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HOW SHORT-FORM VIDEO MARKETING AND SOCIAL COMMERCE AFFECT GEN Z PURCHASE INTENTION AND LOYALTY

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Abstract
This study examines the influence of short-form video marketing and social commerce on Generation Z purchase intention and brand loyalty in the Indonesian social commerce context, with purchase intention as a mediating variable. The study is motivated by the rapid growth of social commerce in Indonesia, particularly through platforms like TikTok Shop, and the limited research integrating short-form video marketing and social commerce into a comprehensive framework for Generation Z consumers. The sample consists of three hundred Generation Z respondents aged eighteen to thirty years who actively use social media platforms and have experience purchasing products through social commerce features. Structural Equation Modeling with Partial Least Squares approach was employed to test the proposed hypotheses. The results indicate that short-form video marketing has a positive and significant effect on both purchase intention and brand loyalty. Similarly, social commerce has a positive and significant effect on both purchase intention and brand loyalty. Furthermore, purchase intention has a positive and significant effect on brand loyalty. The mediation analysis reveals that purchase intention significantly mediates the relationship between short-form video marketing and brand loyalty, as well as the relationship between social commerce and brand loyalty. These findings suggest that digital marketing strategies first shape consumers' buying intentions before ultimately fostering long-term loyalty, with purchase intention serving as an important bridge between digital engagement and sustainable consumer commitment. The study contributes to the literature on digital marketing and consumer behavior by extending the Stimulus-Organism-Response framework to the context of short-form video marketing and social commerce in emerging markets.

Keywords: Short-Form Video, Social Commerce, Purchase Intention, Brand Loyalty, Generation Z

1. Introduction

The digital era has significantly reshaped consumer behavior, particularly among Generation Z, who rely heavily on social media platforms for information, entertainment, and purchasing decisions (Pangestuti et al., 2025). Unlike previous generations, Generation Z consumers prefer fast, engaging, and visually driven content, making short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts highly influential in shaping their consumption patterns (Akram et al., 2025). This generation, characterized by their status as digital natives, exhibits sophisticated media literacy and high sensitivity to authenticity and transparency in marketing communications (Pangestuti et al., 2025).

Short-form video marketing has become a powerful strategy due to its ability to capture attention quickly and deliver persuasive messages in an entertaining format.

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Studies show that emotional engagement, storytelling, and authenticity in video content significantly influence consumer perceptions and purchase intention (Akram et al., 2025). Research has demonstrated that positive short-form video attributes including informativeness, credibility, entertainment, and incentives foster immersive flow experiences and trust, ultimately influencing purchase intention through enhanced socially driven engagement (Akram et al., 2025). Furthermore, algorithm-driven personalization enhances content relevance, increasing user engagement and conversion rates, with algorithmic personalization and content exposure having significant positive influences on impulse buying behavior among Generation Z consumers (Haq & Syahrivar, 2025).

In parallel, social commerce has emerged as an extension of e-commerce, allowing consumers to discover, evaluate, and purchase products directly within social media platforms (Haq & Syahrivar, 2025). This integration reduces friction in the purchasing process and enhances convenience. Social interaction, user-generated content, and peer influence further strengthen trust, which is a critical determinant of purchase intention (Haq & Syahrivar, 2025). Research indicates that hedonic value significantly outperforms utilitarian value in driving purchase intention among Generation Z consumers, with seller trust, platform trust, and product trust serving as important mediating mechanisms (Haq & Syahrivar, 2025). The rapid transformation of live streaming commerce in Indonesia highlights the need to understand the psychological factors that drive consumer engagement and loyalty, where trust emerges as a critical mediator between perceived value and consumer behavioral outcomes (Puspita & Sumadi, 2025).

The urgency of this research is driven by several critical factors. First, the rapid growth of social commerce in Indonesia, particularly through platforms like TikTok Shop, has created an increasingly competitive digital marketplace where platform differentiation through engaging content and trust-building mechanisms becomes essential for business sustainability. TikTok Shop has seen exponential growth, with Generation Z (59%) and women (75.3%) dominating as the primary market segments (Haq & Syahrivar, 2025). Second, despite the popularity of short-form videos, existing literature has largely overlooked the role of word-of-mouth and flow experience in shaping purchase intention (Akram et al., 2025), and there is limited research that integrates short-form video marketing and social commerce into a comprehensive framework (Haq & Syahrivar, 2025). Studies have primarily examined these factors separately, leaving a gap in understanding their combined effect on purchase intention and brand loyalty. Third, the prevalence of online fraud, counterfeit products, and manipulative content in the Indonesian digital market has heightened consumer concerns regarding transaction security and marketing authenticity, placing trust as a pivotal factor influencing purchase decisions and platform loyalty (Puspita & Sumadi, 2025). Generation Z consumers are particularly sensitive to manipulative content and commercial overreach (Pangestuti et al., 2025). Fourth, previous research has predominantly focused on the direct effects of social media marketing on purchase decisions (Pangestuti et al., 2025), while limited attention has been given to the mediating mechanisms particularly trust, hedonic value, and emotional engagement through which short-form video content and social commerce features translate into sustained consumer loyalty (Haq & Syahrivar, 2025). Fifth, the gap between theoretical predictions from the Stimulus-Organism-Response (SOR) framework and empirical findings necessitates renewed investigation with more comprehensive research designs and more recent data (Akram et al., 2025).

The research gap in this study lies in the limited understanding of how short-form video marketing and social commerce features jointly influence Generation Z purchase intention and brand loyalty through the mediation of trust and emotional engagement. While individual studies have examined the direct effects of short-form video content on consumer engagement (Akram et al., 2025) or the role of social commerce features on purchase decisions (Haq & Syahrivar, 2025), the integrated mediating mechanisms through which these variables operate remain underexplored. Additionally, most previous studies have been conducted in developed market contexts or have focused on singular platforms (Akram et al., 2025), leaving a significant gap in knowledge regarding the dynamics of consumer behavior in emerging digital markets such as Indonesia, where unique cultural, economic, and technological characteristics create distinct consumer expectations and behaviors. Furthermore, empirical evidence on how short-form video marketing influences loyalty not just purchase intention remains limited, with studies indicating that loyalty requires trust and positive purchase experiences to develop (Pangestuti et al., 2025).

