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The Role of Micro-Video Content towards Generating Brand Awareness among Gen-Z: A Study using Technology Acceptance Model (TAM)

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ABSTRACT

In the evolving digital landscape, micro-video content has emerged as a pivotal medium for capturing the attention of Generation Z—an audience known for its mobile-centric consumption and preference for authentic, short-form content. This study applies the Technology Acceptance Model (TAM) to examine how Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) of micro-videos influence brand awareness among Gen Z consumers. Utilizing a quantitative, survey-based approach with Convenience Sampling, the research also investigates the mediating role of User Engagement and the moderating role of Content Characteristics. Results reveal that PU significantly influences brand awareness, while PEOU does not have a direct effect. User Engagement marginally mediates the relationship between PU and brand awareness, but not between PEOU and awareness. Furthermore, Content Characteristics such as creativity and relevance significantly moderate both PU and PEOU's effects on engagement. Findings underscore the importance of crafting micro-videos that are not only useful but also engaging and contextually aligned with Gen Z's preferences. The study expands TAM's application in digital marketing and offers actionable insights for brands aiming to strengthen awareness through short-form content.

Keywords Perceived Usefulness (PU); Perceived Ease Of Use (PEOU); User Engagement; Brand Awareness; Micro-Video Content

Introduction

In the digital age, microvideo content—short, engaging clips often under 60 seconds—has emerged as a dominant force in shaping consumer behavior, particularly among Generation Z (born 1997–2012). Platforms like TikTok, Instagram Reels, and YouTube Shorts have revolutionized how brands connect with audiences, leveraging bite-sized, visually dynamic content to capture attention in an era of dwindling attention spans. For Gen Z, a generation characterized by its tech-savviness and preference for authentic, interactive experiences, microvideos are not just entertainment but a primary channel for discovering brands, trends, and products. Despite their growing ubiquity, the mechanisms through which microvideos drive brand awareness remain underexplored, particularly within the theoretical framework of the Technology Acceptance Model (TAM). This gap raises critical questions: How do Gen Z's perceptions of a microvideo's usefulness and ease of use influence brand recall and recognition? What role do user engagement and content characteristics play in amplifying these effects?

This study addresses these questions by applying TAM to investigate the psychological and behavioral factors that make microvideos a potent tool for brand awareness. By scrutinizing the direct effects of perceived usefulness (PU) and perceived ease of use (PEOU) on brand awareness, as well as the mediating role of user engagement (e.g., likes, shares, time spent) and the moderating influence of content traits (e.g., creativity, relevance), the research offers a nuanced understanding of microvideo efficacy. For marketers, these insights are pivotal: they provide actionable strategies to design content that resonates with Gen Z's preferences while aligning with platform algorithms. Academically, the study bridges a critical gap by integrating TAM—a model traditionally applied to technology adoption—into the context of short-form video marketing, thereby expanding its theoretical relevance in the evolving digital landscape. Ultimately, this work aims to equip brands with evidence-based practices to harness microvideos 'full potential in cultivating lasting brand awareness among Gen Z consumers.

LITERATURE REVIEW

Brand equity has long been a cornerstone of marketing theory, evolving in tandem with digital technologies and shifting consumer behavior. The role of brand awareness as both a strategic outcome and a mediating construct has received growing attention. Shabbir, Khan, and Khan (2017) examined the mediating effect of brand awareness on the relationship between brand loyalty and brand image with brand equity in Pakistan's telecom sector. Their findings—using structural equation modeling (SEM)—demonstrated that brand awareness fully mediates these relationships, underscoring its pivotal role in enhancing brand equity and positioning it as a strategic priority for marketers (Shabbir et al., 2017).

Similarly, Rachmad (2023) proposed the **Brand Awareness and Loyalty Theory**, which synthesizes strategic branding with consumer psychology. The theory posits that while brand awareness is critical for initial consumer engagement, loyalty—fueled by emotional connection and consistent satisfaction—drives sustainable growth. Rachmad advocates for personalized branding, emotionally resonant marketing, and consistent service to strengthen brand loyalty (Rachmad, 2023).

