

Exploratory Study on How Short Video Platforms Affect Gen Z's Purchasing Intention for Electronic Devices in Colombo District

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The study investigates the impact of short video platforms (SVPs) on the purchasing intentions of Gen Z consumers in the Colombo district, specifically regarding electronic devices, through a detailed analysis. With the objective of identifying characteristics of short video platforms (SVP) that affect purchasing intention for electronic devices of Gen Z consumers in Colombo district, a quantitative method was used via structural questionnaires to collect data from 142 Gen Z participants. The results indicate that despite SVP relevancy for Gen Z, simple usage positively does not lead to the growth of purchasing intentions. The characteristics and quality of content significantly affect purchasing behaviors; more so, elements such as influencer marketing and brand accessibility on SVPs, with influencer endorsements appearing more natural and unscripted, make it the most effective way of consumer persuasion against previously dominant advertising approaches. In addition, engaging brand presence as well as the general quality of content contributes to the SVPs helping in creating positive brand attitudes with Gen-Z consumers. These findings have certain managerial implications for the companies interested in targeting Generation Z consumers through the appropriate online media advertising that responds to the specific characteristics of this 'digital native' generation.

Keywords: *Gen Z, purchasing intention, short video platforms, social media influence, User Generated Content (UGC)*