The novelty of this research lies in several aspects. First, this study focuses on the Indonesian Generation Z market during the 2024–2026 period, representing a unique context characterized by rapid social commerce adoption, high mobile penetration, and increasing consumer sophistication regarding digital marketing. Second, this study develops an integrative model that simultaneously examines the influence of short-form video marketing and social commerce features on purchase intention and brand loyalty, with trust and hedonic value as mediating variables, providing a comprehensive understanding of the determinants of Generation Z consumer behavior (Akram et al., 2025; Haq & Syahrivar, 2025). Third, this study positions trust as a critical mediating mechanism in the relationship between both short-form video marketing and social commerce features on purchase intention and loyalty, enabling the examination of whether trust serves as the primary pathway through which marketing stimuli translate into sustained consumer relationships (Puspita & Sumadi, 2025). Fourth, this study distinguishes between purchase intention and brand loyalty as separate behavioral outcomes, addressing the gap in understanding how short-form video marketing influences both immediate purchase behavior and long-term consumer relationships (Pangestuti et al., 2025). Fifth, this study extends the application of the Stimulus-Organism-Response (SOR) framework to the context of short-form video marketing and social commerce, validating the theoretical model in the Indonesian digital market characterized by distinct consumer characteristics (Akram et al., 2025; Haq & Syahrivar, 2025).

The purpose of this study is to analyze the influence of short-form video marketing and social commerce features on Generation Z purchase intention and brand loyalty in the Indonesian social commerce context. In addition, this study aims to evaluate the mediating roles of trust and hedonic value in the relationship between short-form video marketing, social commerce features, and consumer behavioral outcomes. The choice of this goal was driven by the fragmented nature of previous research findings and the limited understanding of the integrated mechanisms through which short-form video content and social commerce influence Generation Z consumer behavior. With a comprehensive examination of the mediating mechanisms, this study aims to provide a deeper understanding of how short-form video content and social commerce features can be strategically optimized to enhance consumer trust, positive emotional responses, and ultimately, purchase behavior and brand loyalty in the Indonesian digital market.

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The contribution of this research is multifaceted. From a theoretical perspective, this research contributes to the enrichment of literature on consumer behavior in social commerce by proposing and testing an integrative model that links short-form video marketing and social commerce features with Generation Z purchase intention and brand loyalty through the mediating roles of trust and hedonic value, extending the application of the SOR framework to the context of digital consumer behavior in emerging markets (Akram et al., 2025; Haq & Syahrivar, 2025). The findings contribute to the understanding of how specific short-form video attributes and social commerce features influence consumer trust and emotional engagement, providing a more nuanced theoretical framework for analyzing consumer behavior in highly competitive digital marketplaces. From a practical perspective, this study provides actionable insights for social commerce platform developers, digital marketers, and content strategists in designing and managing short-form video content that effectively builds consumer trust and generates positive emotional responses (Puspita & Sumadi, 2025). For platform developers, the findings provide guidance on which short-form video features and social commerce functionalities are most effective in enhancing consumer trust and emotional engagement. For marketers, the results offer insights into the importance of authenticity, transparency, and trust-building strategies in driving purchase behavior and brand loyalty among Generation Z consumers, as Gen Z is highly sensitive to manipulative content and values authenticity over popularity (Pangestuti et al., 2025). For policymakers and consumer protection agencies, this study provides empirical evidence to support the development of regulations that promote transparency, authenticity, and consumer trust in the digital marketplace, in order to maintain the stability and credibility of the national digital economy system.

2. Theoretical Background

2.1 Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) model was first developed by Mehrabian and Russell (1974) in environmental psychology to explain how individuals respond to physical environments. The model states that environmental stimuli (S) affect an individual's internal state (organism), which then produces behavioral responses (R). In this conceptualization, the organism encompasses both affective (emotional) and cognitive (perceptions, beliefs) processes, while the response can take the form of approach or avoidance behavior (Mehrabian & Russell, 1974).

The SOR model has been widely adopted in digital marketing and e-commerce research due to its ability to explain how online environment stimuli influence consumer emotions and perceptions, which in turn affect behavioral intentions. In the context of short-form video marketing and social commerce, stimuli include short-form video content attributes and social commerce features, organism includes trust and hedonic value, and response includes purchase intention and brand loyalty (Akram et al., 2025; Haq & Syahrivar, 2025).

This study extends the SOR model by incorporating both trust as a cognitive dimension and hedonic value as an affective dimension of the organism. Trust serves as a cognitive mechanism that reduces perceived risk and uncertainty in online transactions, while hedonic value reflects the affective pleasure and enjoyment consumers derive from engaging with short-form video content and social commerce platforms. These two pathways are expected to complement each other in explaining how short-form video marketing and social commerce drive purchase intention and brand loyalty among Generation Z consumers (Puspita & Sumadi, 2025).

2.2 Short-Form Video Marketing

Short-form video marketing has emerged as a dominant digital marketing strategy due to its ability to deliver concise, engaging, and visually appealing content that aligns with Generation Z's consumption behavior (Akram et al., 2025). Platforms such as TikTok and Instagram Reels utilize algorithm-driven personalization, allowing users to receive highly relevant content, which increases engagement and exposure to branded messages (Haq & Syahrivar, 2025). Short-form video content significantly influences consumer behavior by combining entertainment, storytelling, and interactivity into a single experience (Akram et al., 2025).

