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The impact of short-form content characteristics and information credibility on consumer behavioral intention

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Abstract: Short-form content has the potential for virality and broad sharing, allowing businesses to reach large audiences in a short period of time. This type of content has transformed traditional marketing approaches, capturing the attention and curiosity of Generation Z, thereby leading to the rise of digital marketing. As Generation Z is the next generation of consumers and their purchasing power increases as they enter the workforce, marketers need to understand the factors influencing their attitudes and purchase intentions. This study aims to explore the relationship between the growing presence of short-form advertising content in corporate marketing strategies and consumer behavioral intentions. To achieve this, the sub-characteristics of short-form content were categorized into expertise, ease of use, and entertainment value, while information reliability was set as a mediating variable. Data was collected through a survey of 256 adults residing in Busan and Gyeongnam, and analyzed using SPSS 28.0. The findings of the study revealed that most sub-characteristics of short-form content advertisements positively influenced both recommendation and purchase intentions. Additionally, information reliability was identified as a significant mediating factor between short-form content and consumer behavioral intentions. These results provide important insights for corporate marketers and advertising professionals, as they offer valuable guidance on how to influence consumer purchase intentions effectively.

Keywords: short-form content; information credibility; behavioral intention

1. Introduction

Since the COVID-19 pandemic, short-form content has become a mainstream cultural trend, with platforms like TikTok, which features videos under 15 seconds, gaining explosive popularity, particularly among Generation Z. The rising popularity of short-form content has increased interest in short-form advertising across industries like gaming, commerce, and film in South Korea. Additionally, success stories proving the effectiveness of short-form video ads have been growing, especially among Gen Z (teenagers and young adults in their 20s). This demographic increasingly prefers short-form content and tends to view it as both a form of personal promotion (PR) and entertainment. In the global market, in addition to specialized short-form platforms, major IT companies like Google and Instagram are providing tools and services to facilitate the creation of short-form content (Park, 2020).

The short-form content industry has brought innovation to traditional communication methods and marketing paradigms, significantly impacting consumer behavioral intentions. Many companies and advertisers have begun to recognize the challenges and opportunities brought about by short-form content and are seeking

ways to adapt and evolve. Short-form content offers an entirely new perspective and approach to advertising and marketing.

Phan et al. (2023), in a study on the determinants of essential food purchase intentions among Vietnamese refugees aged 20–25, found that the quality of children's values and enjoyment had a stronger positive relationship with sustained purchase intentions than price. This suggests that corporate marketers should prioritize conveying perceived value and quality rather than relying solely on price, which can help in collaborating with individuals who share the platform.

This study aims to examine the relationship between the characteristics of short-form content and consumer behavioral intentions, with a focus on Generation Z. The sub-factors of short-form content characteristics are categorized into expertise, ease of use, and entertainment value, while consumer behavioral intentions are measured in terms of recommendation and purchase intentions. Additionally, information reliability is set as a mediating variable between content characteristics and behavioral intentions.

2. Literature review

2.1. Short-form content characteristics

Short-form content refers to videos that are quickly filmed and edited in seconds, relying on Internet technology and mobile smart devices, and that all viewers can share, comment on, and communicate with. Short-form videos can meet users' needs for expression and communication in a more intuitive and three-dimensional way by combining text, voice, and video, and can satisfy the needs for exhibition and sharing (Cheng et al., 2013).

Kim (2022) classified the characteristics of short-form advertising content into entertainment, information, interactivity, and familiarity, and found that factors other than entertainment had a positive effect on subscription intention. Jeong and Nam (2023) studied the impact of the characteristics of makeup short-form content on the makeup behavior and product purchase intention of the MZ generation. Informativeness, reliability, and entertainment, which are the characteristics of short-form advertising content, showed significant results on makeup behavior. Informativeness and reliability showed significant results in product purchase intention. Son and Yang (2023) looked at short-form content attributes such as professionalism, ease of use, and entertainment as factors that influence the determination of consumers' behavioral intentions.

In this study, professionalism, ease of use, and entertainment, which were frequently used among short-form advertising content components in previous studies, were constituted as elements of short-form content characteristics.

