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CONTENT RELEVANCE AND PURCHASE INTENTION IN DOUYIN ADVERTISING AMONG GENERATION Z IN HEBEI PROVINCE

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Abstract:

With the rapid expansion of the online platforms for short videos, Generation Z advertising strategies moving towards the use of algorithm-based networks like Douyin. Although previous studies have extensively explored the effectiveness of social media advertisements, they mainly focused on traditional social media platforms, while the personalized content recommendation and comprehensive e-commerce functions of Douyin have not been explored. Moreover, the applicability of the Elaboration Likelihood Model (ELM) in explaining how content relevance shapes purchase intentions in the context of short-video advertisements has not been empirically verified. Focusing on central route of persuasion, this study based on the Elaboration Likelihood Model (ELM) examines the relation between the sponsored content relevance and the buying intention of Generation Z users on Douyin. By applying multiple regression analysis, this study has tested the proposed relationship based on surveys data obtained by 510 valid participants in Hebei provincial area. The results show that the relevance of the advertisement content has a significant positive impact on the consumer purchase propensity. This means that advertisements that are personally relevant sponsored content to individuals play an important role in influencing the shopping decisions of the Z-generation. The paper extends the application of the Elaboration Likelihood Model to algorithm-mediated short-form video advertising scenarios and provides practical recommendations to marketers interested in improving advertising effectiveness with Douyin.

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Advertising Content Relevance; Purchase Intention; Generation Z; Elaboration Likelihood Model; Douyin Advertising



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Introduction

Overview of the Study

The rapid increase in short video format services has radically altered how consumers perceive and respond to the advertising message. Among these platforms, Douyin (the Chinese version of TikTok) is one of the strongest digital ecosystems, particularly with Generation Z people. With the further personalization of sponsored content driven by algorithms in recommendation systems, the content congruence to the interests and requirements of users has become a very important factor in the effectiveness of advertising.

The purpose of this study is to determine how relevant advertising material influences the purchasing choice of social media users with its dwellers living within Hebei Province, China. Based on the elaboration likelihood model (ELM), the paper studies what content congruence can serve as a sign of persuasion in short video persuasive messages and prompts people to think about what they see in terms of cognition and behavior. The research aims at increasing the knowledge of the way algorithms operate in the digital advertising environment.

Background of Study

Advertising on digital media has shifted away to being mass communication towards personalized and data driven persuasive messages approaches. The population has grown increasingly dependent on social media networks as these networks have switched to an algorithmic recommendation system in order to provide them with relevant information according to their interests, browsing patterns, and behavior. In this case, advertising is no longer a passive experience of the users. Rather, they are filtering the ads through the lens of perceived relevance.

Douyin is an application that offers vastly dissimilar advertising opportunities. A video-sharing application wherein you can view short videos and there is an extremely sophisticated recommendation algorithm. Its focus is on an immersed content consumption where users can continue their video viewing experience. At some point, it is even a blurring between entertainment and advertising. The current development is of immense importance in knowing how individuals psychologically process persuasive messages that have been brought before them in a very brief timeframe.

This change is very close to young adult consumers (unlike the generations that were not used in the past) and it is central. Compared to other generational groups, they have demonstrated the greatest tendency towards personalized, authentic, contextual relevant content. Their choice of ads is also more selective, and they tend to disregard ads that do not correspond to their interests, beliefs or lifestyles. Therefore, it is of increasing significance to learn about what factors determine the purchase intent of Gen Z on short-video platforms both to scholars and practitioners.

Problem Statement

Even though available studies have extensively investigated the influence of social media advertising on purchase behavior among consumers, there is a large section of literature that considers social media as an undiversified setting and does not distinguish the special features of short-form video websites. However, more critically speaking, previous articles tend to address various aspects of persuasive messages concurrently, which gives very little information on the particular use of content relevancy as a persuasive strategy.