Previous research indicates that short-form video content significantly influences consumer behavior by combining entertainment, storytelling, and interactivity into a single experience (Akram et al., 2025). Emotional engagement plays a crucial role, as visually appealing and relatable content can trigger positive emotional responses that enhance purchase intention (Haq & Syahrivar, 2025). Furthermore, authenticity and credibility are strengthened through influencer marketing and user-generated content, which are highly valued by Generation Z consumers (Akram et al., 2025). These elements contribute to higher levels of trust and engagement, ultimately influencing purchasing decisions. However, some studies suggest that excessive promotional content may lead to content fatigue, reducing consumer engagement over time. Therefore, marketers must balance entertainment and promotional value to maintain effectiveness (Pangestuti et al., 2025).

2.3 Social Commerce

Social commerce refers to the integration of social media and e-commerce functionalities, enabling consumers to interact, share information, and make purchases within the same platform (Haq & Syahrivar, 2025; Pangestuti et al., 2025). This integration reduces the complexity of the purchasing process and enhances user convenience. Trust is a fundamental factor influencing consumer behavior in social commerce environments (Haq & Syahrivar, 2025; Puspita & Sumadi, 2025). Consumers rely heavily on reviews, recommendations, and peer interactions to evaluate products, which reduces perceived risk and uncertainty. This aligns with the concept of social proof, where individuals are influenced by the behavior and opinions of others (Pangestuti et al., 2025).

In addition, the interactive nature of social commerce allows real-time communication between buyers and sellers, enhancing transparency and customer experience (Akram et al., 2025). This interaction fosters a sense of community and strengthens relationships between consumers and brands. Perceived ease of use and convenience also play a significant role in shaping purchase intention (Haq & Syahrivar, 2025). Platforms that provide seamless navigation, integrated payment systems, and personalized recommendations are more likely to convert user engagement into actual transactions (Puspita & Sumadi, 2025).

2.4 Purchase Intention

Purchase intention refers to the likelihood that a consumer will purchase a product based on their attitudes, perceptions, and external influences (Haq & Syahrivar, 2025). It is widely regarded as a strong predictor of actual consumer behavior (Ajzen, 1991). In digital marketing contexts, purchase intention is influenced by both emotional and cognitive factors. Short-form video marketing enhances purchase intention by creating

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immersive and engaging experiences that increase product attractiveness (Akram et al., 2025). Meanwhile, social commerce contributes by providing a trustworthy and convenient environment for transactions (Haq & Syahrivar, 2025).

Trust plays a central role in shaping purchase intention, especially in online environments where uncertainty is relatively high (Puspita & Sumadi, 2025). Additionally, perceived value, including both functional and emotional benefits, significantly influences consumer decisions (Haq & Syahrivar, 2025). Social influence is another critical factor, particularly among Generation Z. Consumers tend to rely on peer opinions, online reviews, and influencer recommendations when making purchasing decisions (Pangestuti et al., 2025).

2.5 Brand Loyalty

Brand loyalty refers to a consumer's commitment to repurchase a product or maintain a relationship with a brand over time (Pangestuti et al., 2025). It is a key indicator of long-term business success (Oliver, 1999). Digital marketing strategies, including short-form video marketing and social commerce, play a crucial role in building brand loyalty. Continuous engagement through interactive and personalized content strengthens emotional connections between consumers and brands (Akram et al., 2025).

Furthermore, trust and satisfaction are essential drivers of brand loyalty (Puspita & Sumadi, 2025). Consumers who have positive experiences with a brand are more likely to develop long-term loyalty and advocacy behaviors (Pangestuti et al., 2025). Social commerce enhances this process by facilitating continuous interaction and community engagement (Haq & Syahrivar, 2025). However, maintaining brand loyalty in the digital era is increasingly challenging due to intense competition and the availability of alternative options. Consumers can easily switch brands if they encounter more appealing content or better value propositions (Pangestuti et al., 2025).

2.6 Hypothesis Development

2.6.1 The Effect of Short-Form Video Marketing on Purchase Intention

Short-form video marketing plays a crucial role in shaping consumer perceptions and purchase behavior. Short-form video content significantly enhances user engagement and emotional connection, which in turn influences purchase intention (Akram et al., 2025). Entertaining and informative video content increases consumers' trust and perceived value toward products, thereby encouraging buying decisions (Haq & Syahrivar, 2025). These findings are particularly relevant for Generation Z, who prefer visually appealing, fast-paced, and authentic content. From the perspective of consumer behavior theory, short-form videos stimulate cognitive and affective responses that lead to behavioral intentions. The vividness and interactivity of video content make it easier for consumers to understand product features and benefits, reducing uncertainty and increasing confidence in purchasing decisions (Akram et al., 2025). Therefore, short-form video marketing is expected to positively influence purchase intention among Generation Z. Based on this reasoning, the following hypothesis is proposed:

H1: Short-form video marketing has a positive and significant effect on purchase intention.

2.6.2 The Effect of Short-Form Video Marketing on Brand Loyalty

In addition to influencing purchase intention, short-form video marketing also contributes to the development of brand loyalty. Engaging video content fosters emotional attachment and strengthens the relationship between consumers and brands. Consistent and relatable video content enhances brand recall and encourages repeated interactions, which are essential components of brand loyalty (Akram et al., 2025). Storytelling through short-form videos can create a strong brand identity and deepen consumer trust (Haq & Syahrivar, 2025). For Generation Z, authenticity and relatability are key drivers of loyalty. Brands that effectively utilize short-form video marketing to communicate values, lifestyles, and user experiences are more likely to build long-term relationships with their audience (Pangestuti et al., 2025). As a result, short-form video marketing is expected to have a direct positive impact on brand loyalty. Based on this reasoning, the following hypothesis is proposed:

H2: Short-form video marketing has a positive and significant effect on brand loyalty.

2.6.3 The Effect of Social Commerce on Purchase Intention

Social commerce has transformed the way consumers interact with brands and make purchasing decisions. By integrating shopping features into social media platforms, social commerce reduces the steps required in the purchasing process and enhances convenience. Social commerce significantly increases purchase intention by providing social proof, user-generated content, and peer recommendations (Haq & Syahrivar, 2025). Features such as reviews, ratings, and live shopping create a sense of trust and urgency, encouraging immediate purchases (Puspita & Sumadi, 2025). For Generation Z, who are highly influenced by social interactions and online communities, social commerce serves as a powerful driver of purchase intention. The ability to directly purchase products within a familiar social environment reduces friction and enhances the overall shopping experience (Pangestuti et al., 2025). Based on this reasoning, the following hypothesis is proposed:

H3: Social commerce has a positive and significant effect on purchase intention.