2.1.1. Professionality

Consumers may react differently to the same product or service information depending on who delivers the information about the product or service (Kim and Lee, 2013). Professionality can be defined as the ability of the information provider to make a valid evaluation of the characteristics or performance of a product (McGuire, 1968). In a study by Cacioppo and Petty (1982), they found that when recipients know that

an information provider is an expert, they put in more effort than when a non-expert information provider provides information. Therefore, if the information transmitter's professionalism is high, information recipients who try to acquire information through online word of mouth will actively try to obtain information from the information transmitter who is perceived as having a high level of professionalism, and conversely, if the information transmitter is perceived as having low professionalism, at times, they show a passive attitude toward acquiring information (Bansal and Voyer, 2000). Therefore, the information provider's professionalism represents the persuasiveness and reliability of the information he or she delivers and can influence the attitudes and behavior of information recipients (Deszczyński et al., 2017).

2.1.2. Ease of use

In the initial technology acceptance model, perceived ease of use is defined as the degree of belief that a user can use information technology without particular difficulty (Davis, 1989). It is also the extent to which a system user considers using the system with only little physical or mental effort (Anuar and Othman, 2010). This can be understood as an evaluation of the process in which less physical and mental effort is required for an individual to learn and use new information technology.

DeLone and McLean (2003) expanded the Technology Acceptance Model (TAM) by presenting an updated Information Systems (IS) success model, suggesting that information quality, system quality, and service quality are independent variables that influence users' intention to continue using a service. In this study, sub-factors such as expertise, ease of use, and entertainment value were derived and organized as key variables, aligning with the research objectives based on the subcategories proposed by Davis (1989) and DeLone and McLean (2003).

2.1.3. Entertainment

In order to increase consumers' interest and brand favorability in product or service advertising, interesting and unique advertising is more important to consumers (Su-min Jeong, 2019). Entertainment appears as an immediate experience and helps consumers form favorable and positive attitudes (Webster and Martocchio, 1992). In addition, humor is included in advertisements, and entertainment is an important means of providing pleasure or pleasure to information recipients and eliciting positive empathy, so it is actively used in many corporate advertisements (Kwak, 2017).

A study by Lou and Yuan (2019) found that the playful emotions felt while indirectly experiencing brands and products through content form positive attitudes. In particular, the YouTube platform, which allows free entertainment in today's interactive online environment, can be said to have a structure and environment in which playful motivation can be effectively expressed in a cultural context. Therefore, entertainment is treated as an important factor in user experience and emotional aspects in the digital media environment (Yoo, 2009).

2.2. Information credibility

Credibility is defined as the degree of belief that a transaction partner will faithfully fulfill their transaction obligations and as a certain belief or conviction that the information provided by the transaction partner can be trusted at face value (Ganesan and Hess, 1997). Information credibility is the degree to which a recipient

perceives that the information source will provide objective information and unbiased opinions, which is one of the most representative characteristics of the information source that influences consumers' attitudes and behaviors (Shankar et al., 2002).

The formation of trust relationships is considered a more critical success factor in online environments than offline (Sultan and Mooraj, 2001) because, unlike offline, there is no physical contact or face-to-face relationship between service providers and consumers in cyberspace, resulting in a higher perceived risk. Schneiderman (2000) states that online trust is built through cooperative behavior, gaining mutual assurance, third-party recognition, and guarantees of privacy and safety, thus establishing mutual loyalty. McKnight et al. (2002) define trust in B2C e-commerce as 'the belief that, considering the characteristics of the web band, customers will not hesitate to expose their vulnerabilities to the web band.'

Companies often prefer to collaborate with celebrity endorsers who resonate with their target audience to promote their brand or engage with consumers. Luan et al. (2024) identified that the credibility of influencers, based on real-life experiences, is a key factor in strengthening followers' willingness to invest. This suggests that the persuasive power of financial knowledge influencers not only impacts individual investment behavior but also provides an effective influencer marketing strategy from the perspective of risk tolerance.

2.3. Behavioral intention

Behavioral intention is a very comprehensive concept and is used interchangeably with loyalty or is conceptualized as repurchase intention, word-of-mouth intention, or revisit intention (Mukherjee and Nath, 2007). Behavioral intention can be divided into purchase intention and recommendation intention to take a specific action based on the will for future action or the state of satisfaction or dissatisfaction that appears after using a specific service (Park and Nam, 2013).

