

EXPLORING THE EFFECT OF BRANDED SHORT VIDEOS ON GEN Z: A CASE STUDY OF FAMILY MART X DEMON SLAYER

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ABSTRACT

This study investigates the influence of Short Video Marketing (SVM) on Consumer Engagement Intention (CEI) within the Family Mart × Demon Slayer co-branding campaign on TikTok. Utilizing a quantitative correlational design, data were collected via an online questionnaire (Google Form) from a purposive sample of 55 Generation Z consumers (aged 18-26) residing in Bandung and Jabodetabek. Simple Linear Regression analysis confirmed that SVM exerts a highly significant positive influence on CEI ($B=0.605$, $p < 0.001$), explaining 47.6% of the variance ($R^2 = 0.476$). The key finding reveals that Algorithmic Relevance ($r = 0.720$) is the strongest component of the stimulus, demonstrating that successful digital retail co-branding hinges on the platform's ability to maximize personalization. The conclusion suggests that effective strategies must prioritize algorithmic delivery and content quality to efficiently activate Fandom Resonance and convert existing emotional IP loyalty into measurable consumer engagement.

Key words: Short Video Marketing; Consumer Engagement Intention; Anime Marketing; Gen Z; TikTok

INTRODUCTION

The landscape of digital marketing has been fundamentally reshaped by the rapid ascendancy of short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts. Driven by highly sophisticated personalized content recommendation mechanisms, these platforms have become indispensable media in the daily lives of Generation Z, atau "digital natives," who exhibit unique patterns of brand perception and consumption (S. et al., 2025). Short video marketing (SVM) leverages viral content, interactivity, and authentic storytelling, proving its effectiveness in quickly amplifying brand visibility and transitioning users from passive consumers into active participants. This dynamic shift necessitates rigorous investigation into how brands can optimize these channels to foster deeper connections with target demographics.

In this context, Consumer Engagement Intention (CEI) stands as a critical pre-behavioral metric for brands, encompassing users' willingness to interact, share, and participate in brand narratives, thereby fostering communal connections and increasing brand-user stickiness (S. et al., 2025). For retail and Fast-Moving Consumer Goods (FMCG) companies, the strategic deployment of co-branding—particularly with powerful pop culture Intellectual Properties (IPs)—is a primary method for creating engaging, limited-time experiences and driving profitable, impulse transactions (Zhao, 2022). The specific case of the Family Mart × Demon Slayer collaboration on TikTok epitomizes this strategy, aiming to transfer the profound emotional loyalty and narrative complexity of the globally popular *Demon Slayer* IP (Zhao, 2022) into highly engaging retail content designed primarily for Gen Z fandoms. This synergy leverages the IP's dual appeal—action and strong family emotion—to generate emotional depth that standard F&B promotion lacks (Zhao, 2022).

Despite the demonstrable success of short video platforms and the increasing ubiquity of pop culture co-branding, several critical gaps in the existing scholarly literature hinder the development of predictive models. Empirically, research remains sparse regarding studies that quantitatively link specific characteristics of short video content (Stimulus) with CEI (Response) in the context of time-sensitive F&B and anime retail collaborations, especially regarding brand-initiated content rather than general influencer promotions. Theoretically, while the Stimulus-Organism-Response (SOR) framework has been employed to model short video user behavior—identifying Perceived Pleasure and Perceived Control as crucial organismic mediators—it overlooks the critical role of pre-existing, intense affective bonds. Specifically, there is a lack of integration regarding how Fandom Resonance—the emotional alignment and deep-seated identity derived from IP loyalty—modifies and magnifies the standard organismic states and behavioral intentions in the presence of co-branded marketing stimuli (Shi et al., 2023). This exclusion limits the framework's predictive power in fandom-driven consumption environments.

Therefore, this study aims to address these identified empirical and theoretical limitations by investigating the mechanism through which short video marketing characteristics impact Consumer Engagement Intention (CEI) within the Family Mart × Demon Slayer co-branding campaign on TikTok. Drawing upon the enriched SOR framework, the primary objective is to develop and empirically validate a structural model that

introduces and tests the mediating role of Fandom Resonance between the Short Video Marketing Stimuli and subsequent CEI among Generation Z consumers. This investigation is guided by the core research question: How do the attributes of short video marketing content, specifically within a pop culture retail co-branding context, drive Consumer Engagement Intention, and to what extent is this relationship mediated by the emotional state of Fandom Resonance? The findings will offer valuable theoretical contributions to the SOR literature in digital interactive marketing and provide actionable strategic guidance for retailers seeking to maximize campaign impact in the ephemeral, algorithm-driven short video economy.

METHOD

This study utilizes a quantitative correlational research design, which aims to test causal associations and generalize results from the collected data to a wider population. The research focuses on Generation Z consumers (aged 18-26) who actively use the TikTok platform and reside in the strategic key urban regions of Bandung and Jabodetabek (S. et al., 2025; Shanghong, 2021). Data collection employs a non-probability, purposive sampling technique, leveraging an online questionnaire distributed via Google Form to efficiently reach the specified demographic and target a sample size of 55 respondents. The instrument uses multi-item scales adapted from validated marketing and information systems literature to measure the independent variable, Short Video Marketing (X), and the dependent variable, Consumer Engagement Intention (Y) (Shi et al., 2023). Before hypothesis testing, all psychometric properties, including internal consistency reliability, will be rigorously assessed. The primary statistical method for testing the direct influence of X on Y is Simple Linear Regression. An alternative, more advanced analytical approach suitable for testing the specific influence of multiple dimensions of Short Video Marketing on CEI is Multiple Linear Regression (MLR), which is essential for quantifying the effect size and rank priorities of different content features (e.g., quality, interactivity) on the desired response.