2.6.4 The Effect of Social Commerce on Brand Loyalty

Beyond purchase intention, social commerce also plays a vital role in building brand loyalty. The interactive nature of social commerce enables continuous engagement between brands and consumers through comments, shares, and live interactions. Social commerce strengthens customer relationships by fostering a sense of community and belonging (Akram et al., 2025). Personalized recommendations and interactive features enhance customer satisfaction, which leads to higher loyalty levels (Haq & Syahrivar, 2025). The seamless integration of social interaction and purchasing behavior allows consumers to develop stronger emotional bonds with brands. This is especially important for Generation Z, who value engagement, responsiveness, and personalized experiences (Pangestuti et al., 2025). Therefore, social commerce is expected to positively influence brand loyalty. Based on this reasoning, the following hypothesis is proposed:

H4: Social commerce has a positive and significant effect on brand loyalty.

2.6.5 The Effect of Purchase Intention on Brand Loyalty

Purchase intention is widely recognized as a key predictor of brand loyalty. Consumers who have a strong intention to purchase are more likely to engage in repeat purchases and develop long-term relationships with brands. Higher purchase intention leads to increased customer retention and loyalty over time (Pangestuti et al., 2025). Satisfied purchasing experiences reinforce positive attitudes toward brands, encouraging repeat buying behavior (Puspita & Sumadi, 2025). In the context of Generation Z, purchase intention often translates into actual buying behavior due to their familiarity with digital platforms and ease of access to products. As a result, purchase intention is expected to have a significant impact on brand loyalty. Based on this reasoning, the following hypothesis is proposed:

H5: Purchase intention has a positive and significant effect on brand loyalty.

2.6.6 The Mediating Role of Purchase Intention in the Relationship between Short-Form Video Marketing and Brand Loyalty

Previous studies suggest that purchase intention may act as a mediating variable in the relationship between marketing strategies and brand loyalty. Short-form video marketing influences consumers' perceptions and intentions, which subsequently affect their loyalty toward brands (Akram et al., 2025). Marketing stimuli first shape purchase intention before translating into long-term loyalty outcomes (Haq & Syahrivar, 2025). Short-form video content that is engaging and authentic generates positive emotional responses, increasing purchase intention. When consumers develop purchase intention, they are more likely to engage in repeat purchases and build loyalty toward the brand (Pangestuti et al., 2025). Thus, this study proposes that purchase intention mediates the relationship between short-form video marketing and brand loyalty. Based on this reasoning, the following hypothesis is proposed:

H6: Purchase intention mediates the relationship between short-form video marketing and brand loyalty.

2.6.7 The Mediating Role of Purchase Intention in the Relationship between Social Commerce and Brand Loyalty

Similarly, purchase intention is expected to mediate the relationship between social commerce and brand loyalty. Social commerce features such as reviews, ratings, live shopping, and peer interactions influence consumers' perceptions and intentions, which subsequently affect their loyalty toward brands (Haq & Syahrivar, 2025). Social commerce creates a trustworthy and convenient environment for transactions, increasing purchase intention (Puspita & Sumadi, 2025). When consumers have positive experiences and develop purchase intention through social commerce platforms, they are more likely to build long-term relationships with brands (Pangestuti et al., 2025). Thus, this study proposes that purchase intention mediates the relationship between social commerce and brand loyalty. Based on this reasoning, the following hypothesis is proposed:

H7: Purchase intention mediates the relationship between social commerce and brand loyalty.

3. Methods

3.1 Research Design

This study adopts a quantitative research approach with a causal-explanatory design to analyze the relationships between short-form video marketing, social commerce, purchase intention, and brand loyalty among Generation Z. The causal-explanatory design is employed to test the hypothesized relationships between independent variables (short-form video marketing and social commerce), mediating variable (purchase intention), and dependent variable (brand loyalty). The quantitative approach is considered appropriate because this study aims to empirically test the proposed hypotheses using statistical analysis of numerical data collected from Generation Z consumers in Indonesia.

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3.2 Population and Sample

The target population consists of Generation Z individuals aged 18–30 years who actively use social media platforms such as TikTok, Instagram, and YouTube for content consumption and online purchasing activities (Pangestuti et al., 2025). A purposive sampling technique is employed to ensure that respondents meet specific criteria, including: (1) aged 18–30 years; (2) actively use at least one short-form video platform; (3) have engaged with short-form video content in the past three months; and (4) have prior experience in purchasing products through social commerce platforms (Haq & Syahrivar, 2025). A minimum sample size of 300 respondents is determined following the rule of thumb for Structural Equation Modeling (SEM) analysis, which requires 5 to 10 observations per indicator (Hair et al., 2019). With approximately 20 indicators across all constructs, the minimum sample required is between 100 and 200 respondents, and 300 respondents are targeted to ensure robustness and account for potential incomplete responses.

3.3 Data Collection Techniques

Data are collected through a structured online questionnaire distributed via digital platforms including social media (Instagram, TikTok, WhatsApp) and email. The questionnaire is designed based on validated measurement scales adapted from previous studies and tailored to the Indonesian social commerce context (Akram et al., 2025; Haq & Syahrivar, 2025). The data collection procedure involves several sequential steps: questionnaire development based on operational definitions of research variables and adaptation of validated measurement scales; content validity assessment through expert judgment and pilot testing with 30 respondents to evaluate clarity, relevance, and comprehensiveness; revision and refinement of questionnaire items based on feedback; distribution of questionnaires to target respondents through online platforms utilizing snowball sampling technique; collection and compilation of completed questionnaires; data screening and cleaning to identify and remove incomplete or invalid responses; and coding and tabulation of valid data for statistical analysis. The questionnaire uses a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to measure respondents' perceptions of each construct. All respondents participate voluntarily, and their responses are treated confidentially and used solely for academic purposes.

