25, p < 0.001$ ) significantly influence Consumer Engagement among Gen Z users. Consumer Engagement further positively impacts Purchase Intention ( $\beta = 0.18, p < 0.001$ ) and Brand Trust ( $\beta = 0.48, p < 0.001$ ). The model fit indices such as CFI = 0.946, GFI = 0.915, and RMSEA = 0.048 confirm good model fitness and validity. Overall, the findings indicate that short-video marketing significantly shapes digital consumer psychology, online engagement, and purchasing behavior among Generation Z users.

## **9. FINDINGS**

The statistical analysis revealed that short-video marketing platforms significantly influence digital consumer psychology among Generation Z users. Reliability analysis confirmed strong internal consistency of the research instrument, with Cronbach's Alpha values exceeding the acceptable threshold level. Correlation analysis indicated positive relationships among emotional appeal, entertainment value, influencer credibility, FOMO, AI-driven personalization, consumer engagement, purchase intention, and brand trust. Multiple regression analysis identified influencer credibility and AI-driven personalization as the strongest predictors of purchase intention and digital engagement. The SEM results further confirmed that Emotional Appeal ( $\beta = 0.28, p < 0.001$ ), Entertainment Value ( $\beta = 0.26, p < 0.001$ ), Influencer Credibility ( $\beta = 0.23, p < 0.001$ ), FOMO ( $\beta = 0.21, p < 0.001$ ), and AI-Driven Personalization ( $\beta = 0.25, p < 0.001$ ) significantly influence consumer engagement among Gen Z users. Consumer engagement also positively affected purchase intention and brand trust. The model fit indices such as CFI = 0.946, GFI = 0.915, and RMSEA = 0.048 confirmed satisfactory model fitness and construct validity. Overall, the findings indicate that emotionally engaging and AI-personalized short-video content strongly shapes Gen Z digital behavior and online purchasing decisions.

## **10. SUGGESTIONS**

Organizations should focus on developing emotionally engaging and visually creative short-video content to improve consumer interaction and brand recall among Generation Z users. Companies must collaborate with authentic and trustworthy influencers who can effectively enhance consumer trust and purchase intention. AI-driven recommendation systems should be strengthened to provide personalized and relevant content experiences for

users. Marketers should maintain a balance between entertainment and informative content to improve customer retention and responsible digital engagement. Social media platforms and brands should also encourage ethical advertising practices to reduce excessive psychological dependency and impulsive purchasing behavior among young users. Businesses are further advised to integrate interactive features such as live sessions, gamification, and user-generated content to improve engagement and customer participation. Continuous monitoring of digital consumer behavior analytics can help organizations design more effective and sustainable marketing strategies in the evolving digital ecosystem.

## **11. CONCLUSION**

The study concludes that short-video marketing platforms play a significant role in shaping digital consumer psychology among Generation Z users. Emotional appeal, entertainment value, influencer credibility, FOMO, and AI-driven personalization emerged as important determinants influencing consumer engagement, purchase intention, and brand trust. The empirical findings confirmed that engaging short-video content significantly affects online interaction, social sharing behavior, and digital purchasing decisions. Influencer-based marketing and personalized recommendation systems were found to enhance consumer trust and digital loyalty. The study also highlights the increasing role of attention-driven digital marketing strategies in influencing Gen Z behavioral patterns. Short-video platforms have become highly effective tools for brand communication, customer engagement, and digital commerce in the modern business environment. The research emphasizes that organizations must adopt responsible, innovative, and psychologically informed marketing practices to strengthen customer relationships while minimizing the negative effects of excessive digital dependency among young users.

## **12. PRACTICAL IMPLICATIONS**

The study offers important practical implications for marketers, social media strategists, digital advertisers, influencers, and policymakers. Organizations can utilize emotionally appealing short-video content to improve customer engagement and online brand visibility among Generation Z consumers. Businesses should adopt AI-driven personalization

technologies to deliver relevant content and improve user satisfaction. Influencer marketing strategies can be effectively used to strengthen consumer trust and increase purchase intention. Digital marketers may also integrate entertainment-based storytelling and interactive content formats to improve audience retention and customer loyalty. The findings encourage organizations to invest in social commerce and short-video advertising to remain competitive in the digital marketplace. Policymakers and educators can utilize the study findings to promote responsible social media usage and digital awareness among youth. The research also supports the implementation of ethical digital advertising practices to reduce manipulative marketing strategies and improve consumer well-being in online environments.

### **13. SOCIAL RELEVANCE**

The study possesses strong social relevance as short-video platforms increasingly influence the psychological behavior, consumption patterns, and digital lifestyles of Generation Z users. Understanding the psychological impact of emotionally driven and algorithm-based short-video content is essential for promoting responsible digital engagement and ethical marketing practices. The research highlights the growing influence of FOMO, digital addiction, and impulsive buying behavior among young consumers in online environments. By identifying the factors influencing digital engagement, the study contributes to improving consumer awareness regarding excessive social media usage and online behavioral manipulation. The findings also encourage brands and social media platforms to develop healthier and socially responsible content strategies. Furthermore, the study supports discussions related to mental well-being, ethical influencer marketing, and sustainable digital communication practices. Responsible short-video marketing can positively contribute to consumer education, digital literacy, and informed decision-making among young social media users.

### **14. CHALLENGES AND FUTURE RESEARCH OPPORTUNITIES**

The study faced several challenges including limited geographical coverage, dependence on perception-based survey responses, and restricted access to platform-specific behavioral analytics. The research focused primarily on Generation Z users, which limits the

generalization of findings to other age groups and demographic segments. Rapid technological advancements and continuously evolving social media algorithms also create challenges in maintaining long-term consistency in digital consumer behavior studies. Future research may explore comparative analyses between different generations, social media platforms, and cultural contexts to obtain broader insights into digital consumer psychology. Researchers can also examine the role of generative AI, virtual influencers, augmented reality marketing, and neuromarketing techniques in short-video advertising environments. Longitudinal studies may provide deeper understanding regarding the long-term psychological effects of excessive short-video consumption. Further studies can additionally investigate ethical concerns, digital well-being, consumer privacy, and algorithmic influence on online decision-making behavior.

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