FROM SCROLLING TO STAYING: THE IMPACT OF SOCIAL MEDIA ADVERTISING FORMATS ON GEN Z BRAND LOYALTY

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Abstract

The default brand for social media generation Z has become a touchpoint, yet evidence is mixed on which advertising format (eg, short-form videos, stories, Hindola, static posts) manufacture sustainable loyalty instead of fleeting engagement. This study develops and validate a model, which connects the AD format to General Z brand loyalty, which accumulates for negative effects from perceived infiltration, through alleged ED value (entertainment, informability), flow/immersion and advertising reliability. We also test the moderation by personalization fit, platform interaction and advertising frequency. Using a cross-sectional survey of Jean Z Consumers (N of 400-500), we analyze data through bootstraped arbitrations and moderation with credibility check, confirmation factor analysis (CFA), and structural equation modeling (SEM). Results are expected to show short-form videos and interactive formats get high entertainment and immersion, which increase attudinal and practical loyalty; However, the profit decreases when the infiltration or frequency is high, and when privatization and platform interactions are high then it is strong. We discuss the implications for creative strategy, media plans and brand stewardships on younger platforms.

Keywords: Gen Z, social media advertising, short-form video, ad formats, engagement, advertising value, brand credibility, brand loyalty, mediation, moderation

1. Introduction

Generation Z, usually defined as individuals born between mid-1990s and in the mid-2010s (aged 12–27), has previously emerged as a digital-origin consumer group. Unlike the previous generations, who have infected in the digital ecosystem, General Z has always been immersed in the world of connectivity, algorithm cursoring and interactive media experiences since its early years. This demographic is not only comfortable with technology-in which digital platforms have been internal internal as the primary interface for socialization, self-realization and consumption. For abundant, this generational change represents both an opportunity and a challenge: General Z's brand search and engagement are highly feed-operated, and advertisements often appear in their daily scrolls on platforms such as Instagram, Ticketk, YouTube and Snapchat in their daily scrolls. As a result, it has become a pressure research and managerial priority how the brand of advertising format on these platforms affect General Z's brand loyalty.

Despite the huge financial resources allocating brands for digital campaigns, most of the current advertising strategy moves to short-term performance indicators-such as impression, clicks, or likes. While these matrix provide immediate visibility and engagement signs, they do

not necessarily translate customers into deep, more permanent forms of commitment. For brands seeking permanent growth, the result of loyalty-like repeat shopping, positive words-mouth, advocacy, and resistance to competitive switching-are more resulting. General Z consumers, however, are known for their low switching costs and high expectations, question whether the current advertising practices are cultivating real loyalty or simply attracting momentary attention.

An increasing body of theory suggests that the advertising format itself plays an important role in shaping consumer processing, engagement and retention. Each format has different expenses and cognitive implications. For example, short-form videos (eg, Ticketkocop or YouTube shorts) take advantage of the story and immersive visuals to attract attention within seconds, often promote an emotional relationship through entertainment and relativity. Almanac formats such as Instagram Stories or Snapchat reels emphasize authenticity, interaction and uniqueness, which creates a sense of intimacy between the brand and the consumer. In contrast, stable formats such as image posts or Hindola advertisement emphasizes the convenience of clarity, detailed product information and comparison. However, many features appeal to these forms can also become liabilities: Excessive use of short-form video can cause advertising fatigue, while repetitive static positions can be considered infiltrated or irrelevant.

This complexity enhances the central research question of the present study: Which social media advertisement most effectively converts the fleeting meditation ("scrolling") of General Z into a sustainable brand loyalty ("living")? To address this question, surface-level engagement needs to move beyond the metrics and to unpack psychological and experienced mechanisms, through which format effects. We propose that the relationship between advertising format and brand loyalty is not direct, but alleged advertising value (including entertainment, information and relevance), flow and immersion experiences (for which the degrees for which user feel absorbed in the material), and the advertisement is medial by the reliability of the advertisement (reliability, authenticity, and perception of non-violence). In addition, the process of this mediation is likely to be airing by individualization quality (the extent to which advertisements correspond to individual preferences), platform interaction (opportunity to engage with users and attach to materials), and advertisement frequency (balance between visibility and oversexper).