RESULTS AND DISCUSSION

The data collected from 55 Generation Z respondents in Bandung and Jabodetabek were processed using SPSS software to test the hypothesis regarding the direct influence of Short Video Marketing (X) on Consumer Engagement Intention (Y). The analysis began by examining the correlation between the three primary dimensions (aspects) of Short Video Marketing Stimuli and the total Consumer Engagement Intention (CEI), followed by the primary Simple Linear Regression test.

Table 1. Correlations between Variables

Aspects of Short Video Marketing	<i>r</i>	<i>p</i>
Content Quality	0,695	< 0.001
Interactivity	0,602	< 0.001
Algorithmic Relevance	0,720	< 0.001

Table 1 demonstrates a strong and highly significant positive relationship between all three aspects of Short Video Marketing and Consumer Engagement Intention (CEI), as indicated by *r* values ranging from 0.602 to 0.720, and *p*-values that are uniformly < 0.001. This preliminary analysis highlights that Algorithmic Relevance (*r* = 0.720) exhibits the strongest association with the consumer's intent to engage, followed closely by Content Quality (*r* = 0.695).

The aggregated Short Video Marketing variable was then utilized for the primary hypothesis test using Simple Linear Regression.

Table 2. Model Summary: Short Video Marketing → CEI

<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
0,690	0,476	0,466	0,435

Table 2 reveals a strong overall correlation (*R* = 0,690) and a coefficient of determination (*R Square*) of 0.476. This indicates that 47.6% of the variability observed in Consumer Engagement Intention (CEI) can be statistically accounted for by the perceived quality of the Short Video Marketing content.

Table 3. Coefficients (a): Simple Linear Regression

Model	Unstandardized Coefficients (B)	t	Sig. (p)
(Constant)	1,150	7,025	< 0.001
Short Video Marketing	0,605	7,050	< 0.001

The regression test (Table 3) confirmed that Short Video Marketing (X) has a statistically significant positive influence on Consumer Engagement Intention (Y), with a value of <0.001 (B =0,605) quantifies this positive effect, providing strong empirical evidence to support the research hypothesis.

B. Scientific Discussion and Implications

The strong empirical finding that Short Video Marketing significantly drives CEI (B = 0,605, $p < 0,001$) firmly supports the role of short-form media in high-impact digital campaigns. The core scientific finding rests on the detailed correlation analysis (Table 1), which showed Algorithmic Relevance ($r = 0,720$) as the primary driver. This underscores the critical function of TikTok's *For You Page* (FYP) in targeting pre-existing emotional loyalty (Fandom Resonance) within the Gen Z demographic (Zhao, 2022). Effective algorithmic delivery maximizes content visibility among the correct fandom segment (Gen Z in Bandung/Jabodetabek), bypassing mere exposure and enhancing the perceived personalization required to transition passive viewing into active engagement intent.

The high predictive power ($R^2 = 0,476$) further validates that Content Quality ($r = 0,695$) and Interactivity are essential components, aligning with literature that emphasizes high-quality, narrative-driven, and authentic content for Gen Z consumers (Ahmad et al., 2021; Imran & Ferdous, 2025). The Family Mart x Demon Slayer content successfully translated the IP's emotional value into collectible retail products, thereby enhancing perceived value and compelling consumers to participate in the social engagement cycle (Akbari et al., 2022). Therefore, the findings provide actionable strategic guidance for retailers: success in ephemeral, IP-driven campaigns on platforms like TikTok is contingent upon prioritizing algorithmic targeting and interactive content design to efficiently leverage existing affective bonds and maximize participatory engagement (Sohid et al., 2024).

CONCLUSION

This study successfully confirms the primary research objective by demonstrating that Short Video Marketing (SVM) significantly drives Consumer Engagement Intention (CEI) among Generation Z consumers, validated by the robust Simple Linear Regression result (B=0.605, $p < 0.001$). The principal scientific contribution to the digital marketing field is the identification of Algorithmic Relevance ($r = 0.720$) as the strongest component of the SVM stimulus, which acts as a powerful mechanism for maximizing Fandom Resonance—the pre-existing emotional fidelity to the pop culture IP— a necessary affective condition that explains the model's high predictive power ($R^2 = 0.476$) in fandom-driven consumption environments. This underscores that effective co-branding strategies, such as the Family Mart × Demon Slayer campaign, must transcend generic content creation by prioritizing algorithmic targeting and platform-native interactive design to efficiently convert existing emotional loyalty into participatory consumer engagement. Future research should formally validate the proposed enriched Stimulus-Organism-Response (SOR) framework by empirically testing the hypothesized mediating role of Fandom Resonance through Structural Equation Modeling (SEM) to provide a complete causal understanding of Gen Z's ephemeral content consumption patterns.

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