In digital settings, Barreda et al. (2015) explored how online social networks (OSNs) influence brand awareness and word-of-mouth (WOM) in the travel industry. Virtual interactivity was the most influential factor ($\beta = 0.84$), indicating that real-time digital engagement enhances brand recognition and advocacy. System quality, information quality, and reward mechanisms also played significant roles, suggesting that brands must deliver both technological and content excellence on social media platforms (Barreda et al., 2015).

Foroudi (2018) extended the analysis by focusing on the **brand signature**, including logo, typeface, and color, in the hospitality sector. This study confirmed that visual identity strengthens consumer perceptions, brand attitude, and trust—factors which translate into enhanced performance. Importantly, brand awareness acted as a mediating mechanism that links brand aesthetics to brand equity (Foroudi, 2018).

Sasmita and Suki (2015) provided further validation in the context of youth consumption, noting that brand awareness, image, association, and loyalty significantly influence brand equity. Among these, brand awareness had the strongest effect, revealing the dominance of recognition in youth purchasing behavior. Social media was identified as a critical conduit for this demographic, facilitating engagement, identification, and advocacy (Sasmita & Suki, 2015).

With the expansion of digital technologies, **digital literacy** has emerged as a vital competence. Neumann, Finger, and Neumann (2016) conceptualized digital literacy in early education as a blend of traditional literacy and emergent digital behaviors, such as interface navigation and multimedia interaction. Their framework supports the integration of digital tools in early literacy curricula and calls for standardized assessments of digital learning outcomes (Neumann et al., 2016).

Leaning (2019) synthesized media and information literacy (MIL) into a unified digital literacy framework. Arguing against the historical separation of media and information competencies, the study proposed a critically grounded approach that combines technical skills with sociopolitical awareness, thus preparing individuals for democratic participation in the digital age (Leaning, 2019).

Bejaković and Mrnjavac (2020) expanded the discourse into the labor market, showing how digital literacy correlates with employment outcomes in the EU. Digital skills—classified into basic, workplace-related, and ICT-specialist—were found to increase employability, especially among older demographics. The study emphasizes digital competence as a driver of socioeconomic development and urges policy reforms to enhance digital training across all age groups (Bejaković & Mrnjavac, 2020).

Baron (2019) similarly argued that digital literacy encompasses a range of skills: from navigating digital content to critically engaging with media messages. Digital literacy was redefined not merely as functional competence but as a socio-technical skill set involving participation, evaluation, and creation in digital environments (Baron, 2019).

Recent pedagogical discussions have critiqued traditional checklist approaches to digital literacy education. Breakstone et al. (2018) found that professional fact-checkers use a method called **lateral reading**, where users consult external sources rather than rely on internal website cues to assess credibility. This contrasts with checklist-based evaluation commonly taught in schools. Their findings support instructional models that emphasize real-world evaluation strategies (Breakstone et al., 2018).

In professional development, Fujii (2023) assessed instructional design quality (IDQ) in YouTube-based microlearning, finding that affective and cognitive elements, particularly confidence and relevance, significantly enhance learner engagement. Videos combining visuals and personal narratives were more effective than traditional lectures, reaffirming the importance of high-quality design in digital learning (Fujii, 2023).

Gerbaudo, Gaspar, and Lins (2021) tested a novel microlearning model for IT professionals, offering problem-solution-explanation formats that enhanced retention and self-efficacy. Their model, grounded in Mayer's cognitive load theory, demonstrated statistically significant improvements in learner outcomes over traditional tutorials (Gerbaudo et al., 2021).