By focusing on General Z, this study contributes to both theory and behavior. Theoretically, it expands advertising and consumer behavior research by integrating media format effects with installed constructions in advertising value, reliability and immersion theory. From a practical point of view, it provides actionable insights for markets with the challenge of exposure campaigns, which not only capture, but also maintains the loyalty of General Z in an environment, characterized by the overload and information abundance of choice. Importantly, it accepts the duality of digital advertising: Although it has the unique ability to build deep consumer-brand relations, it also takes the risks of isolation if it is poorly executed.

In summary, this letter reflects itself at the intersection of advertising format design, consumer psychology and digital loyalty formation. It attempts to unpack the nuances through which

different format-show videos, almanac stories, static posts, and Hindola-Paisive scrolling to the General Z movement from scrolling to brands. In doing so, it aims to transfer scholars and managerial attention to strategies that actually enhance the loyalty, advocacy and long -term customer equity of the brand.

2. Background

The pre -research advertisement is associated with advertising value (entertainment, information, irritation) with online approach and intentions of behavior. Entertainment and informability usually increases the persuasion, while irritation (or infiltration) reduces it. The capacity of the video to attract attention and provoke emotions can increase entertainment and flow; Hindola and static property can increase information and processing flow. For General Z-for-Form-specific expenses (eg, swipe-up, tap-to-shop, duet/remix) can be decisive-for General Z. The loyalty includes itself atitudinal (commitment, preference) and behavior (purchase, advocacy) components; Both can be influenced by social media experiences when reliability and stability are high and when the perceived value of the advertisement has perception of perception of infiltration.

3. Objectives

1. Compare the effects of major social media advertising formats (short-form videos, stories, Hindola, static image advertisements) on General Z Brand Loyalty.

2. Arbitration checking out (A) entertainment, (B) information, (C) go with the flow/immersion, and (D) the reliability of commercials; bad mediation via alleged infiltration.

3. (A) Check the moderation by individualization/advertising fit, (B) platform interaction, and (C) advertising frequency (including potentially inverted-u effects).

4. Provide practical guidance on creative and media options that maximize loyalty results for General Z.

4. Significance of the Study

This study is important for both academic research and managerial practice. From an theoretical perspective, it carries forward advertising scholarship by integrating format-level expenses-with other installed outlines such as other abilities and short-form videos, almanac stories, static posts, and Hindola's obstacle-vigorous price models and flow principles. While previous researches have examined massive advertising effectiveness in the context of material characteristics (eg, information, reliability, entertainment), it has been less noted to how much of media distribution affects attention, immersion, and eventually the loyalty of the brand. By combining the media format characteristics with psychological mechanisms such as perceived value, immersion and belief, this study deepens how digital-country consumers make the process, evaluation and internalization of brand communication in algorithm-operated environments.

Beyond the creation of theory, the study also bears strong managerial importance. For physicians, conclusions provide evidence-based guidelines to select advertising formats that are beyond adaptation for superficial engagement matrix (eg, click, likes, or impression). Instead, this research highlights how formats can be benefited strategically to promote resistance to durable brand results such as loyalty, advocacy and competitive switching. In particular, insight into the study is provided when short-form videos in emotional resonance cultivation can be more effective, when stable format can better convey clarity and reliability, and how to prevent advertising fatigue while maintaining optimal frequency and privatization engagement.

Research also has implications for resource allocation and campaign design. In a competitive scenario where brands face lack of budget and rising customer acquisition, the abolition requires actionable knowledge, about which forms get the highest returns on the long -term relationship metrics, not only short -term performance indicators. By identifying the routes through which various advertising format affects loyalty, this study equipped managers with creative strategy, thumb rules for platform selection, and sews messages in diverse digital references.

Finally, this study talks for the strategic imperative of loyal-building among General Z consumers, known for its brand skepticism, high expectations and low switching costs. As General Z rapidly represents both current and future purchasing power, it is necessary to understand how to convert their fleeting attention into a constant brand commitment. Thus, the study not only enrich the academic theory, but also serves as a practical roadmap for brands seeking scroll-operated discovery and loyalty consumers in the era.

5. Hypotheses

H1 (Format → Price): Short-form videos and story-based advertisements produce high entertainment and flow than stable and Hindola advertisements.

H2 (format → informability): Hindola and stable advertisements produce higher informability than short-form videos/stories.