3.4 Operational Definition of Variables

The constructs examined in this study include short-form video marketing, social commerce, purchase intention, and brand loyalty, all of which are operationalized as reflective latent variables. Short-form video marketing is measured through indicators such as entertainment value, informativeness, emotional engagement, and authenticity (Akram et al., 2025; Haq & Syahrivar, 2025). Social commerce is measured using trust, social interaction, perceived ease of use, and convenience (Haq & Syahrivar, 2025; Pangestuti et al., 2025). Purchase intention reflects consumers' likelihood of making a purchase and is measured through purchase likelihood, willingness to buy, and recommendation intention (Akram et al., 2025; Haq & Syahrivar, 2025). Brand loyalty is measured through repeat purchase behavior, commitment, and willingness to recommend the brand (Pangestuti et al., 2025; Puspita & Sumadi, 2025).

3.5 Data Analysis Techniques

Data analysis is conducted using Structural Equation Modeling (SEM) with a variance-based approach (PLS-SEM) using SmartPLS software, chosen for its ability to handle complex relationships including mediation effects and its suitability for exploratory research with relatively small sample sizes (Hair et al., 2019). The analysis is conducted through a two-step approach involving the evaluation of the measurement model and the structural model. In the measurement model evaluation, reliability is assessed using Cronbach's alpha and composite reliability with values above 0.70 indicating acceptable reliability, while validity is evaluated using Average Variance Extracted (AVE) with values above 0.50 indicating adequate convergent validity, and discriminant validity assessed using the Fornell-Larcker criterion and HTMT ratio (Fornell & Larcker, 1981; Henseler et al., 2015; Nunnally & Bernstein, 1994). The structural model is assessed by examining path coefficients, coefficient of determination (R^2) with values of 0.25, 0.50, and 0.75 indicating weak, moderate, and substantial predictive accuracy, effect size (f^2), and predictive relevance (Q^2) assessed through blindfolding procedure (Cohen, 1988; Geisser, 1974; Hair et al., 2019; Stone, 1974). The mediating role of purchase intention is tested using a bootstrapping technique with 5,000 resamples, allowing for the assessment of indirect effects and their statistical significance, with mediation interpreted based on the significance of indirect paths and confidence intervals determining whether the mediation is partial or full (Preacher & Hayes, 2008). Hypothesis testing is conducted at a significance level of 5% ($p < 0.05$) with t-statistic > 1.96, and all statistical analyses are performed using SmartPLS software to examine how short-form video marketing and social commerce influence purchase intention and brand loyalty among Generation Z consumers in the Indonesian social commerce context during the 2024–2026 period.

4. Results and Discussion

4.1 Results

Table 1. Reliability and Validity Assessment

Construct	Cronbach's Alpha	Composite Reliability	AVE
SFVM	0.891	0.918	0.689
SC	0.874	0.906	0.658
PI	0.862	0.903	0.701
BL	0.887	0.921	0.744

Source: Data processed by researchers (SmartPLS), 2026

Table 1 presents the reliability and validity assessment results. The measurement model demonstrates satisfactory reliability and validity. All Cronbach's Alpha and Composite Reliability values exceed the recommended threshold of 0.70, indicating strong internal consistency (Hair et al., 2022). Likewise, all AVE values are above 0.50, confirming convergent validity (Fornell & Larcker, 1981). These findings suggest that the measurement instrument is appropriate for evaluating the proposed research model.

The Short-Form Video Marketing (SFVM) construct shows Cronbach's Alpha of 0.891, Composite Reliability of 0.918, and AVE of 0.689, indicating that the indicators for SFVM reliably measure the construct. The Social Commerce (SC) construct shows Cronbach's Alpha of 0.874, Composite Reliability of 0.906, and AVE of 0.658, confirming adequate reliability and convergent validity. The Purchase Intention (PI) construct demonstrates Cronbach's Alpha of 0.862, Composite Reliability of 0.903, and AVE of 0.701, indicating strong internal consistency. The Brand Loyalty (BL) construct shows the highest reliability with Cronbach's Alpha of 0.887, Composite Reliability of

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0.921, and AVE of 0.744. Discriminant validity was confirmed through the Fornell–Larcker criterion and HTMT values below 0.90, indicating that each construct adequately measures a distinct conceptual domain (Henseler et al., 2015; Hair et al., 2022).

Table 2. Coefficient of Determination

Endogenous Variable	R^2
Purchase Intention	0.612
Brand Loyalty	0.684

Source: Data processed by researchers (SmartPLS), 2026

Table 2 shows the coefficient of determination results. The structural model exhibits substantial explanatory power. The R^2 value of Purchase Intention is 0.612, indicating that short-form video marketing and social commerce explain 61.2% of the variance in consumers' purchase intention. This suggests that the proposed model has moderate to substantial predictive accuracy in explaining purchase intention among Generation Z consumers. Meanwhile, the R^2 value of Brand Loyalty reaches 0.684, suggesting that the proposed model explains 68.4% of the variation in brand loyalty. This high R^2 value indicates that short-form video marketing, social commerce, and purchase intention collectively explain a substantial proportion of the variance in brand loyalty.

Furthermore, the positive Q^2 values indicate that the model possesses satisfactory predictive relevance, while the SRMR value below 0.08 confirms an acceptable model fit. These findings suggest that the proposed framework is appropriate for explaining Generation Z's digital consumer behavior (Hair et al., 2022). The substantial explanatory power of the model confirms that both short-form video marketing and social commerce are important determinants of Generation Z purchase intention and brand loyalty in the Indonesian social commerce context.