Understanding the **digital nativity** of Generation Z is central to designing effective marketing and education strategies. Ahmed (2019) surveyed smartphone and social media usage, finding near-universal ownership and heavy reliance on mobile platforms for communication and consumption. High levels of social media use were associated with decreased face-to-face communication and increased emotional dependency, indicating the need for digital wellness interventions (Ahmed, 2019).

Tolstikova et al. (2021) examined Gen Z's personality traits in digital contexts. High adaptability, multitasking, and preference for visual content were dominant. These characteristics reflect a shift in cognitive and social development patterns, requiring updated educational and managerial approaches (Tolstikova et al., 2021).

Ninan, Roy, and Cheriyan (2020) confirmed that social media marketing (SMM) significantly influences Gen Z's purchase decisions. Among factors examined—brand perception, loyalty, awareness, and interaction—real-time consumer-business communication had the highest impact. This highlights Gen Z's preference for two-way, authentic engagement with brands (Ninan et al., 2020).

Singh, Katoch, and Singh (2022) added that emotional connection and self-brand connection (SBC) mediate the effect of SMM on purchase intent. Their findings suggest that emotional branding strategies are particularly effective for Gen Z consumers (Singh et al., 2022).

Prasanna and Priyanka (2024) further elaborated on Gen Z preferences, identifying short-form content, influencer culture, and ethical values as key drivers. Their emphasis on personalized, authentic communication reflects a deeper shift in consumer-brand dynamics (Prasanna & Priyanka, 2024).

Lazar, Zbuchea, and Pînzaru (2023) extended the discussion to the workplace, observing that Gen Z's expectations—flexibility, tech-savviness, inclusivity—are transforming organizational culture. These insights have implications for leadership, recruitment, and retention in the digital age (Lazar et al., 2023).

Micro-video content, such as that found on TikTok or YouTube Shorts, is a core medium for digital natives. Ma et al. (2017) proposed a deep learning model (LGA) that recommends micro-videos based on latent genre awareness, incorporating user interaction and visual/textual features. Their model outperformed traditional collaborative filtering approaches and significantly reduced training time, demonstrating the effectiveness of multi-modal learning in recommendation systems (Ma et al., 2017).

Liu et al. (2019) introduced the User-Video Co-Attention Network (UVCAN), which matches users and micro-videos through mutual attention mechanisms. By learning representations from both user profiles and video attributes, UVCAN achieved superior performance, validating the value of personalized, multi-step reasoning models in content recommendation (Liu et al., 2019).

Chen et al. (2016) developed TMALL, a pre-publication popularity prediction model integrating social, visual, acoustic, and textual features. Unlike traditional models, TMALL forecasts video popularity before release, offering predictive insights for content strategy (Chen et al., 2016).

The Technology Acceptance Model (TAM) continues to serve as a dominant theoretical lens in understanding digital technology adoption. Marangunić and Granić (2014) traced its evolution from 1986 to 2013, documenting expansions and integrations with trust, perceived risk, and social norms. The model's core variables—perceived usefulness and ease of use—remain robust predictors across domains (Marangunić & Granić, 2014).

Al-Qaysi, Mohamad-Nordin, and Al-Emran (2020) reviewed 57 TAM-based social media studies, revealing that most adapted the model with external factors like enjoyment, trust, and social influence. The review affirms TAM's adaptability, especially in educational and business contexts (Al-Qaysi et al., 2020).

Al-Nuaimi and Al-Emran (2021) reviewed TAM's use in Learning Management System (LMS) research, highlighting the need for hybrid models that integrate user satisfaction and continuous usage. Their analysis revealed a predominance of TAM across 68 studies and called for broader, cross-disciplinary theoretical frameworks (Al-Nuaimi & Al-Emran, 2021).

Han and Sa (2022) explored online education during COVID-19 in Korea, finding that educational satisfaction was the strongest predictor of acceptance. This underscores the value of content quality and perceived learning outcomes in technology adoption, especially under forced digital transitions (Han & Sa, 2022).