Purchase intention reflects the subjective attitude of the consumer to some extent and can predict the probability of consumers making a purchase. Purchase intention is a voluntary and conscious effort made by consumers to buy desired products in the future. If an individual acknowledges and is satisfied with a product or service, a purchase behavior is possible (Fishbein and Ajzen, 1975). In other words, purchase intention refers to the degree to which a consumer recognizes the necessity and importance of a product in the purchasing process and has the willingness to buy it.

The development of e-commerce has brought efficiency and convenience to people, but the vast and mixed information available in online sales has deepened the asymmetry in consumers' perception of product information. Trust played a perfect mediating role between expertise and purchase intention. The connection between streamers' social capital and their audience created a trustworthy image, effectively reducing the information asymmetry caused by online shopping and promoting consumers' purchase intentions (Xu et al., 2022).

Araujo et al. (2022) found that the emotional, entertaining, and informational dimensions of TikTok video ads positively influenced Generation Z's consumer behavior, with the emotional dimension being the only factor that had a direct positive impact on purchase intention. Therefore, they emphasized that companies seeking to

utilize TikTok as a new advertising platform should focus on fostering emotional engagement with consumers. The greater the level of engagement and interaction between users, the more positively it influences purchase intentions.

2.4. Relationship between variables

Gefen et al. (2003) combined the technology acceptance model and trust to analyze purchase intentions in online shopping malls. They confirmed that perceived ease of use of the website positively affects perceived usefulness, credibility, and intention to use. Son and Yang (2023) found that among the motivations for watching beauty short-form content, usefulness, ease of use, and playfulness positively affect satisfaction, which in turn positively influences the intention to reuse and the intention to recommend.

Ridings et al. (2002) stated that reliability of customer formed through word of mouth has a positive effect on attitudes toward accepting information, and Jarvenpaa et al. (2000) found that perceived trust reduces perceived risk and thus has a positive effect. It was said to have an impact. Sultan et al. (2001) confirmed that trust has a positive effect on customer intention, including purchase and loyalty. Jarvenpaa and Todd (1997) investigated the relationship between trust and behavioral intention and explained that as consumer trust increases, it has a significant impact on repurchases and behavioral intention.

Mukherjee and Nath (2007) found that in the online retail environment, trust has a significant impact on customers' behavioral intention, makes positive recommendations to other customers, and leads to positive purchase intention, so there is a relationship between trust, word of mouth, and purchase intention. It was argued that there was a close relationship of influence. Kim (2012), in a study on the impact of social commerce site usage motivation and reputation on customer participation, trust, and behavioral intention, found that trust affects behavioral intention. The higher the professionalism of SNS information, the more it has a positive effect on trust. Today, with the overflowing amount of information, SNS information with professionalism has been confirmed to give higher trust to information recipients amidst the flood of information. In addition, trust in information was confirmed to have a positive effect on purchase intention.

3. Methodology

3.1. Establishment of research model and hypothesis

This study examined the relationship between short-form content, which is gradually increasing in corporate marketing activities, and consumer behavioral intention. To this end, based on the technology acceptance model proposed by Davis (1989) and Updated D&M IS Success Mode proposed by DeLone and McLean (2003), a research model (**Figure 1**) was established by composing the sub-characteristics of short-form content into professionalism, ease of use, and entertainment, and setting information credibility as a mediating effect.

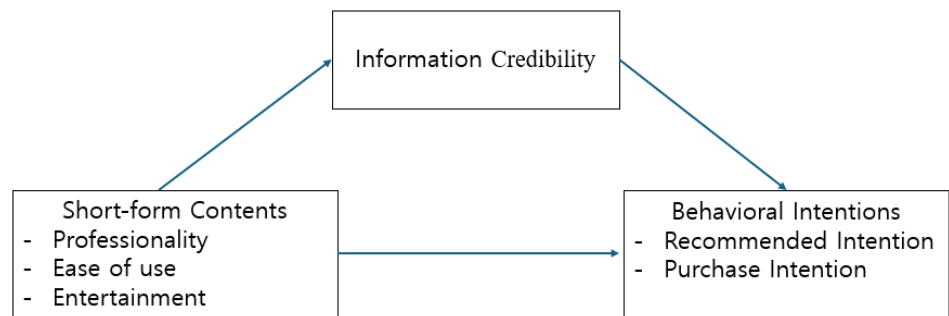


Figure 1. Research model.