Table 3. Direct Effects

Hypothesis	Path	β	T-Statistic	P-Value	Result
H1	SFVM → PI	0.421	6.218	0.000	Supported
H2	SFVM → BL	0.265	3.884	0.000	Supported
H3	SC → PI	0.387	5.427	0.000	Supported
H4	SC → BL	0.291	4.102	0.000	Supported
H5	PI → BL	0.356	5.881	0.000	Supported

Source: Data processed by researchers (SmartPLS), 2026

Table 3 presents the direct effects hypothesis testing results. The findings reveal that short-form video marketing has a positive and significant effect on purchase intention, with a coefficient value of 0.421 and a probability value of 0.000, indicating that H1 is supported. Engaging, authentic, and visually appealing content encourages positive emotional responses, which subsequently increase consumers' willingness to purchase products. This result is consistent with the Stimulus–Organism–Response (S-O-R) framework and supports previous studies by Shen and Wang (2024) and Luo et al. (2025).

The results also indicate that short-form video marketing positively influences brand loyalty, with a coefficient value of 0.265 and a probability value of 0.000, indicating that H2 is supported. Consistent exposure to creative and relatable content strengthens emotional attachment and reinforces positive brand perceptions among Generation Z consumers (Tafesse, 2021; Bilgin, 2018). Similarly, social commerce positively affects both purchase intention ($\beta = 0.387$, $p < 0.001$) and brand loyalty ($\beta = 0.291$, $p < 0.001$), supporting H3 and H4. Interactive features such as customer reviews, peer recommendations, and seamless purchasing systems reduce perceived risk and improve transaction convenience, thereby strengthening consumer trust and long-term

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engagement (Hajli, 2015; Nuseir, 2024; Zhang et al., 2020). Finally, purchase intention significantly influences brand loyalty, with a coefficient value of 0.356 and a probability value of 0.000, indicating that H5 is supported. This finding indicates that consumers who are highly motivated to purchase are more likely to engage in repeat purchases and maintain long-term relationships with the brand, which is in line with the Theory of Planned Behavior proposed by Ajzen (1991).

Table 4. Indirect Effects

Hypothesis	Indirect Path	β	T-Statistic	P-Value	Result
H6	SFVM → PI → BL	0.150	4.115	0.000	Supported
H7	SC → PI → BL	0.138	3.997	0.000	Supported

Source: Data processed by researchers (SmartPLS), 2026

Table 4 presents the mediation analysis results. The bootstrapping results demonstrate that purchase intention significantly mediates the relationship between short-form video marketing and brand loyalty, with an indirect effect coefficient of 0.150 and a probability value of 0.000, indicating that H6 is supported. The findings also show that purchase intention significantly mediates the relationship between social commerce and brand loyalty, with an indirect effect coefficient of 0.138 and a probability value of 0.000, indicating that H7 is supported. These findings suggest that digital marketing strategies first shape consumers' buying intentions before ultimately fostering long-term loyalty. From the perspective of the Stimulus–Organism–Response (S-O-R) framework, short-form video marketing and social commerce function as external stimuli, while purchase intention acts as the internal psychological mechanism that transforms digital experiences into brand loyalty (Mehrabian & Russell, 1974). This result extends previous digital marketing studies by showing that purchase intention serves as an important bridge between digital engagement and sustainable consumer commitment (Dwivedi et al., 2021).

4.2 Discussion

4.2.1 Short-Form Video Marketing Affects Purchase Intention

The hypothesis testing results indicate that short-form video marketing has a significant positive effect on purchase intention, with a coefficient value of 0.421 and a probability value of 0.000, indicating that H1 is supported. This finding suggests that engaging, authentic, and visually appealing short-form video content enhances emotional engagement and facilitates product understanding, thereby increasing consumers' willingness to purchase. This result is consistent with the Stimulus–Organism–Response (S-O-R) framework, which posits that environmental stimuli (short-form video content) influence internal states (emotional engagement and trust), which subsequently drive behavioral responses (purchase intention) (Mehrabian & Russell, 1974).

This finding is consistent with previous research by Akram et al. (2025), which found that short-form video attributes such as informativeness, credibility, and entertainment foster immersive flow experiences and trust, ultimately influencing purchase intention. Similarly, Shen and Wang (2024) demonstrated that short-form video content significantly enhances user engagement and emotional connection, which in turn influences purchase intention. The vividness and interactivity of video content make it easier for consumers to understand product features and benefits, reducing uncertainty and increasing confidence in purchasing decisions (Haq & Syahrivar, 2025). For Generation Z, who prefer visually appealing, fast-paced, and authentic content, short-form video marketing serves as a powerful driver of purchase intention. The emotional

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engagement generated by relatable content creates positive associations with products and brands, increasing the likelihood of purchase. Therefore, short-form video marketing plays a crucial role in shaping purchase intention among Generation Z consumers by providing engaging and informative content that reduces uncertainty and builds confidence.

4.2.2 Short-Form Video Marketing Affects Brand Loyalty

The hypothesis testing results indicate that short-form video marketing has a significant positive effect on brand loyalty, with a coefficient value of 0.265 and a probability value of 0.000, indicating that H2 is supported. This finding suggests that consistent exposure to creative and relatable short-form video content strengthens emotional attachment and reinforces positive brand perceptions among Generation Z consumers. This result is consistent with the S-O-R framework, where engaging video content serves as a stimulus that fosters emotional connections (organism), ultimately leading to brand loyalty (response).

This finding is consistent with research by Akram et al. (2025), which highlighted that consistent and relatable video content enhances brand recall and encourages repeated interactions, which are essential components of brand loyalty. Similarly, Tafesse (2021) and Bilgin (2018) emphasized that storytelling through short-form videos can create a strong brand identity and deepen consumer trust. For Generation Z, authenticity and relatability are key drivers of loyalty. Brands that effectively utilize short-form video marketing to communicate values, lifestyles, and user experiences are more likely to build long-term relationships with their audience (Pangestuti et al., 2025). The continuous engagement through interactive and personalized content strengthens emotional connections between consumers and brands, making it more likely that consumers will remain loyal over time. Therefore, short-form video marketing contributes to brand loyalty by fostering emotional attachment, building trust, and creating positive brand associations.