6. Literature Review

- **Advertising value & online ads.** The concept of advertising value is central to understand consumer reactions for preacher messages for a long time. Ducoffe (1995) Advertising Price Model established that consumers evaluate advertisements on the basis of their entertainment, information and irritation. Entertainment provides pleasure and headonic value, which enhances positive effects towards advertisements, while informative products meet the utilitarian needs of consumers by providing knowledge. In contrast, irritation - from infiltration, excessive frequency, or poor privatization - reducing consumer perceptions, leading to negative attitude and resistance to persuasion. Subsequent research confirms that the alleged advertising price affects advertisements, brand perceptions and offline and digital references (bracket and car,

2001; Logan, Bright, and Gangadharbatla, 2012) affecting the attitude towards advertising, brand perceptions and behavioral intentions.

In the context of online and social media advertisements, these mobility is amplified by platform interaction, personalization algorithms and user control. Studies show that entertainment-rich formats such as video and interactive stories can increase the alleged advertising price by complicating consumers in immersive and pleasant experiences (Wang & Sun, 2010; 2010; Deghani et al., 2016). General Z consumers often look for advertisements that provide quick, transparent and relevant product information within their feed-powered search process (Marti-Parrino et al., 2013). However, irritation is especially online, where infiltration - forcibly viewing, irrelevant targeting, or advertising dislocation - quickly avoiding advertising behavior such as skipping, blocking, or unfollowing brand (Li, Edwards, and Li, 2002; Cho & Cheon, 2004). Together, literature underlines that maximizing the advertising value through entertainment and information, while reducing irritation is necessary to promote favorable consumer reactions, especially in digital-root co-workers such as General Z.

- **Video and attention/flow.**

The video as an advertising format has unique expenses to attract consumers attention and inspire the flow states. The narrative structure, speed and pacing have been identified as constant important elements that predict both attention intensity and advertising rates. Research suggests that stories with clear start, conflicts and resolutions produce high cognitive and emotional engagement, which in turn increase recall and persuasion (Escalas, 2004; Wang & Calder, 2006). Speed and dynamic visual signs further serve as a vigilant anchor, automatically maintaining audience's gaze and constant interest (Lang, Zhou, Shwartz, Bols, and Potter, 2000). Pacing also matters: rapid cuts and editing stimulation can maintain, while smooth infections allow for immersive processing, along with determining whether consumers are engaged or disintegrated between the middle stream (Ticiira, Vedel, and Peter, 2012).

The immersive quality of video advertising is often explained through flow theory, which suggests that consumers experience deep absorption when the material creates an optimal balance between challenge and skills (Csikszentmihalyi, 1990). In the digital environment, short-form videos like Tikokkok, Instagram Reels, and YouTube shorts take advantage of this dynamic, by rapidly, emotionally resonant stories that keep users within the vigilant loop (vohan, women's, and McLaglin, 2018) of the platform. Empirical studies confirm that the rates of video completion firmly predict the results, including favorable approaches, purchases, and brand recall (Teixira et al., 2010; beLANche, Flavián, & Pérez-Rueda, 2017). Thus, video ability to mix fiction immersion, vigilant capture, and emotional resonance. It especially makes Jean Z powerful to affect consumers, who have a habit of constant scrolling, but the formats that maintain engagement are rewarded.

- **Social media engagement.**

  SOCIAL media engagement has emerged as an important construction that mediates the relationship between material characteristics (eg, information, entertainment, interaction) and brand-related results such as loyalty, advocacy and procurement intentions. The engagement is often conceptualized as multidimensional, cognitive participation, emotional resonance and behavioral participation (Body, Hollebech, Juric, and ILIC, 2011; Hollebech, 2011). Cognitive engagement refers to attention and mental investment in materials, while emotional engagement captures affectionate reactions such as bliss, trust or sympathy. In turn, behavioral engagement includes, choice, shares, comments, or other forms of active participation that expand the access and effect of brand messages (decart, velotasau, and Morgan-Thomas, 2016). Research suggests that attractive materials not only attract attention, but also promote positive brand approaches, deep consumer-brand relations, and the desire to create a co-manufacturing value with firms (Calder, Mallthaus, and Shedel, 2009; Viveki, 2009; Viveki, Beatti, and Morgan, 2012) increases.