In the framework of the Elaboration Likelihood Model (ELM), content congruence has been seen as a central route clue which raises cognitive elaboration and message evaluation. Nevertheless, it is not known if this theoretical assertion applies to quick-moving entertainment-based platforms like Douyin where most messages come in short and visually appealing forms. One major gap in research literature that lacks emphasis on empirical exploration of this concept in the current research context is the absence of content congruence, which is one of the major research gaps in this topic that this paper will attempt to fill.

Research Objectives

To study the impact of the relevance of advertisements in relation to purchase intent within Generation Z consumers that use Douyin.

In order to discuss how content relevance operates as a persuasive signal in short-video advertisements settings.

The objective has been to assess the usefulness of the Elaboration Likelihood Model to explain consumer reactions to advertisements presented by algorithm-based platforms.

In order to offer empirical data in the Chinese regional background, i.e., Hebei Province, so as to make the existing digital advertising literature more diversified.

Research Questions Purchase

To achieve the above objectives, this study addresses the following research question:
What are the effects of relevant content in advertisements on buying interest of Generation Z customers in Hebei Province, and how do they impact on the purchase intention?

Significance of Study

This research may theoretically lead to the development of Elaboration Likelihood Model because it confirms the role of content relevancy as a central route mechanism in short form

video advertisements. Placing ELM into a context of an algorithm-oriented and entertainment-centric platform, the paper answers the urgent needs to adjust some classical theories of persuasion to the modern digital settings.

In practice, the results provide practical advice to the advertisers and online sellers who aim at making their advertisements highly effective on Douyin. Awareness on the significance of content congruence helps brands create ads messages that can be felt by Generation Z users more than other people, therefore increasing engagement and conversions as well as avoiding ineffective targeting solutions.

Literature Review

Short-Form Video Advertising and Consumer Decision-Making

The accelerated spread of short format video channels has changed the process of creation of advertisement, its delivery as well as its perception by customers. In contrast to conventional digital ad styles, short-videos advertising is inserted among ongoing flows of content that can be defined by their briefness, vividness, and personalized through algorithms(Dong et al., 2024). Exposure of people under such circumstances is associated with receiving advertising signals at high frequency, and this contributes to excessive influx of information, with increased selective attention phenomena (Försch & de Haan, 2018).

In those settings, the consumers are not processing all the advertising information in the same manner. Earlier studies indicate that short-video users actively select messages according to its perceived usefulness, content congruence, and promptly dismiss any pieces of information that do not relate to their interests(Shi, 2024) . Consequently, the success of advertisements in short videos platform is determined by the fact of whether or not the advertisement materials can attract cognitive attention within a few seconds.

According to recent research performed in 2020-2025, there is growing awareness that advertisements on short videos is not just entertaining. Rather, it is in such a mixed cognitive-affective processing context that users can choose to rationally evaluate advertisements when persuasive message coincides with their personal goal, need to consume, or lifestyle choice(Laczniak & Muehling, 1993; Zaichkowsky, 1994) . The change demonstrates why the relevance of the advertising material is a central explanatory factor in the context of short-video promotional content investigation.

Advertising Content Relevance

The concept of persuasive message content congruence is the extent to which advertisements appear to be relevant, useful, and consistent with what the person desires or believes in, what his values and situational requirements are. The original studies defined relevance as the central antecedent to customer engagement stating that it was more prone to attract attention and trigger cognitive processing (Laczniak & Muehling, 1993; Zaichkowsky, 1994).

Relevance has become more relevant again in modern digital contexts because of growing informational intensity and ad clutter. The consumers are always being bombarded by large quantities of promotional materials, which renders content congruence as a critical element that will determine whether an advert is cognitively processed or discarded (Eunice Kim,

2011) Empirical data shows that perceived content congruence boosts the credibility of the message, the perceived usefulness of it, and its general effectiveness in the ads.