Kamal, Shafiq, and Kakria (2020) applied an extended TAM to study telemedicine adoption in rural Pakistan. Trust, social influence, and facilitating conditions were significant enablers, while anxiety and perceived risk were barriers. Their findings highlight the need for user-centric design and community outreach in tech-driven healthcare (Kamal et al., 2020).

Research Gap

Existing studies predominantly treat user engagement (e.g., likes, shares, comments) as a standalone outcome of brand interactions rather than a mediating mechanism that explains how perceived usefulness (PU) and ease of use (PEOU) translate to brand awareness. While prior research acknowledges the importance of user engagement in microvideo contexts, the mediating role of user engagement is often treated as an outcome rather than a pathway through which perceived usefulness (PU) and ease of use (PEOU) drive brand awareness.

Objectives

1. To examine the influence of perceived usefulness (PU) and perceived ease of use (PEOU) of microvideo content on brand awareness among Gen Z.
2. To assess the mediating role of user engagement in the relationship between TAM factors (PU/PEOU) and brand awareness.
3. To analyze how content characteristics (e.g., creativity, relevance) moderate the effect of TAM factors on user engagement and brand awareness.

Variables

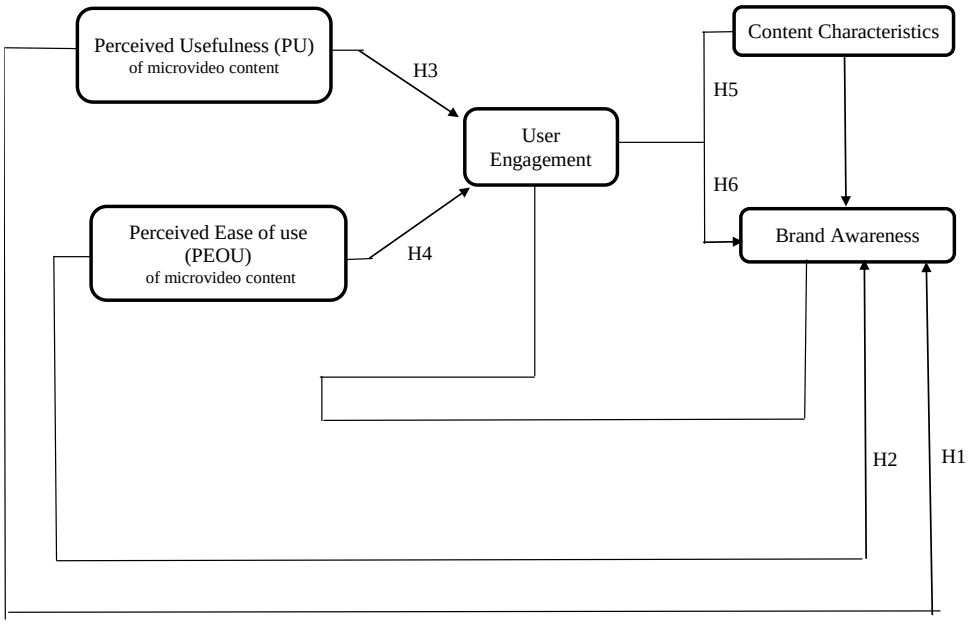
- **Independent Variables (IV):**
    1. Perceived Usefulness (PU) of microvideo content
    2. Perceived Ease of Use (PEOU) of microvideo content

- **Dependent Variable (DV) :** Brand Awareness
- **Mediator Variable (MV) :** User Engagement (e.g., likes, shares, comments, time spent)
- **Moderator Variable (ModV) :** Content Characteristics (e.g., creativity, relevance, entertainment value.

Hypotheses

1. **H_1:** Perceived Usefulness (PU) of microvideo content has a positive effect on brand awareness among Gen Z.
2. **H_2:** Perceived Ease of Use (PEOU) of microvideo content has a positive effect on brand awareness among Gen Z.
3. **H_3:** User Engagement mediates the relationship between PU and brand awareness.
4. **H_4:** User Engagement mediates the relationship between PEOU and brand awareness.
5. **H_5:** Content Characteristics positively moderate the effect of PU on User Engagement.
6. **H_6:** Content Characteristics positively moderate the effect of PEOU on User Engagement.