Hypothesis 1: Short-form content characteristics will have a significant positive effect on information credibility.

Hypothesis 1-1. The professionalism of short-form content will have a significant positive impact on information credibility.

Hypothesis 1-2. The ease of use short-form content will have a significant positive impact on information credibility.

Hypothesis 1-3. The entertainment of short-form content will have a significant positive impact on information credibility.

Hypothesis 2: Short-form content characteristics will have a significant positive (+) effect on behavioral intention.

Hypothesis 2-1. The professionalism of short-form content will have a significant positive impact on recommendation intention.

Hypothesis 2-2. The ease of use short-form content will have a significant positive impact on recommendation intention.

Hypothesis 2-3. The entertainment of short-form content will have a significant positive impact on recommendation intention.

Hypothesis 2-4. The professionalism of short-form content will have a significant positive impact on purchase intention.

Hypothesis 2-5. The ease of use short-form content will have a significant positive impact on purchase intention.

Hypothesis 2-6. The entertainment of short-form content will have a significant positive impact on purchase intention.

Hypothesis 3. Information credibility will have a significant positive effect on behavioral intention.

Hypothesis 3-1. Information credibility will have a significant positive (+) effect on recommendation intention.

Hypothesis 3-2. Information credibility will have a significant positive (+) effect on purchase intention.

Hypothesis 4. Information credibility will have a significant positive mediating effect between short-form content attributes and behavioral intention.

Hypothesis 4-1. Information credibility will have a significant positive mediating effect between professionalism in short-form content and behavioral intention.

Hypothesis 4-2. Information credibility will have a significant positive mediating effect between the ease of short-form content and behavioral intention.

Hypothesis 4-3. Information credibility will have a significant positive mediating effect between the entertainment of short-form content and behavioral intention.

3.2. Measurement tool configuration and data collection

The measurement (**Table 1**) tool used was a structured questionnaire based on previous research (**Table 2**). Data collection was conducted using Google Web from May to 22, 2024. Empirical analysis was conducted on 256 of the 263 collected samples, excluding missing values.

Table 1. Questionnaire composition and response method.

Independent variable	Short form content	Professionality	5 questions	5-point Likert scale
		Ease of use	4 questions	
		Entertainment	5 questions	
Parameter	Information credibility	4 questions		
Result variable	Behavioral intention	Recommendation intention	5 questions	
		Purchase intention	4 questions	
Demographic			5 questions	
Total			32 questions	

Table 2. Operational definitions of measurement variables.

Factor	Operational definition of variables		researcher
Independent variable	Professionality	I think there is Professionality. I think he seems to have a lot of experience. I think I have enough knowledge. Explains in an easy-to-understand way. Looks skilled.	Davis (1989); DeLone and McLean (2003); Kim and Lee (2010)
	Ease of use	Playback is possible regardless of location. It's easy to use. It is easy to search for desired content. It is convenient to use on PC, mobile phone, tablet, etc.	
	Entertainment	It gives pleasure. Interesting. It is interesting. Stimulates curiosity. I feel happy.	
Parameter	Information credibility	The information is honest. The information is true. Information is reliable. The information is professional.	Javenpaar et al. (2000)
Result variable	Purchase intention	I would like to purchase the product introduced. I am willing to find and purchase the product being introduced. I intend to repurchase the product introduced. The products being introduced will be given priority.	Kim et al. (2007); Park and Nam (2013)
	Recommendation intention	I am willing to press 'Like (heart)'. Talk about content you are interested in with people around you. Recommend your favorite content. I am willing to re-gram (share). I am willing to leave a good comment.	

4. Empirical analysis results

4.1. Measurement tool configuration and data collection

As a result of factor analysis, the factor loading value for each factor was found to be over 0.6 and the KMO value was found to be over 0.9 (**Table 3**). Cronbach's α coefficients are all above 0.8, which means that the credibility of the items used to measure the variables in this study is statistically (**Table 4**) valid and consistency for each item is secured (**Table 5**).