Relevance becomes an even more important factor in the context of short-form videos. Due to the nature of short videos being fast-paced and ephemeral, they allow limited scope to sustain attention so, there is a need to make sponsored content instantly relevant to the audience. Research on some short-video networks like TikTok and Douyu suggest that relevant ads are more likely to interrupt scrolling behaviour and motivate more engagement (Abbasi et al., 2023). As a result, relevance becomes a major driver to enable advertisers to address the issue of attention shortage in the context of short video.

Algorithmic Personalization and Perceived Relevance in Short-Video Platforms

The short-form video platforms are characterized by the presence of an algorithmic recommendation system. The systems are always analyzing user behaviour, such as duration viewed, pattern of interaction and content preference, and tailor making delivery of content (C. Wang et al., 2023). This kind of personalized experience is very likely to ensure that when users come across advertising materials it will match with what they are interested in so that it raises its sense of relevance (Karpinska-Krakowiak & Eisend, 2021).

The recent study points out that algorithm-based content congruence is not only an effective exposure but also changes the way persuasive messages are processed cognitively. Consumers are predisposed to expend cognitive effort on assessing message content when they feel advertisements are personally relevant instead of depending on heuristic cues (Graham et al., 2021; Shi, 2024). It means that personalization through algorithms might help to central-route persuasion by increasing the level of involvement even in entertainment-focused settings.

As far as Generation Z goes, its members have a high level of expectation in the way it can be personalized and efficient which makes algorithmic Message-Consumer Fit extremely essential (Querch et al., 2025). Research indicates that Gen Z is much more open to advertising provided the content is customized according to their tastes and that they are more likely to engage with persuasive messages that feel like they were specifically targeted at them (Graham et al., 2021; Shi, 2024). The results of these studies highlight the importance of studying the content congruence on an algorithm-based short video platform.

Advertising Content Relevance and the Elaboration Likelihood Model

Elaboration Likelihood Model (ELM) can be used as an inclusive paradigm of studying the mechanisms under which consumers perceive persuasive messages. ELM states that persuasion is made in two ways; the central route, where information is evaluated based on careful consideration of the reasons given in the message, and the peripheral route, whereby superficial cues such as visual appeal or repetition are used (Petty & Cacioppo, 1986).

The importance of sponsored content relevance is an important antecedent of central-route processing. If messages are seen as relevant, consumers have greater levels of involvement and motivation, which in turn raises the chances of message elaboration. The studies implementing ELM into the online environment support that content congruence promotes the consideration of arguments with the result of long-standing attitudinal and behavioral effects (Cheung et al., 2008).

Though ELM has become popular in advertising research, it has not seen much application on short-form video platforms. The current literature frequently focuses on peripheral cues, specifically on entertainment and the attractiveness of influencers, and takes a tacit position that users are processing in low effort. Nevertheless, there is an emerging body of evidence indicating that contextual fit advertising may trigger central route processing even in short-video settings, in particular with the online-savvy audience like Generation Z (Ji et al., 2022; J. Wang, 2023).

Advertising Content Relevance and Purchase Intention

Purchase intention can be defined as the psychological tendency to purchase a product or service after being exposed to advertisements. It is commonly accepted as an effective predictor of actual buying behavior and an accurate measure of the advertising efficacy (Dodds et al., 1991).

Previous studies have always shown that there is a positive correlation between the content congruence and the intent to buy. The relevant sponsored content lowers perceived risk, improves the value perception and increases confidence level in the decision-making process (Eunice Kim, 2011). To sum up, content congruence may also reduce an intention of avoiding ads in short-video settings by matching promotional messages to the current interests of users.

The contextual fit advertising is likely to become even more effective among young adult consumers customers. Due to the fact that Gen Z is a generation that has been exposed to massive amounts of digital content, they are more likely to focus on sponsored content that contains relevant information or utility to them personally. Advertising material which is in tune with personal needs would have higher chances of translating into conscious buying intentions as compared to passive awareness (Liu, 2023).

Research Hypothesis

With the theoretical argument and empirical evidence discussed in this paper, this paper suggests that there is a hypothesis as follows:

The content congruence is likely to positively influence purchase intention among the users of Generation Z in short form video advertising conditions.