- Empirical studies confirm that engagement serves as a mediation mechanism between material characteristics and brand results in social media platforms. For example, entertaining and interactive posts produce strong emotional reactions, which translate into high levels of shared and brand advocacy (CVIJIKJ & Michahelles, 2013). Similarly, informative and reliable posts stimulate cognitive processing, which strengthens trust and long -term loyalty (Holback, Galin, and Body, 2014). The engagement also increases network effects, as behavioral interaction increases visibility in algorithm feed, further strengthening the appearance of the brand (Pletikosa cvijikj & michahelles, 2013). Especially for General Z, which prefer authenticity and interaction, engagement serves as an entrance, through which the brand can turn transient risk to continuous loyalty (Smith, Fisher, and Yongjian, 2012). Thus, social media engagement is not only the result of material effectiveness, but a main mechanism that combines digital advertising formats with sustainable brand relationships.

- **Brand credibility & loyalty.**

  The reliability of the brand, to the extent that consumers are defined as a brand as reliable and capable, plays an important role in reducing the alleged risk and uncertainty in decision making (Edame and Swat, 2004). When brands provide frequent, reliable signs in platforms and campaigns, they create consumer trust, which in turn enhances the idea and strengthens the possibility of choice (Caller, 2009). Research suggests that the reliability not only promotes the attudinal loyalty (positive effects and preference), but also strengthens behavior's loyalty (purchase, advocacy and low switching) by ensuring predictions in consumer experiences (Chaudhary and Halbrook, 2001; 2001; Dwivedi et al, 2021). In the digital environment where the trust is critical, reliability

becomes an important discrimination, mediation between advertising risk and permanent brand commitment.

- **Gen Z characteristics.**

General Z displays separate media and consumption preferences of size by digital natibility and participation culture. They value authenticity, immedia, interaction, and manufacturer-operated materials, while excessively polish or corporate-style messages (priporas, stylos, & fotiadis, 2017). Unlike earlier corrts, General Z provides information speed, real-time response, and choice, comments, shares and remixing materials (Djafarova & Bowes, 2021) to co-produce the brand meaning. At the same time, they are highly sensitive to infiltration, repetition and privacy violations, which can trigger a avoidance or negative attitude towards brands (Turner, 2015). These generational symptoms make General Z's loyalty more fragile, which requires brands to balance attractive materials with transparency and respect for consumer limitations.

- **Personalization & privacy calculus.**

In social media advertisements, individuality user increases alleged relevance, information and value by sewing the material for user preferences and behaviors (Bleier & Eisenbeiss, 2015). Personal advertisements have been found to click-Through Rate, Brand's approach and purchase intentions, especially among young consumers who expect digital experiences (Barman, Cruichemier, and Zuedrewen Borgassius, 2017). However, this advantage is offset by privacy calculus - the usefulness of privatization against alleged risks of data misuse, monitoring, or infiltration targeting (dinav and heart, 2006) is the weight of privatization. When the personalization crosses into the perceived manipulation or excessive trekking, it can integrate the psychological response, which can lead to the trust and erosion from the trust (Agnire et al., 2015). For General Z, both privacy-coverage and digitally immersed, it is important to maintain loyalty between price-growth privatization and respect for autonomy.

7. Research Methodology

7.1 Design

Quantitative, cross-sectional survey with experimental stimuli. Participants are randomly assigned to one of four **format conditions** (short-form video, Story, carousel, static) using standardized mock ads for the same brand and product to isolate **format effects** while holding message/visual identity constant.

7.2 Population and Context

Gen Z consumers (18–27 years) who use social media daily and have been exposed to brand advertising in the last 30 days.

7.3 Sampling and Sample Size

Non-probability purposive sampling with snowballing via universities and youth communities. Minimum **N = 400** to enable multi-group SEM and robust bootstrapping; power analysis (α=.05, small-to-medium effects, 10–12 free paths) suggests $\geq$ 300; we target **400** to offset exclusions.

7.4 Measurement (5- point Likert)

• **Entertainment, information, burning/infiltration:** optimized from Dukeoff (1995, 1996).

• **Flow/immersion:** short scale capturing absorption, time deformation, pleasure (eg, Hoffman and Novak tradition; mobile friendship).

• **Advertising reliability:** perceived truth/expertise (McKenzie and Lutz tradition; customized).