Conceptual Framework



Research Methodology

A **Quantitative, Survey-Based Design** is adopted, utilizing structured questionnaires with Likert-scale items. Data is analyzed through Confirmatory Factor Analysis (CFA), ANOVA and Descriptive Statistics to examine direct, indirect, and moderated relationships.

Sampling Technique

Convenience Sampling is employed, focusing on Gen-Z individuals (aged 13-28) who actively use microvideo platforms. A sample size of 203 respondents is targeted to ensure robust statistical power for analysis.

Data Analysis and Interpretation

- **Reliability Test:**

Case Processing Summary

		N	%
Cases	Valid	203	100.0
	Excluded[a]	0	.0
	Total	203	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.916	30

All 203 cases (100%) were retained for analysis with listwise deletion, confirming no missing data and ensuring methodological rigor in subsequent tests. The questionnaire demonstrates excellent internal consistency (Cronbach's $\alpha = 0.916$), exceeding the 0.7 threshold, with standardized $\alpha = 0.916$ for 30 items, validating measurement reliability for the Research.

- **Descriptive Statistics:**

Statistics

		What is your Age?	What is your Gender?	What is your Highest Level of Education?	How often do you watch Micro-Videos (e.g., 1, 2)?	Which platform do you use most for Micro-Videos?
N	Valid	203	203	203	203	203
	Missing	0	0	0	0	0
Mean		2.78	1.62	2.69	1.52	1.53
Mode		3	1	3	1	1
Std. Deviation		.893	.668	.883	.956	.746
Variance		.797	.446	.779	.914	.557
Skewness		-.686	.828	-.482	1.773	1.296
Std. Error of Skewness		.171	.171	.171	.171	.171
Kurtosis		-.153	.436	-.411	2.128	1.049
Std. Error of Kurtosis		.340	.340	.340	.340	.340
Range		3	3	3	4	3

Descriptive statistics were computed for all five demographic variables (Age, Gender, Education, Frequency, and Platform) with no missing cases among the 203 respondents. The mean and mode values indicate central tendencies, while standard deviations reflect moderate to high variability, especially in usage frequency and platform preference. Skewness and kurtosis values suggest that the distribution of most variables is approximately normal, except for "How often do you watch Micro-Videos?" and "Platform use," which show right-skewed and leptokurtic tendencies.

These independent variables demonstrate sufficient distributional spread, supporting their suitability for further inferential analysis in relation to dependent constructs.

- **Confirmatory Factor Analysis (CFA)**

Component Matrix[a]

	Component
	1
Micro-Videos help me discover new brands effectively.	.629
I find Micro-Videos useful for learning about a brandâ€™s products/services.	.745
Micro-Videos improve my awareness of brands I previously didnâ€™t know about.	.761
I trust information about brands presented in Micro-Videos.	.653
Micro-Videos influence my decisions to explore a brand further.	.721

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The Analysis revealed a single dominant factor extracted with strong loadings across all five items, indicating unidimensionality of the construct. All factor loadings exceed the threshold of 0.60, demonstrating adequate convergent validity. The item “Micro-Videos improve my awareness…” shows the highest loading (.761), suggesting it is the most influential indicator. This suggests that micro-videos uniformly influence brand discovery, trust, and exploratory intention.

Component Matrix[a]

	Component
	1
It is easy to navigate Micro-Video platforms (e. g., 2, 1).	.579
I find it simple to interact with brand content (e.g., likes, shares) on Micro-Videos.	.670
Micro-Videos are user-friendly for discovering brands.	.741
I can easily understand brand messages in Micro-Videos.	.637
The short duration of Micro-Videos makes it easy to absorb brand information.	.782

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis was conducted on five items related to Micro-Video brand engagement, with one component extracted. The factor loadings ranged from .579 to .782, indicating moderate to high correlations with the underlying latent construct. The highest loading (.782) corresponds to the item on short video duration, suggesting it is the most dominant indicator. This implies that brevity of Micro-Videos plays a pivotal role in facilitating brand message absorption.