Methodology

Research Design

The research design in this study is quantitative and cross sectional aiming to investigate the impact of sponsored content congruence on purchase intention under a short form video advertising setting. A cross-sectional design was adopted because data was collected from respondents at a single point in time, enabling the researcher to capture participants' perceptions of Douyin advertisements and their purchase intentions efficiently and economically. The study requires the quantitative approach due to the goal of testing theoretically derived relationships and assessing the size and direction of relationships among variables using statistical analysis.

A survey-based design was used to gather standardized information across all participants who are social media users within Hebei province. Such design makes it possible to measure perceived personal significance of advertisements and behavior intention toward purchase systematically and thus allows conducting empiric measurements based on Elaboration Likelihood Model (ELM). The study does not focus on platform-level metrics but rather perceived content congruence which puts more effort on consumer-level cognitive processing rather than the technological affordances.

Research Context and Sample

The selection of Douyin as the research setting has been based on its market presence as the top-rated short-form video platform in China with an algorithm that strongly determines the direction of content distribution. As a result, promotion of goods and services does not necessarily look like advertisements to people who visit the page because the system does not show them separately but blends this kind of information within the other messages in the feed. The focus population is Generation Z consumers in Hebei Province, namely people who were born in the year 1997-2005. This group constitutes a main audience of Douyin, which is distinguished by the fact that its members are highly digitally literate and regularly come across ads created through algorithms.

The research data was gathered with a non-probability convenience sampling technique. Subjects were enrolled based on the distribution channels often accessed by students and young people such as through social media sites and educational groups. After discarding incomplete or faulty surveys, a set of 510 answers was kept intact due to analysis. The size of this sample is larger than the required minimum level necessary to perform regression-related analysis and is large enough to provide adequate statistical significance.

Measurement Instrument

The data was collected through a self-administered questionnaire that was structured, consisting of two major constructions, i.e., sponsored content relevance and intention to purchase. Each item used in the measurement was based on previously established scales and rewarded to be relevant to the short-form video advertisement nature of Douyin.

The content congruence was evaluated through various items that evaluated how far participants felt that Douyin ads could be matched with their interests, demands, and individual tastes. The samples were like these: 1) The ads that I come across in Douyin are related to my interests or 2) Most Douyin ads are generally promoting products that suit my personal requirements.

The respondents were presented with items which evaluated the intention to buy the products that had been advertised on Douyin. Sample items were I am ready to buy products that are used in Douyin ads and I have developed a tendency to buy the products that are advertised in Douyin ads.

The measurement of the items was performed with a five-point Likert scale (1 = strongly disagree and 5 = strongly agree). The original version of the questionnaire was an English one that was translated into Chinese through a back-translation process to guarantee semantic equivalence.

Data Analysis

The process of data collection was through an online survey platform. Before taking part in it, informants were given a form of informed consent that stated what the research was about, that participation was on a voluntary basis, and the fact that answers would be kept confidential. They have been told that no personally identifying information would be gathered.

In order to make sure that the data is of high quality, the screening questions were used to ascertain the validity of the respondents who active users of Douyin are and also part of social media users. Data cleaning was undertaken on responses that demonstrated patterns typical of inattentive answering. Data cleaning followed three rules: (1) excluding responses with >5% missing values (adopted multiple imputation for. (2) removing inattentive responses (e.g., consecutive 10 identical answers, response time 0 seconds); (3) validating sample representativeness via chi-square test ($\chi^2=3.21$, $p=0.19$), confirming no significant difference from Hebei Gen Z population.

Data Analysis Techniques

The gathered information was evaluated through Statistical Package in the Social Sciences (SPSS). First, descriptive statistics are calculated to describe the demographic characteristics of the respondents and their overall use of Douyin.

The reliability analysis was performed on the basis of Cronbach alpha analysis in order to evaluate the internal consistency of the measurement scales. Scores higher than the suggested value of 0.70 were regarded as acceptable.

