



Unveiling the Nexus of Distribution Personalization and Content Decentralization: Exploring Brand Recall among Gen Z in Region III, Philippines

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Received : February 10, 2024

Revised : April 30, 2024

Accepted : May 3, 2024

Online : July 30, 2024

Abstract

The study emphasized the pivotal role of distribution personalization, mediated by content decentralization, in influencing brand recall among Gen Z consumers, highlighting the importance of advanced data analytics, optimized distribution channels, user-generated content incorporation, and user-centric storytelling for effective brand engagement in the modern market. This research studied the effects of distribution personalization and content decentralization on brand recall among Gen-Z, focusing on causal relationships and attention competition. It used Partial Least Squares Structural Equation Modeling to analyze 385 responses from Region III, Philippines Gen Z participants. The results indicate that personalized distribution has direct influence on brand recall through an ability to remember brand features amid consumer attention competition. Content decentralization partially mediates this effect, suggesting challenges in maintaining consistent brand identity across diverse platforms. The research underscores the importance of distribution personalization in brand recall, highlighting how content decentralization and variety of content across platforms can dilute brand consistency and hinder Gen Z's brand recall. These suggest centralizing content from a single source to ensure uniformity in branding while also using advanced analytics for targeted personalization. The study recommends optimizing distribution channels and incorporating user-centric storytelling to enhance brand association. Researchers need to continuously analyze consumer trends and feedback to refine distribution personalization strategies and remain responsive to changing market conditions. Content decentralization makes it difficult to reach and engage with the entire audience effectively, as they may be spread out across numerous channels, thus future researchers may look into this aspect.

Keywords *Structural Equation Modeling, Distribution Personalization, Content Decentralization, Brand Recall*

INTRODUCTION

When it comes to differentiating themselves from competitors and improving the overall customer experience, businesses are increasingly resorting to personalization strategies in today's highly competitive marketplace, where customers are faced with an overwhelming number of options (Susiang et al., 2023). Distribution personalization is one such method that provides a substantial amount of direction. The term "distribution personalization" refers to the process of providing goods or services to clients in a manner that is personalized to their preferences, behaviors, and other pertinent data points as well (Lee, 2021; Szocs et al., 2023). A further benefit is that personalization in advertisements on social networking sites enhances brand attitude and click intention by augmenting personal relevance and reducing intrusiveness, without eliciting reactance (Keyzer et al., 2021). As a result, distribution personalization becomes a critical distinction as companies want to provide seamless, individualized experiences to their clients.

In contrast to the ever-changing digital environment, where consumer tastes are changing rapidly and technology is still reshaping entire sectors, the conventional top-down marketing

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strategy is going through a major change. A notable change that has occurred in recent years is the rise of content decentralization as a crucial technique in contemporary marketing initiatives. Content marketing is an essential digital marketing strategy that emphasizes the creation of valuable information and engaged participation of consumers. The effectiveness of a company's online communication greatly relies on the quality of its content marketing (Bokariya et al., 2021). However, limitations on reach, control, and audience interaction are forcing marketers to look into different strategies.

One of the most important differentiators in a market where there are multiple businesses competing for our attention is the capacity to be remembered. The concept of brand recall, which refers to the ease with which customers can recover a brand from their memories such as embedding brand elements, reaches the forefront at this point. It goes beyond simple identification and translates into active contemplation and the possibility of making a choice, making it the peak of brand awareness (Ghosh et al., 2022; Maanda et al., 2020; Farhana, 2012). When it comes to marketing professionals, having a solid grasp of brand recall is of tremendous strategic significance. They are able to evaluate the efficacy of their efforts, pinpoint areas in which they can make improvements, and ultimately maximize the success of their strategies to capture customers and motivate them to take action.

There are past scholarly studies that center on distribution personalization, content decentralization, and brand recall. Nonetheless, there are only a few manuscripts that mostly emphasize on the impact of distribution personalization and its direct effect to brand recall of Gen Z. Compared to earlier generations, Generation Z is more likely to use digital platforms for communication, entertainment, and information search (Grigoreva et al., 2021). This predilection for digital technologies creates attachment to brands that provide ease and unique experiences (Steenkamp, 2020). These days, brands are changing the way they connect with Generation Z. They are focusing on things like brand recall, distribution personalization, and content decentralization. For this demographic, brand recall is greatly impacted by factors like having a strong presence on social media, being authentic, and aligning with personal values (Dobre et al., 2021). This is because they have shorter attention spans and are exposed to numerous brands through digital channels. Distribution personalization meets the preferences of Generation Z through personalized experiences created through data analytics and technology (Priporas et al., 2017). These tailored events and content resonate with the participants' desire for unique and individualized experiences. Content decentralization, on the other hand, rejects centralized control in favor of a more democratic strategy that allows anybody to produce and distribute content (Vergne, 2020). Generation Z's deep involvement in user-generated content platforms highlights their desire for genuine, interactive experiences, leading brands to adjust by encouraging collaboration and interaction. These changes underscore the ever-changing dynamics of how brands and consumers engage with each other.