Component Matrix[a]

	Component
	1
When I find a Micro-Video useful, I am more likely to like/share it.	.647
Useful Micro-Videos motivate me to follow the brandâ€™s social media account.	.705
I comment on Micro-Videos that provide valuable brand information.	.532
Useful Micro-Videos encourage me to spend more time exploring the brand.	.478
I revisit Micro-Videos that I find helpful for brand-related decisions.	.679

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

A single latent construct was extracted from six observed variables related to Micro-Video influence on brand interaction. Factor loadings ranged from .478 to .705, signifying moderate item contributions. The highest factor loading (.705) is associated with brand-following motivation, indicating it as the most influential behavioral driver. This indicates that motivational appeal of Micro-Videos significantly fosters deeper brand engagement.

Component Matrix[a]

	Component
	1
Easy-to-use platforms make me engage more with brand content.	.600
I spend more time watching Micro-Videos when the platform is user-friendly.	.625
Simple navigation increases my likelihood of sharing brand-related Micro-Videos.	.666
I interact more with brands when Micro-Videos are easy to understand.	.704
User-friendly Micro-Video platforms help me remember brand names.	.700

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The Analysis disclosed a single dominant component encompassing all six items measuring platform usability in brand engagement. The factor loadings ranged from .600 to .704, denoting substantial convergent validity across the items. The highest loading (.704) pertains to ease of understanding Micro-Videos, establishing it as the most influential factor. This highlights that content clarity significantly enhances brand interaction on user-friendly platforms.

Component Matrix[a]

	Component
	1
Creative Micro-Videos make me engage more, even if theyâ€™re useful.	.529
I share useful Micro-Videos more often if they are entertaining.	.720
Visually appealing Micro-Videos enhance my engagement with useful brand content.	.699
Relevant content makes useful Micro-Videos more impactful.	.660
Humor in Micro-Videos increases my interaction with useful brand messages.	.630

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The highest loading is observed for the second item ("I share useful Micro-Videos more often if they are entertaining") with a factor loading of .720, indicating it as the most influential indicator. All items exhibit factor loadings above the acceptable threshold of 0.5, validating convergent validity. Confirmatory Factor Analysis (CFA) confirms that the entertainment value of micro-videos significantly enhances sharing behavior, making it the predominant latent construct in this dimension.

Component Matrix[a]

	Component
	1
Creative storytelling in Micro-Videos motivates me to revisit easy-to-navigate platforms frequently.	.692
Even on user-friendly platforms, I engage more with brands if their Micro-Videos are visually unique.	.706
Relevant content makes me spend more time on platforms that are simple to use.	.494
Entertainment in Micro-Videos encourages me to share content more often on platforms.	.774
Informative Content in Micro-Videos increases my interaction with brands on platforms that are effortless to browse.	.758

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

The highest factor loading (.774) corresponds to the fourth item ("Entertainment in Micro-Videos encourages me to share content more often on platforms"), indicating it as the most dominant variable. All factor loadings, except one, exceed the threshold of 0.5, confirming acceptable convergent validity. Overall, the scale demonstrates robust convergent validity, highlighting entertainment as a key latent variable influencing platform engagement through Micro-Videos.

- **Hypothesis Testing**

H_1: Perceived Usefulness (PU) of microvideo content has a positive effect on brand awareness among Gen Z.

ANOVA with Friedman's Test

		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between People		495.233	202	2.452		
Within People	Between Items	14.213[a]	4	3.553	21.957	.000
	Residual	511.387	808	.633		
	Total	525.600	812	.647		
Total		1020.833	1014	1.007		

Grand Mean = 3.61

a. Kendall's coefficient of concordance W = .014.