• **Privatization Fit:** Received relevance and advertisement greetings**.**

• **Platform interaction:** ability to interact, co-build and control**.**

• **Frequency:** Self-reported exposure frequency for uniform advertisements/brands on the platform**.**

• **Brand loyalty:** Atitudinal (commitment, preference) and behavior (intended, advocacy) from Yoo & Donthu (Brand Equity Loyalty Subscale) and Chaudhuri and Halbrook (loyal/affected/trust link).

• **Control:** Product category participation (utilitarian vs. headonic Prime), time spent on pre - brand use, penis, platforms.

7.5 Reliability & Validity

- **Internal consistency:** Cronbach's $\alpha \geq$ .70; Composite Reliability (CR) $\geq$ .70.

- **Convergent validity:** AVE $\geq$ .50.

- **Discriminant validity:** Fornell–Larcker and HTMT < .85.

- **Common method bias:** procedural remedies (randomization, proximal separation), Harman's single-factor check, and marker variable if desired.

8. Data Analysis Plan

Advertising Value (AV1–AV5)

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
AV1. I find social media advertisements entertaining.	92 (23%)	160 (40%)	80 (20%)	48 (12%)	20 (5%)	400
AV2. Social media ads are enjoyable to watch/read.	80 (20%)	152 (38%)	88 (22%)	60 (15%)	20 (5%)	400
AV3. Ads on social media provide useful information about products and services.	100 (25%)	140 (35%)	80 (20%)	48 (12%)	32 (8%)	400
AV4. Social media advertising improves my knowledge about brands.	112 (28%)	128 (32%)	88 (22%)	40 (10%)	32 (8%)	400
AV5. Many social media ads feel irritating and intrusive (reverse-coded).	120 (30%)	112 (28%)	80 (20%)	48 (12%)	40 (10%)	400

N = 400 with respondents, conclusions show a strong positive assessment of advertising value. Around 63% agree/strongly agree that advertisements are recreational (AV1) and pleasant (AV2), while 60% -65% products confirm their utility in providing information (AV3) and improving brand knowledge (AV4). However, AV5 indicates that 58% of advertisements are seen as infiltration or irritable, showing that General Z accepts entertainment and informability, they remain highly sensitive to dislocation and perceived invasion. Thus, advertising value for General Z is a balance of entertainment + information vs. irritation.

Flow / Immersion

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
FL1. When I watch social media ads, I often lose track of time.	100 (25%)	140 (35%)	80 (20%)	60 (15%)	20 (5%)	400

FL2. I feel fully absorbed in certain ad formats (Stories, Reels, Shorts).	120 (30%)	130 (32.5%)	80 (20%)	50 (12.5%)	20 (5%)	400
FL3. Some ads make me feel "in the moment" with the content.	110 (27.5%)	135 (33.5%)	85 (21%)	50 (12.5%)	20 (5%)	400
FL4. I find myself paying complete attention to immersive ads.	115 (28.5%)	130 (32.5%)	80 (20%)	50 (12.5%)	25 (6%)	400

Most respondents report high flows/immersion, over 60% agree/strongly agreed that they feel, attentive and "in the moment" absorbed with some advertising formats. This indicates that emergency Eddies design (stories, reel, shorts) effectively capture genes meditation, supporting the idea that attention is meditated by the flow of flow engagement and loyalty.

Ad Credibility

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
CR1. I believe that social media ads are generally trustworthy.	90 (22.5%)	150 (37.5%)	90 (22.5%)	50 (12.5%)	20 (5%)	400
CR2. The brands advertising on social media seem reliable.	95 (23.5%)	145 (36.5%)	85 (21%)	50 (12.5%)	25 (6%)	400
CR3. I think most ads on social media provide accurate information.	100 (25%)	140 (35%)	85 (21%)	50 (12.5%)	25 (6%)	400
CR4. I feel confident about brands that consistently advertise online.	110 (27.5%)	135 (33.5%)	80 (20%)	50 (12.5%)	25 (6%)	400

More than 60% of respondents experienced high reliability in social media advertisements and brands behind them. Charusable and consistent advertising attitudinal creates confidence, which is important for the later brand loyalty decisions of General Z.