Simple linear regression analysis was used in the next step of testing the expected association of relevancy of sponsored contents and purchase intention. The given strategy of analysis is consistent with the theoretical framework of the research that is aimed at isolating the influence of one of the individual predictor variables and determine how much it explains in the context of the ELM central route paradigm.

Ethical Considerations

The research was undertaken in the context of setting ethical research standards. All participants gave their participation willingly after being informed about what was expected of them when collecting the data. The participants were promised anonymity and confidentiality and that no personal identification would be used.

The whole data was kept in a secure electronic format that was protected with a username and could be accessed by the primary investigator only. All of the data was used as an academic tool and analyzed in the aggregate in order not to identify individuals.

Analysis And Discussion

Descriptive Statistics

All the invalid responses which totaled 510 were excluded in the statistical analysis. The demographic structure of the sample is very similar to that of the primary digital native's audience on Douyin who regular users of the platform are and continue to be exposed to the advertising material presented through the algorithm.

According to the descriptive statistics, it can be stated that respondents reported a fairly high perception of content congruence. It means that the persuasive message delivery system based on the recommendations offered by Douyin is mostly efficient when it comes to conveying persuasive messages compatible with consumer interests, shopping patterns, and lifestyles. The buying intentions scores were average, but consistent, meaning that although objective consumers are not prone to spontaneous buying behavior as a general pattern, they respond to ads related to their specific requirements.

Analytically speaking, these descriptive trends can be used as a starting point of confirmation of the hypothesis saying that contextual fit advertising could activate the more reflective information processing mode instead of being ignored as part of the background noise in a high-information setting.

Reliability Analysis

Table1: Reliability and Convergent Validity

Construct	Number of Items	Cronbach's Alpha	CR	AVE
Content Relevance	10	0.953	0.96	0.71
Purchase Intention	10	0.965	0.97	0.74

source : Note. Thresholds based on Nunnally and Bernstein (1994) and Fornell and Larcker (1981).

Table 1 presents the results of the reliability and convergent validity analysis for the constructs of content relevance and purchase intention. The findings indicate that both constructs demonstrate exceptionally high internal consistency, with Cronbach's alpha values of 0.953 for content congruence and 0.965 for buying intention, both exceeding the recommended threshold of 0.70.

In addition, the composite reliability (CR) values for both constructs are above 0.90, confirming strong construct reliability. The average variance extracted (AVE) values are 0.71 for content congruence and 0.74 for buying intention, both exceeding the minimum acceptable level of 0.50. This indicates that the constructs explain a substantial proportion of the variance in their respective measurement items. Overall, the results confirm that the measurement model exhibits excellent reliability and satisfactory convergent validity.

Table 2: KMO and Bartlett's Test Results

Construct	KMO	Bartlett's Chi-Square	p-value
Content Relevance	0.965	4176.67	<0.001
Purchase Intention	0.968	4476.16	<0.001

source : Note. Based on Kaiser (1974) and Bartlett (1954).

Table 2 reports the results of the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity for the constructs. The KMO values for content relevance and purchase intention are 0.965 and 0.968, respectively, which fall within the "excellent" range, indicating that the sample size is highly adequate for factor analysis.

The reliability tests based on Cronbachs alpha indicated that the measure of the sponsored content congruence scale as well as the buying intention scale had high internal consistency, with coefficients being greater than the popularly acceptable level of 0.70.

The indicated state of reliability means that the measuring instruments reliably measure the conceptual framework, and the responses have been perceived by respondents similarly. The implication of reliability outcomes can be analytically used to make credible further regression evidence (since such error of a measurement is improbable to introduce considerable bias into the correlations between the observed variables).

Regression Analysis

Table 3: Regression Results Summary

Variable	Standardized Beta (β)	t-value
Content Relevance	0.25	4.75
Model R ²	0.52	

Source: Interpretation of regression coefficients follows the guidelines of Hair et al. (2020) and Cohen et al. (2003).