Table 3. Factor analysis and credibility analysis of measurement items.

item	Factor analysis						reliability analysis	
	professionality	ease of use	Entertainment	Information trust	Purchase intention	Recommendation intention	Cronbach's alpha if item Delete	Cronbach's alpha
professionality	0.795						0.917	
professionality	0.765						0.914	
professionality	0.754						0.912	0.932
professionality	0.735						0.914	
professionality	0.655						0.923	
ease of use2		0.820					0.839	
ease of use1		0.806					0.866	0.891
ease of use3		0.760					0.862	
ease of use4		0.756					0.872	
Entertainment1			0.803				0.913	
Entertainment2			0.797				0.910	
Entertainment3			0.794				0.904	0.930
Entertainment4			0.716				0.916	
Entertainment5			0.640				0.927	
Information trust2				0.868			0.915	
Information trust1				0.864			0.927	0.944
Information trust3				0.848			0.921	
Information trust4				0.674			0.947	
Purchase intention2					0.866		0.904	
Purchase intention3					0.824		0.903	0.932
Purchase intention4					0.803		0.920	
Purchase intention1					0.759		0.915	
Recommendation intention3						0.851	0.911	
Recommendation intention2						0.837	0.907	
Recommendation intention4						0.823	0.913	0.930
Recommendation intention5						0.659	0.916	
Recommendation intention1						0.659	0.926	
KMO	0.945				0.946			
Eigen-Value	3.792	3.712	3.623	3.445	3.652	3.634		
variance (%)	21.069	20.621	20.128	19.137	40.575	40.379		

Table 4. Descriptive statistics analysis.

Sortation	average	standard deviation	N
professionality	3.8016	0.86064	256
ease of use	4.0566	0.81000	256
Entertainment	3.7719	0.84880	256
Information trust	3.4268	0.92660	256
Purchase intention	3.5461	0.97774	256
Recommendation intention	3.4600	0.96741	256

Table 5. Correlation analysis.

Sortation	professionality	ease of use	Entertainment	Information trust	Purchase intention	Recommendation intention
professionality	1					
ease of use	0.598**	1				
Entertainment	0.678**	0.682**	1			
Information trust	0.746**	0.446**	0.622**	1		
Purchase intention	0.627**	0.585**	0.714**	0.666**	1	
Recommendation intention	0.663**	0.547**	0.731**	0.695**	0.821**	1

* $0 < 0.05$, ** $p < 0.01$.

4.2. Hypothesis test results

4.2.1. Multiple regression analysis results

Table 6. Regression analysis results of short-form content on information credibility and behavioral intention.

Sortation		Non-Standardized Coefficient		Standardized Coefficient	<i>t</i>	sig.	Perfect Multicollinearity Statistics	
Dependent Variable	Independent Variables	<i>B</i>	Standard Error	β			Tolerance Limit	VIF
Information trust	professionality	0.678	0.061	0.630	11.082	<0.001	0.506	1.976
	ease of use	-0.134	0.065	-0.117	-2.055	0.041	0.501	1.995
	Entertainment	0.300	0.068	0.275	4.410	<0.001	0.422	2.372
$R = 0.767$ $R^2 = 0.588$ $R^2_{adj} = 0.583$ $F = 119.947$ sig. < 0.001								
Recommendation intention	professionality	0.265	0.067	0.233	3.944	<0.001	0.506	1.976
	ease of use	0.150	0.072	0.125	2.098	0.037	0.501	1.995
	Entertainment	0.543	0.075	0.471	7.281	<0.001	0.422	2.372
$R = 0.745$ $R^2 = 0.555$ $R^2_{adj} = 0.550$ $F = 104.861$ sig. < 0.001								
Purchase intention	professionality	0.346	0.064	0.307	5.401	<0.001	0.506	1.976
	ease of use	0.014	0.068	0.012	0.207	0.836	0.501	1.995
	Entertainment	0.587	0.071	0.515	8.253	0.001	0.422	2.372
$R = 0.766$ $R^2 = 0.587$ $R^2_{adj} = 0.582$ $F = 119.306$ sig. < 0.001								

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table 7. Regression analysis results of the effect of information credibility on behavioral intention.