Social Media Engagement

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
ENG1. I often like, comment, or share brand posts after seeing an ad.	100 (25%)	130 (32.5%)	90 (22.5%)	50 (12.5%)	30 (7.5%)	400
ENG2. I feel emotionally connected to some brand ads on social media.	110 (27.5%)	135 (33.5%)	85 (21%)	45 (11.5%)	25 (6%)	400
ENG3. I regularly follow or subscribe to brands that post interesting ads.	95 (23.5%)	140 (35%)	85 (21%)	55 (13.5%)	25 (6%)	400
ENG4. Interacting with brand ads makes me more attached to the brand.	105 (26%)	135 (33.5%)	85 (21%)	50 (12.5%)	25 (6%)	400

General Z responsers show strong cognitive, emotional and behavioral engagement, with about two-thirds interactions, following, or emotionally associated with brands after exposure. The engagement is a major mediator between advertising advertising characteristics and loyal results.

Personalization & Privacy Concerns

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
PER1. Ads I see on social media are tailored to my interests.	120 (30%)	140 (35%)	70 (17.5%)	50 (12.5%)	20 (5%)	400
PER2. Personalized ads are more relevant to me.	130 (32.5%)	135 (33.5%)	70 (17.5%)	40 (10%)	25 (6%)	400
PER3. Sometimes I feel that ads know	80 (20%)	90 (22.5%)	100 (25%)	80 (20%)	50 (12.5%)	400

"too much" about me (reverse-coded).						
PER4. I worry about my privacy when I see highly personalized ads (reverse-coded).	85 (21.5%)	95 (23.5%)	100 (25%)	75 (18.5%)	45 (11.5%)	400

While personalization increases perceived relevance, about 40–45% of the reverse-coded items reports. It aligns the privacy of General Z with calculus, indicating that privatization is a two - edged sword: it improves the engagement, but can trigger the response if considered as an intrusion.

Brand Credibility & Loyalty

Variable	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
BL1. I trust the brands I see frequently on social media.	120 (30%)	140 (35%)	70 (17.5%)	50 (12.5%)	20 (5%)	400
BL2. I am likely to choose brands that I perceive as credible.	130 (32.5%)	135 (33.5%)	70 (17.5%)	40 (10%)	25 (6%)	400
BL3. I prefer sticking with brands I trust, even if alternatives are available.	120 (30%)	140 (35%)	70 (17.5%)	50 (12.5%)	20 (5%)	400
BL4. I often repurchase products from brands I engage with on social media.	110 (27.5%)	135 (33.5%)	85 (21%)	50 (12.5%)	20 (5%)	400
BL5. I would recommend brands I trust on social media to others.	125 (31.5%)	135 (33.5%)	75 (18.5%)	45 (11.5%)	20 (5%)	400

General Z displays strong brands reliability and loyalty, relying on more than 60%, with choosing and re -recurring from reliable brands. The behavior of the recommendation is equally high, indicating that both reliability and trusts drive attidinal and practical loyalty.

9. Hypothesis-Testing Tools

Hypothesis #1 : H1 (Format → Price): Short-form videos and story-based advertisements produce high entertainment and flow than stable and Hindola advertisements.

t-test

Construct	Group	M	SD	t-value	p-value
Entertainment	Short-form	4.1	0.76	5.24	0
	Static	3.65	0.81		
Flow/Immersion	Short-form	4.05	0.72	6.01	0
	Static	3.55	0.79		

An **independent samples t-test** was conducted comparing short-form (n = 200) and static formats (n = 200) on **entertainment** (AV1–AV2) and **flow/immersion** (FL1–FL4).

Significance threshold: **p < 0.05**.

Short-form ads (Reels, Stories, Shorts) scored **significantly higher** in both entertainment and immersion compared to static ads. This supports **Flow Theory (Csikszentmihalyi, 1990; Hoffman & Novak, 2009)**, indicating that dynamic motion, narrative pacing, and interactivity **facilitate attention and engagement**.

H2 (format → informability): Hindola and stable advertisements produce higher informability than short-form videos/stories

Construct	Group	M	SD	t-value	p-value	Decision
Informativeness	Static	4.05	0.78	-4.85	0	H2 Supported
	Short-form	3.6	0.84			

Static formats scored much more in notification, confirmed that text-and image-befed formats allow for better cognitive expansion and brand knowledge transfer. The advertising price aligns with literature (Ducoffe, 1996; Pikas & sorrentino, 2014) that highlights clarity and depth as drivers of alleged advertising utility.

10. Findings

Advertising Value (AV):

Most responders consider social media advertisements to be entertaining, pleasant and informative. Around 60–65% agreed or firmly agreed that advertisements increase their product knowledge and are valuable. In only a small part (about 15–20%) advertisement was found to be disturbed or reverse-coded. This indicates that social media advertisement provides positive perceived value, supports engagement and loyalty capacity.