The results, summarized in Table 3, revealed that the overall regression model was significant and accounted for approximately 52% of the variance in purchase intention ($R^2 = 0.52$, $p < 0.001$), indicating a strong explanatory capacity.

content congruence ($\beta = 0.25$, $p < 0.001$) showed significant positive effects, highlighting the importance of social dynamics and personal alignment in shaping consumer intentions. Both the results indicate that there is significant positive correlation between the variables ($\beta > 0$, $p < 0.001$).

The statistical significance of such a relationship means that the observed effect is not likely to result from random changes. However, the more important point is that the positive direction of this association indicates that when perceived relevance is raised, so does the intention of buying. The result proves that relevance is not just a decorative or contextual element of short-form advertising but also a persuasive cue.

The value of the standardized coefficient is indicative of a moderate to high level of effect size, which means that an ad relevance is not a minor factor but a material predictor of buying intention of digital natives' customers. This model has a reasonable fraction of variance explained by the purchase intention suggesting that the contextual fit assessment of message can be the main driver on the consumer behavior in the Douyin advertisement ecosystem.

Based on the analysis, it can be concluded that even though Generation Z users may be more inclined to seek entertainment than cognitive evaluation on a largely entertainment-based and algorithm-driven platform, they are ready to do this once they find the persuasive messages to be personally relevant. The given tendency is directly related to the central path of persuasion in the Elaboration Likelihood Model, whereby people pay attention to what the message has to say when the motivation and level of perceived relevance is high.

Interpretation of Central Route Processing

Implications of these findings indicate that the level of relevance of sponsored content is correlated with an enhanced level of motivation on the part of users in engaging in more comprehensive information processing. In lieu of the sole focus on peripheral cues e.g. attractiveness or celebrity endorsement by relying on them alone, digital natives appear to evaluate if persuasive messages relate to their own consumption objectives and identity.

The given analytical perspective will question the popular belief that the short-form video site tends to elicit surface or heuristic information processing. Rather, the results indicate that the indirect effect of the algorithmic personalization might be the facilitation of the central-route processing through making users more likely to come across advertisements that can appear meaningful and helpful to them.

Summary of Findings

To sum up, empirical evidence indicates that the relevance of ads content significantly and positively impacts the purchasing intentions on social media users. Relevance is therefore considered to be a main cognitive motivator behind persuasion by its presence and direction indicating the extent and nature of its relationship to short form video advertising.

The overall results are also very strong empirically indicating that the Elaboration Likelihood Model is applicable when it comes to an algorithmically personalized short video platform which underlines the significance of central-route processing and still plays a significant role within the modern environment of digital advertising.

Conclusion

Advertising Content Relevance and Purchase Intention in Short-Video Contexts

The results of this paper indicate that the relevancy of advertisements has a strong and positive influence on purchasing behavior among social media users. The outcome validates the claim that relevance is an enhancement of the context, and at the same time acts as the fundamental element of persuasion in short-form video advertising.

Social media users have access to enormous quantities of promotional information in a very saturated media market because of the fast turnover of contents and short attention spans. In such situations, it seems that pertinence plays a pivotal role of a filter that decides if an advertisement is mentally registered or disregarded (Ch Daniela Rossi Co-supervisor Franco Gatti Graduand Alisa Alessia Comendulli, 2025). By matching the sponsored content with the personal interests, lifestyle preferences, and consumption needs of users, it is observed to be more useful and more diagnostic, and consequently more likely to generate a behaviorally positive response.

More importantly, the findings suggest that relevance does not simply attract attention but also stimulates deeper cognitive engagement with persuasive messages. When users perceive advertisements as personally meaningful, they become more willing to evaluate product attributes, compare alternatives, and consider the practical value of the advertised product. Therefore, the influence of personal significance on consumer purchase propensity appears to operate not only through favorable attitudes toward advertisements but also through increased cognitive involvement in the decision-making process.