Sortation		Non-Standardized Coefficient		Standardized Coefficient	<i>t</i>	sig.	Perfect Multicollinearity Statistics	
Dependent Variable	Independent Variables	<i>B</i>	Standard Error	β			Tolerance Limit	VIF
Recommendation intention	Information trust	0.703	0.049	0.666	14.242	<0.001	1.000	1.000
$R = 0.666$ $R^2 = 0.444$ $R^2_{adj} = 0.442$ $F = 202.835$ sig. < 0.001								
Purchase intention	Information trust	0.726	0.047	0.695	15.407	<0.001	1.000	1.000
$R = 0.695$ $R^2 = 0.483$ $R^2_{adj} = 0.481$ $F = 237.371$ sig. < 0.001								

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.**Table 8.** Results of analysis of the mediating effect of information credibility between short-form content and behavioral intention.

Independent/Parameter/ Dependent Variables	Mediation Effect Verification Stage	Standardized Beta Values	<i>t</i> Value	<i>p</i> -Value	R ²
professionalism-Information trust- Recommendation intention	stage 1	0.746	17.847	<0.001	0.556
	stage 2	0.627	12.821	<0.001	0.393
	stage (Independent)	0.293	4.307	<0.001	0.482
	stage 3 (Parameter)	0.448	6.596	<0.001	
ease of use- Information trust- Recommendation intention	stage 1	0.446	7.951	<0.001	0.199
	stage 2	0.585	11.494	<0.001	0.342
	stage (Independent)	0.359	7.595	<0.001	0.547
	stage 3 (Parameter)	0.506	10.704	<0.001	
Entertainment-Information trust- Recommendation intention	stage 1	0.622	12.648	<0.001	0.386
	stage 2	0.714	16.251	<0.001	0.510
	stage (Independent)	0.489	9.511	<0.001	0.590
	stage 3 (Parameter)	0.363	7.060	<0.001	
professionalism-Information trust- Purchase intention	stage 1	0.746	17.847	<0.001	0.556
	stage 2	0.663	14.133	<0.001	0.440
	stage (Independent)	0.327	5.056	<0.001	0.531
	stage 3 (Parameter)	0.451	6.976	<0.001	
ease of use- Information trust- Purchase intention	stage 1	0.446	7.951	<0.001	0.199
	stage 2	0.547	10.401	<0.001	0.299
	stage (Independent)	0.295	6.280	<0.001	0.553
	stage 3 (Parameter)	0.563	11.990	<0.001	
Entertainment-Information trust- Purchase intention	stage 1	0.622	12.648	<0.001	0.386
	stage 2	0.731	17.084	<0.001	0.535
	stage (Independent)	0.488	9.973	<0.001	0.626
	stage 3 (Parameter)	0.392	8.017	<0.001	

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table 9. Hypothesis verification results.

Hypothesis			Accept Status
Hypothesis 1	Short form content— Information trust	professionalism—Information trust	Accept
		ease of use—Information trust	Accept
		Entertainment—Information trust	Accept
Hypothesis 2	Short form content— behavioral intention	professionalism—Recommendation intention	Accept
		ease of use—Recommendation intention	Accept
		Entertainment—Recommendation intention	Accept
		professionalism—Purchase intention	Accept
		ease of use—Purchase intention	Reject
		Entertainment—Purchase intention	Accept
Hypothesis 3	Information trust— behavioral intention	Information trust—Recommendation intention	Accept
		Information trust—Purchase intention	Accept
Hypothesis 4	Short form content— Information trust— behavioral intention	professionalism—Information trust—Recommendation intention	Accept
		ease of use Information trust—Recommendation intention	Accept
		Entertainment—Information trust—Recommendation intention	Accept
		professionalism—Information trust—Purchase intention	Accept
		ease of use Information trust—Purchase intention	Accept
		Entertainment Information trust—Purchase intention	Accept

4.2.2. Hypothesis verification results and discussion

Hypothesis 1: The characteristics of short-form content, namely expertise, ease of use, and playfulness, have a significant positive effect on information credibility. Hypothesis 2: The characteristics of short-form content, namely expertise, ease of use, and playfulness, have a significant positive effect on recommendation intention. However, while expertise and playfulness significantly positively affect purchase intention, ease of use does not have a significant effect on purchase intention. Hypothesis 3: Information credibility has a significant positive effect on both recommendation intention and purchase intention. Hypothesis 4: Information credibility has a significant positive mediating effect between short-form content characteristics and behavioral intentions (**Table 6**).