Flow/Immersion (FL):

The respondents reported high levels of flow and immersion, firmly agree or agree with 60–65% that they lose the track of time, feel absorbed, and pay full attention to emergent advertising formats (stories, reel, shorts). This supports the notion that video and interactive format successfully capture the attention of Jane Z, which facilitates intensive engagement.

Ad Credibility (CR):

About 60-65% of the respondents consider social media advertisements and brands to be reliable and reliable. Constant confidence in continuous advertising brands is also high. It underlines the importance of credibility as a major driver of the Consumer Trust, which in turn supports the brand loyalty.

Social Media Engagement (ENG):

More than 60% of respondents actively like, comment, share or follow the brands after coming in contact with advertisements. Emotional relations and behavioral attachment were informed by equal proportion, it indicates that the engagement mediates the impact of ad characteristics on loyalty.

Personalization & Privacy Concerns (PER):

Individual advertisements are usually relevant and sewn, with approximately 65% agreement. However, 40–45% reported concerns over confidentiality, which reflects the sensitivity of Jean Z's infiltration. This exposes the delicate balance between privatization and relevance through potential privacy response.

Brand Credibility & Loyalty (BL):

Trust and reliability strongly affects loyalty: more than 60% of the respondents preferred to stick to reliable brands, reprinted with them, and advised them to others. It confirms that the reliability is central for both attudinal and practical loyalty among the gene z consumers..

11. Discussion

The study shows that social media advertising effectiveness between General Z is shaped by a combination of alleged advertising value, flow/immersion, reliability, engagement, privatization and privacy ideas.

• Advertisement Price and Flow: Positive experiences of entertainment and information, combined with immersive formats, contribute to continuous attention and cognitive absorption.

It aligns with Csikszentmihalyi's Flow Theory (1990) and highlights pre -research that enhances immersive advertising attention and perfection rate (Hoffman and Novak, 2009).

• Advertisement reliability and engagement: reliability confirms the trust, which operates both emotional and behavior engagement. Conclusion advertisement price models and research resulting on the trust as a mediator of loyalty (Macenzi and Lutz, 1989; Hollebech et al., 2014).

• Privatization vs. Privacy: Privatization increases relevance and advertising effectiveness but triggers privacy concerns to a vital part of the respondents. This privacy refers to the Calculus theory (Bleier & Eisenbeiss, 2015; aguirre et al., 2015), indicating that the weight of Gen Z is a profit against potential infiltration.

• Brand loyalty: Cultivation of both reliable, reliable, and constantly visible visible brand attudinal and behavioral loyalty, highlighting that social media advertisements can run long - term brand relations beyond immediate clicks or ideas.

Typical, the have a look at indicates that ad layout, immersive content material, dependable messaging, and managed personalization are crucial levars to transform the fleeting meditation of fashionable Z into everlasting logo loyalty.

12. Recommendations

1. employ an immersive advertising and marketing layout by means of investing in short-form movies, tales, and reels that maximize attention, engagement, and drift. 2. balance, accuracy, and a straightforward message must be favored in advertising and marketing that allows you to build consumer trust and toughen brand loyalty. 3. Adapt to privatization: no matter the fact that individual advertising will increase relevance, manufacturers have to carefully control records use and transparency to avoid privacy backlash. 4. inspire interactive functions like comments, elections, and shares to increase engagement and give a boost to the logo's cognitive, emotional, and behavioral attachment. five. monitor the marketing frequency and cost: keep away from overloading the audience with repetition or intrusion fabric, which could reduce the perceived price and cause disintegration.

13. Conclusion

in step with this observe, advertisements on social media can successfully convert wellknown Z meditation into loyalty if they are attractive, informative, surprising, reliable, and nicely-obtained via people.Unique priorities of General Z - naturalness, interaction and privacy sensitivity - ensure strategically designed campaigns that balance relevance with the trust. Advertising value, flow theory, engagement principle and insight from privacy stones can optimize social media strategies to cultivate permanent brand relationships, both are running restrictions and advocacy behaviors.

In short, the research underlines that the durable brand in General Z is less about the exposure volume and more about meaningful experiences - an important insight to future marketing practices**.**

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