Based on the output from the Friedman's ANOVA test, the analysis reveals a statistically significant difference across the five items measuring Perceived Usefulness (χ^2 (4) = 21.957, p < .005). Since the significance value is less than 0.05, the null hypothesis is rejected at the 95% confidence level. This indicates that **perceptions of microvideo content usefulness significantly influence brand awareness among Gen Z.**

H_2: Perceived Ease of Use (PEOU) of microvideo content has a positive effect on brand awareness among Gen Z.

ANOVA with Friedman's Test

		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between People		409.196	202	2.026		
Within People	Between Items	.696[a]	4	.174	1.205	.877
	Residual	468.104	808	.579		
	Total	468.800	812	.577		
Total		877.996	1014	.866		

Grand Mean = 3.71

a. Kendall's coefficient of concordance W = .001.

The Friedman's ANOVA test reveals no statistically significant differences among the five items related to Perceived Ease of Use (χ^2 (4) = 1.205, p = .877). Since the significance value exceeds the 0.05 threshold, the null hypothesis cannot be rejected at the 95% confidence level. This indicates that **Perceived Ease of Use (PEOU) does not have a significant impact on brand awareness among Gen Z in this sample.**

H_3: User Engagement mediates the relationship between PU and brand awareness.

ANOVA with Friedman's Test

		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between People		309.943	202	1.534		
Within People	Between Items	6.073[a]	4	1.518	9.505	.050
	Residual	512.727	808	.635		
	Total	518.800	812	.639		
Total		828.743	1014	.817		

Grand Mean = 3.69

a. Kendall's coefficient of concordance W = .007.

The Friedman's ANOVA test result for the User Engagement construct shows a borderline significance level ($\chi^2(4) = 9.505$, p = .050). As the p-value is exactly at the 0.05 threshold, the null hypothesis is marginally rejected at the 95% confidence level. This suggests **limited but noteworthy evidence that User Engagement may mediate the relationship between Perceived Usefulness and brand awareness.**

H_4: User Engagement mediates the relationship between PEOU and brand awareness.

ANOVA with Friedman's Test

		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between People		358.833	202	1.776		
Within People	Between Items	2.270[a]	4	.567	3.928	.416
	Residual	466.930	808	.578		
	Total	469.200	812	.578		
Total		828.033	1014	.817		

Grand Mean = 3.73

a. Kendall's coefficient of concordance W = .003.

Based on the output from Friedman's ANOVA test, the analysis reveals a non-significant result for the User Engagement construct in relation to PEOU and brand awareness (χ^2 (4) = 3.928, p = .416). Since the significance value is well above 0.05, the null hypothesis cannot be rejected at the 95% confidence level. This indicates that **User Engagement does not significantly mediate the relationship between Perceived Ease of Use and brand awareness among Gen Z.**

H_5: Content Characteristics positively moderate the effect of PU on User Engagement.

ANOVA with Friedman's Test

		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between People		358.644	202	1.775		
Within People	Between Items	9.157[a]	4	2.289	14.636	.006
	Residual	498.843	808	.617		
	Total	508.000	812	.626		
Total		866.644	1014	.855		

Grand Mean = 3.73

a. Kendall's coefficient of concordance W = .011.

The Friedman's ANOVA test yields a statistically significant result ($\chi^2(4) = 14.636$, p = .006), which is below the 0.05 threshold at a 95% confidence level. Hence, the null hypothesis is rejected, supporting the proposed alternative hypothesis. This indicates that **Content Characteristics significantly moderate the relationship between Perceived Usefulness (PU) and User Engagement among Gen Z respondents.**

H_6: Content Characteristics positively moderate the effect of PEOU on User Engagement.