Yang (2023) found that the functionality, entertainment, and interactivity of short-form content had a positive effect on consumer purchase intention. Additionally, he argued that if consumers develop trust and dependence on short-form video content and believe that it matches their expectations or has a high degree of fit, they will have a strong purchase intention for the product. Son (2023) confirmed that among the motivations for viewing beauty short-form content, usefulness, ease of use, and entertainment have a positive effect on satisfaction, which in turn has a positive effect on intention to reuse and recommend. Jarvenpaa and Todd (1997) investigated the relationship between trust and behavioral intention and explained that as consumer trust increases, it has a significant impact on repurchase and behavioral intention. Sultan (2002) also found that trust increases purchase and loyalty. It was confirmed that it has a positive effect on customer intention. The results of the study are similar to this (**Table 7**).

The development of e-commerce has brought efficiency and convenience, but the vast amount of information about products sold online has exacerbated information asymmetry (Xu et al., 2022). The results of this study confirm that the expertise, ease of use, and entertainment value of short-form content advertisements generally have a positive impact on consumer behavioral intentions, similar to previous research (**Table 8**). Additionally, it was found that information reliability plays an important mediating role between the characteristics of short-form content advertisements and consumer behavioral intentions, which suggests to marketers and advertising professionals which factors to focus on to drive (**Table 9**).

5. Conclusion

The short-form content industry has revolutionized traditional communication methods and marketing paradigms, leading to the rise of digital marketing. Short-form content advertisements have the potential for virality and wide sharing, allowing businesses to reach a large number of potential consumers in a short period of time. In particular, short-form content has gained explosive popularity among Generation Z, and their preference for it is steadily growing. As Generation Z, the next generation of consumers, begins to engage in economic activities, their purchasing power is increasing. Therefore, it is academically and practically important for companies to understand the factors that effectively engage users through the increasing use of short-form content in their marketing strategies, and how these factors influence sustained purchase or recommendation intentions.

This study conducted an empirical analysis by categorizing the sub-characteristics of short-form content into expertise, usability, and entertainment value, and setting information reliability as a mediating factor. The results revealed that the sub-characteristics of short-form content—expertise, usability, and entertainment value—have a positive impact on information reliability. Additionally, these sub-characteristics were found to partially have a positive impact on consumer behavioral intentions. Information reliability was also found to have a positive mediating effect between the characteristics of short-form content and behavioral intentions.

According to the study's findings, expertise, usability, entertainment value, and information reliability are key factors influencing consumer behavioral intentions in short-form content. Given the potential for virality and wide sharing of short-form content advertisements, these findings suggest that brands are presented with profitable opportunities to attract customers. Moreover, this study offers valuable insights to corporate marketers and advertising professionals on how to drive consumer purchase intentions.

The policy and practical implications of this study include:

First, the professionalism, ease of use, and entertainment of short-form content were found to have a positive effect on information credibility and consumer behavioral intention. Therefore, companies must strengthen and consider these aspects to produce short-form content.

Second, information credibility has a positive mediating effect between the characteristics of short-form content and consumer behavioral intention. This indicates

that behavioral intention increases when consumers trust short-form content, which can be said to be an important implication.

Third, this study was conducted targeting residents of the Busan and Gyeongnam regions of Korea. Considering these regional characteristics, it can be determined that it is an important factor to consider the cultural elements or preferences of the region when planning short-form content production or marketing strategies.

Fourth, it was confirmed that the characteristics of short-form content and information credibility affect consumers' behavioral intentions. Based on these research results, companies should improve their marketing strategies and actively utilize short-form content to induce consumers' behavioral intentions.

By considering these implications, companies will be able to design and implement more effective marketing strategies.

This study has the following limitations. It is judged to be somewhat insufficient to explain the various influence relationships of popular short-form content culture trends through empirical analysis targeting the Busan and Gyeongnam regions. Through ongoing research, research is needed on the behavioral intentions of various short-form contents across regions.

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