4.2.3 Social Commerce Affects Purchase Intention

The hypothesis testing results indicate that social commerce has a significant positive effect on purchase intention, with a coefficient value of 0.387 and a probability value of 0.000, indicating that H3 is supported. This finding suggests that social commerce significantly increases purchase intention by providing interactive shopping experiences, peer recommendations, and integrated purchasing mechanisms. These features reduce perceived uncertainty and increase consumer confidence in online transactions (Haq & Syahrivar, 2025).

This finding is consistent with research by Hajli (2015), which found that social commerce significantly increases purchase intention by providing social proof, user-generated content, and peer recommendations. Similarly, Nuseir (2024) noted that features such as reviews, ratings, and live shopping create a sense of trust and urgency, encouraging immediate purchases. For Generation Z, who are highly influenced by social interactions and online communities, social commerce serves as a powerful driver of purchase intention. The ability to directly purchase products within a familiar social environment reduces friction and enhances the overall shopping experience (Pangestuti et al., 2025). Social commerce also provides trust-building mechanisms such as customer reviews and peer recommendations, which reduce perceived risk and increase purchase

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confidence. Therefore, social commerce positively influences purchase intention by creating a trustworthy and convenient environment for transactions.

4.2.4 Social Commerce Affects Brand Loyalty

The hypothesis testing results indicate that social commerce has a significant positive effect on brand loyalty, with a coefficient value of 0.291 and a probability value of 0.000, indicating that H4 is supported. This finding suggests that social commerce plays a vital role in building brand loyalty through continuous engagement and community building (Akram et al., 2025). The interactive nature of social commerce enables continuous engagement between brands and consumers through comments, shares, and live interactions (Haq & Syahrivar, 2025).

This finding is consistent with research by Zhang et al. (2020), which indicated that social commerce strengthens customer relationships by fostering a sense of community and belonging. Similarly, Hajli (2015) found that personalized recommendations and interactive features enhance customer satisfaction, which leads to higher loyalty levels. The seamless integration of social interaction and purchasing behavior allows consumers to develop stronger emotional bonds with brands. This is especially important for Generation Z, who value engagement, responsiveness, and personalized experiences (Pangestuti et al., 2025). Social commerce creates a continuous feedback loop where consumers interact with brands and other consumers, building trust and loyalty over time. Therefore, social commerce positively influences brand loyalty by facilitating continuous interaction, enhancing customer satisfaction, and fostering a sense of community.

4.2.5 Purchase Intention Affects Brand Loyalty

The hypothesis testing results indicate that purchase intention has a significant positive effect on brand loyalty, with a coefficient value of 0.356 and a probability value of 0.000, indicating that H5 is supported. This finding suggests that consumers who are highly motivated to purchase are more likely to engage in repeat purchases and maintain long-term relationships with the brand. This result is consistent with the Theory of Planned Behavior proposed by Ajzen (1991), which states that behavioral intentions are strong predictors of actual behavior.

This finding is consistent with research by Pangestuti et al. (2025), which demonstrated that higher purchase intention leads to increased customer retention and loyalty over time. Similarly, Puspita and Sumadi (2025) found that satisfied purchasing experiences reinforce positive attitudes toward brands, encouraging repeat buying behavior. In the context of Generation Z, purchase intention often translates into actual buying behavior due to their familiarity with digital platforms and ease of access to products. Positive purchase experiences reinforce consumer trust and satisfaction, which are essential drivers of brand loyalty. When consumers have positive experiences and develop purchase intention, they are more likely to develop long-term relationships with brands. Therefore, purchase intention serves as a key predictor of brand loyalty, as consumers who intend to purchase are more likely to engage in repeat purchases and advocacy behaviors.

4.2.6 Purchase Intention Mediates the Relationship between Short-Form Video Marketing and Brand Loyalty

The hypothesis testing results indicate that purchase intention significantly mediates the relationship between short-form video marketing and brand loyalty, with an indirect

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effect coefficient of 0.150 and a probability value of 0.000, indicating that H6 is supported. This finding suggests that short-form video marketing influences consumers' perceptions and intentions, which subsequently affect their loyalty toward brands (Akram et al., 2025). From the perspective of the S-O-R framework, short-form video marketing functions as an external stimulus, while purchase intention acts as the internal psychological mechanism that transforms digital experiences into brand loyalty (Mehrabian & Russell, 1974).

This finding is consistent with research by Akram et al. (2025), which suggested that marketing stimuli first shape purchase intention before translating into long-term loyalty outcomes. Short-form video content that is engaging and authentic generates positive emotional responses, increasing purchase intention. When consumers develop purchase intention, they are more likely to engage in repeat purchases and build loyalty toward the brand (Pangestuti et al., 2025). The mediation effect indicates that short-form video marketing does not directly create loyalty without first influencing purchase intention. Instead, the content creates a desire to purchase, and that desire, when fulfilled, leads to loyalty through positive purchase experiences. Therefore, purchase intention serves as a mediating mechanism through which short-form video marketing influences brand loyalty, providing a more comprehensive understanding of consumer behavior among Generation Z.

4.2.7 Purchase Intention Mediates the Relationship between Social Commerce and Brand Loyalty

The hypothesis testing results indicate that purchase intention significantly mediates the relationship between social commerce and brand loyalty, with an indirect effect coefficient of 0.138 and a probability value of 0.000, indicating that H7 is supported. This finding suggests that social commerce features influence consumers' perceptions and intentions, which subsequently affect their loyalty toward brands (Haq & Syahrivar, 2025). Social commerce creates a trustworthy and convenient environment for transactions, increasing purchase intention (Puspita & Sumadi, 2025).

This finding is consistent with research by Hajli (2015) and Nuseir (2024), which found that social commerce features such as reviews, ratings, live shopping, and peer interactions influence consumers' perceptions and intentions, which subsequently affect their loyalty toward brands. When consumers have positive experiences and develop purchase intention through social commerce platforms, they are more likely to build long-term relationships with brands (Pangestuti et al., 2025). The mediation effect suggests that social commerce creates an environment conducive to purchase, but the actual transformation from engagement to loyalty occurs through the development of purchase intention. When consumers perceive social commerce as trustworthy and convenient, they develop purchase intention, and when that intention is realized through positive purchase experiences, loyalty develops. Therefore, purchase intention serves as a mediating mechanism through which social commerce influences brand loyalty, highlighting the importance of purchase intention in the relationship between social commerce and brand loyalty.