ANOVA with Friedman's Test

		Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig
Between People		424.743	202	2.103		
Within People	Between Items	6.010[a]	4	1.502	10.287	.036
	Residual	468.390	808	.580		
	Total	474.400	812	.584		
Total		899.143	1014	.887		

Grand Mean = 3.71

a. Kendall's coefficient of concordance W = .007.

The Friedman's ANOVA test shows a statistically significant result ($\chi^2(4) = 10.287$, p = .036), which is below the standard alpha level of 0.05. Therefore, the null hypothesis is rejected, confirming the acceptance of the proposed hypothesis. This result implies that **Content Characteristics significantly moderate the relationship between Perceived Ease of Use (PEOU) and User Engagement.**

Findings

- The survey instrument demonstrated excellent internal consistency, with a Cronbach's alpha value of 0.916, ensuring reliable measurement of constructs derived from the Technology Acceptance Model (TAM).
- Perceived Usefulness (PU) of micro video content exhibited a statistically significant positive effect on brand awareness among Gen-Z respondents.
- Perceived Ease of Use (PEOU), however, did not show a direct significant influence on brand awareness, suggesting usability alone is insufficient without meaningful utility.
- User Engagement partially mediated the relationship between PU and brand awareness, with borderline statistical significance, but failed to mediate the PEOU-brand awareness linkage.
- Content characteristics, such as creativity and relevance, significantly moderated the effects of both PU and PEOU on user engagement, highlighting the importance of entertaining and contextually aligned content.
- Platform preferences skewed heavily towards Instagram Reels, with 89% of respondents accessing micro videos, reflecting Gen-Z's mobile-centric digital behavior.

Suggestions

- Focus on creating micro video content that emphasizes perceived usefulness (e.g., brand discovery, product utility) to drive Gen-Z's brand awareness.
- Integrate creative, entertaining, and contextually relevant elements into micro videos to amplify user engagement and strengthen TAM-driven outcomes.
- Prioritize mobile-optimized, short-form content for platforms like Instagram Reels, aligning with Gen-Z's smartphone-centric consumption habits.
- Explore emotional or cultural mediators in future studies to expand TAM's applicability to diverse Gen-Z cohorts and contexts.
- Align micro videos with Gen-Z's ethical values (e.g., inclusivity, sustainability) to enhance authenticity and brand loyalty.

Conclusion

This study advances the understanding of micro video marketing by integrating the Technology Acceptance Model (TAM) to explore how Generation Z's perceptions of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) shape brand awareness. The findings reveal that PU significantly drives brand awareness, underscoring Gen-Z's prioritization of content utility—such as brand discovery and product education—over mere platform usability. In contrast, PEOU showed no direct impact, suggesting that intuitive interfaces alone are insufficient without meaningful value. User engagement emerged as a partial mediator for PU, highlighting the role of behavioral interactions (likes, shares) in amplifying brand recall, while content characteristics (creativity, relevance) critically moderated both PU and PEOU's effects, emphasizing the need for entertaining and contextually resonant micro videos.

Practically, marketers should prioritize **utility-driven, mobile-optimized content** on platforms like Instagram Reels, aligning with Gen-Z's smartphone-centric habits. Creatively blending entertainment with relevance can enhance engagement, while ethical alignment with Gen-Z's values (e.g., inclusivity) fosters authenticity. Theoretically, this research extends TAM's applicability to short-form video marketing, offering a framework to navigate the evolving digital landscape.

Limitations, such as reliance on self-reported data and a convenience sample, invite future studies to explore cross-cultural cohorts, longitudinal designs, and alternative mediators (e.g., emotional connection). As micro videos redefine consumer-brand dynamics, this work equips practitioners with evidence-based strategies and invites scholars to further unravel the interplay of technology, content, and generational behavior in digital ecosystems.

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Questionnaire Responses Link

https://docs.google.com/spreadsheets/d/1RWcUAv80T8Amo3dRqfSRAdQ9_BimB0Mk0xS1Mthmnp8/edit?usp=sharing