This result supports the findings in the latest digital advertising research on the role of personalization and relevance in enhancing consumer engagement and persuasion results in the environment under algorithmic control (Wang & Huang, 2021; Xu & Pratt, 2023). Nonetheless, the research adds to the available literature in that it shows that relevance is an important factor even when dealing with entertainment-focused short video applications where advertising is perceived to be mostly driven by emotions or non-central stimuli.

Implications for Central Route Processing under the ELM Framework

Under the theoretical viewpoint, these findings also offer great backing to the appropriateness of applying the Elaboration Likelihood Model to the setting of Douyin ads. In accordance with the ELM notion, the central route of persuasion takes place when people have the motivation and capability to think about the message content. A high level of relationship between content congruence and intent to use indicates that Generation Z participants use central-route processing whenever they consider an advertisement as a personally important message.

However, the results show that algorithmically personalized Message-Consumer Fit can lead to more involvement with persuasive messages on short-video sharing sites contrary to the hypothesis that such sites tend to promote heuristic or low effort processing. The increased involvement triggers more in-depth evaluation of the product attributes, value proposition and its consumption fit. In turn, consumer purchase propensity is influenced not only by superficial entertainment, but also through assessment of substance content.

It is in line with recent studies indicating that the use of personalization technologies can also increase elaboration via indirect ways through increasing a congruence between messages with the purposes of the users (Wang and Huang, 2021; Xu and Pratt, 2023). In this regard, the recommendation algorithm of Douyin does not take the place of cognitive processing, rather it provides conditions where central-route persuasion is made more probable.

Generation Z's Cognitive Engagement in Algorithmic Advertising Environments

The results can also be used to reveal the unique advertising reaction tendencies of Generation Z. They are digital natives who are habituated to the use of algorithmic curation and have acquired advanced expectations about content congruence. Instead of just being passive consumers of advertisements, they are able to judge if the promotional message is consistent with their sense of self and practical requirements.

The selective involvement implies that relevance serves as an indicator of genuineness and appreciation of the user power. If advertisements are not shown to be relevant, there is the possibility that the advertisements are taken to be seen as coercive or deceptive, and this has the ability to ruin the persuasive attempts. In contrast, appropriate persuasive messages are less apt to be viewed as information than as interruptive, and hence a more receptive approach to the advertisement itself and the particularly brand in question (Lou & Yuan, 2019).

These results are in accordance with the current researchers suggesting that Generation Z finds individualization, utility and contextual suitability more important than mass-market communications (Ha and Xiao, 2021; Shi, 2023). In this particular research it was established that these preferences may be translated as quantifiable differences in buying behavior in the conditions of short-video advertising.

Rethinking Short-Video Advertising Beyond Entertainment

Entertainment has been found to be a critical piece of short-video advertising, but this paper warns about being too dependent on just affective or sensational approaches. The importance of content congruence implies that successful persuasion on Douyin demands moderation in the area of engagement as well as information value

The result of this study contradicts the existing belief that creative abilities or virality is the leading factor that influences success in the field of short-form ads. In turn, the authors emphasize the role of incorporating relevance-centered message formulation into ad campaigns with the aim of making sure that the creative process can be rooted in the specific knowledge about a given audience.

This study will add to a more subtle insight into the functioning of short-video advertising on the crossroads of entertainment, cognition, and personalization by showing how relevant content can be used to persuade others.

Summary of Theoretical Interpretation

Summarized, the talk about the results highlights how important it is to focus on the content congruence as an essential factor to affect buying intent among the members of Generation-Z who are on Douyin. The outcomes support the significance of the model of elaboration likelihood of the current digital advertisement environment and demonstrate that central-route processing is still an important persuasion tool, even with quick short-video platforms with algorithmic feeds.

These ideas also add depth to the knowledge about persuasion in the era of personalization and form the backbone of the adaptation of algorithm-based recommendation frameworks to traditional systems of persuasion.

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Chuyao Wang: Assisted in literature collection, experimental operation, data sorting and manuscript proofreading.
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