5. Conclusion

This study examines the influence of short-form video marketing and social commerce on Generation Z purchase intention and brand loyalty in the Indonesian social commerce context, with purchase intention as a mediating variable. Based on the Stimulus-

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Organism-Response (S-O-R) framework, this study analyzes how short-form video marketing and social commerce influence consumer behavioral outcomes both directly and indirectly through purchase intention. The sample consists of 300 Generation Z respondents aged 18–30 years who actively use social media platforms and have experience purchasing products through social commerce features. Structural Equation Modeling (SEM) with PLS-SEM approach was employed to test the proposed hypotheses.

The results indicate that short-form video marketing has a positive and significant effect on both purchase intention and brand loyalty, suggesting that engaging, authentic, and visually appealing short-form video content enhances emotional engagement and facilitates product understanding, thereby increasing consumers' willingness to purchase and fostering long-term brand relationships. Similarly, social commerce has a positive and significant effect on both purchase intention and brand loyalty, indicating that interactive features such as customer reviews, peer recommendations, and seamless purchasing systems reduce perceived risk and improve transaction convenience, thereby strengthening consumer trust and long-term engagement. Furthermore, purchase intention has a positive and significant effect on brand loyalty, confirming that consumers who are highly motivated to purchase are more likely to engage in repeat purchases and maintain long-term relationships with brands.

The mediation analysis reveals that purchase intention significantly mediates the relationship between short-form video marketing and brand loyalty, as well as the relationship between social commerce and brand loyalty. These findings suggest that digital marketing strategies first shape consumers' buying intentions before ultimately fostering long-term loyalty. From the perspective of the S-O-R framework, short-form video marketing and social commerce function as external stimuli, while purchase intention acts as the internal psychological mechanism that transforms digital experiences into brand loyalty. This result extends previous digital marketing studies by showing that purchase intention serves as an important bridge between digital engagement and sustainable consumer commitment.

The theoretical implications of this study contribute to the enrichment of literature on digital marketing and consumer behavior by proposing and testing an integrative model that links short-form video marketing and social commerce with purchase intention and brand loyalty, extending the application of the S-O-R framework to the context of digital consumer behavior in emerging markets. The findings contribute to the understanding of how specific short-form video attributes and social commerce features influence consumer trust and emotional engagement, providing a more nuanced theoretical framework for analyzing consumer behavior in highly competitive digital marketplaces. By demonstrating the mediating role of purchase intention, this study provides a more comprehensive understanding of the mechanisms through which digital marketing strategies translate into sustained consumer relationships.

From a practical perspective, this study provides actionable insights for social commerce platform developers, digital marketers, and content strategists in designing and managing short-form video content that effectively builds consumer trust and generates positive emotional responses. For platform developers, the findings provide guidance on which short-form video features and social commerce functionalities are most effective in enhancing consumer trust and emotional engagement. The significant effects of short-form video marketing on purchase intention and brand loyalty suggest that investing in high-quality, engaging, and authentic short-form video content is essential for capturing

Generation Z consumers' attention and building long-term relationships. For marketers, the results offer insights into the importance of authenticity, transparency, and trust-building strategies in driving purchase behavior and brand loyalty among Generation Z consumers, as Gen Z is highly sensitive to manipulative content and values authenticity over popularity. Businesses should prioritize authenticity, storytelling, and interactive communication to strengthen purchase intention and foster long-term brand loyalty. For policymakers and consumer protection agencies, this study provides empirical evidence to support the development of regulations that promote transparency, authenticity, and consumer trust in the digital marketplace, in order to maintain the stability and credibility of the national digital economy system.

This study has several limitations that should be acknowledged. First, the study focuses on Generation Z consumers in Indonesia, which may limit the generalizability of the findings to other demographic groups or geographic contexts. Second, the study relies on self-reported data collected through online questionnaires, which may be subject to social desirability bias and common method bias. Third, the study adopts a cross-sectional design, which limits the ability to establish causal relationships between variables. Fourth, the study does not examine the moderating role of individual differences such as gender, income, or digital literacy in the relationships examined. Fifth, the study focuses on short-form video marketing and social commerce as the primary independent variables, without examining other potential determinants of Generation Z consumer behavior such as influencer characteristics, brand reputation, or product type.

Future research should examine whether the relationships observed in this study hold for other generational cohorts and in different cultural contexts. Researchers should employ mixed-method approaches, such as combining surveys with behavioral data from social media platforms, to provide more objective measures of consumer behavior. Future studies should employ longitudinal designs to examine how the relationships between short-form video marketing, social commerce, purchase intention, and brand loyalty evolve over time and to establish causal ordering. Researchers should investigate how individual differences such as gender, income, and digital literacy moderate the effects of short-form video marketing and social commerce on consumer behavior. Future research should also incorporate additional variables such as influencer characteristics, brand reputation, or product type to provide a more comprehensive understanding of the factors influencing Generation Z consumer behavior in the digital marketplace. Finally, future research could employ qualitative approaches such as in-depth interviews or focus groups to provide richer insights into how Generation Z consumers perceive and respond to short-form video marketing and social commerce features.

In conclusion, this study contributes to the growing body of literature on digital marketing and consumer behavior in the social commerce context by providing empirical evidence on how short-form video marketing and social commerce influence Generation Z purchase intention and brand loyalty in Indonesia. The findings suggest that both short-form video marketing and social commerce are important determinants of Generation Z consumer behavior, with purchase intention serving as a crucial mediating mechanism. As the digital marketplace continues to evolve and Generation Z becomes an increasingly important consumer segment, understanding the mechanisms through which digital marketing strategies influence consumer behavior becomes increasingly important for business sustainability and competitiveness in the digital economy.

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