Moreover, there are limited studies regarding content decentralization acting as partial mediator or indirect effect on the relationship between distribution personalization and brand recall of Gen Z. Conferring to those factors early-mentioned, this study sought an answer to this question: How does the relationship between distribution personalization affect brand recall of Gen Z which is mediated by online content decentralization? As a result, the purpose of the research is to create a structural equation model that analyzes and studies the relationship between distribution personalization, content decentralization and brand recall of Gen Z.

LITERATURE REVIEW

Distribution Personalization

The significance of distribution personalization has grown as businesses endeavor to

satisfy the changing demands and preferences of customers in a highly competitive market. Recent quantitative studies have examined many facets of distribution personalization. Short video platforms, which are powered by big data and artificial intelligence, continuously gather user data to digest. This allows the platforms to choose the material in which users are interested, allowing for more accurate and personalized distribution. Consequently, this causes viewers to get more involved in the world of the short video, which in turn increases their interest in the subsequent film and, ultimately, increases the retention of the user. An even more important benefit is that the distribution of short movies in a personalized manner makes marketing more exact. This is because the back-end has already tagged each user according to the sorts of videos that they watch most frequently. This allows merchants to provide material to the users who are most interested in it through the distribution mechanism developed by the platform (Xiao et al., 2019). Keyzer et al.'s (2021) study examined the relationship between tailored advertising and word-of-mouth intents, click-through rates, and brand attitude. Their research revealed that personalized advertising can have a beneficial impact on these crucial measurements, underscoring the need of adapting marketing communications to individual tastes.

In their study, Szocs et al. (2023) investigated the influence of customized atmospherics in retail environments and found that sensory components and interpersonal connections play a significant part in the process of developing individualized experiences that resonate with customers, eventually leading to increased pleasure and loyalty. The research conducted by Lee (2021) examined the impact of real-time technologies on supply chain transformation, specifically investigating how customized distribution procedures might improve efficiency and responsiveness. Companies may enhance their service levels and gain a competitive edge by utilizing real-time data analytics and automation to tailor their distribution strategy to consumer engagement. The researchers came to the conclusion that according to changes in demand and client preferences. Ghosh et al. (2022) performed study examining the memory effects of textual and graphical brand features in computer games. Their research provides insight into the efficacy of various distribution personalization strategies in attracting customer attention and improving brand recall. Furthermore, Maanda et al. (2020) conducted research on the impact of sport sponsorship on brand equity. They highlighted the importance of tailored marketing channels in the process of growing stronger relationships between brands and their target audiences. The findings of their study revealed the significance of matching distribution strategies with broader marketing initiatives in order to optimize the influence of a brand.

Through the utilization of data analytics, automation, and targeted marketing strategies, businesses are able to provide individualized distribution experiences that are in tune with the tastes of individuals, eventually increasing their competitive position in the market.

Content Decentralization

Content decentralization has emerged as a key paradigm change in the immediate past, reflecting the rising trend toward dispersed and democratized content development and distribution. Users and communities will be given the ability to engage in the processes of content development and dissemination through the implementation of this strategy, which aims to navigate away from old centralized methods (Murray, 2023).

Yeung et al. (2023) also explored the meaning of content decentralization on digital platforms, underlining the potential of this phenomenon to promote inclusion, diversity, and user engagement. The focus of their research was on a social media environment that encourages democratic practices, decentralization, and experiences that are centered on the user.

In a manner that is analogous, Cheng et al. (2021) investigated the influence of content decentralization on social media platforms, with a particular emphasis on its capacity to alleviate

problems associated with content moderation and algorithmic bias. The findings of their research highlighted the significance of distributed governance models and transparent decision-making procedures in preserving the integrity and fairness of decentralized content ecosystems.

In general, the most recent research has shed light on the revolutionary potential of content decentralization across a variety of fields, such as publishing, education, social media, and digital platforms. In this day and age, companies have the ability to cultivate a culture of creativity, resilience, and participation by adopting decentralized models and technology.

Brand Recall

When it comes to customer decisions, successful recall of brand names is generally the deciding factor. It really offers a number of complex issues as marketing methods and consumer behavior continue to develop. Early perspectives often defined brand recall as the "unaided" retrieval of a brand from memory in response to a broad category cue (Aaker et al., 2013). This unidimensional approach focused on simple recognition, overlooking the dynamism of consumer memory and the influence of context. Recent studies have also highlighted the multidimensionality of brand memory, which takes into account elements that go beyond simple recognition or recognition alone (Bainbridge & Baker, 2022). Several research also emphasize the significance of the capacity to reliably recall certain brand elements like visual image that go beyond only the name (McCracken & Macklin, 1998). These studies also highlight the significance of the good or adverse reactions, feelings and emotions associated with the brand, which have a major influence on memory encoding and retrieval (Khatoun & Rehman, 2021; Bilro & Loureiro, 2023). There is also other literature that focuses on various factors influencing brand recall, including: marketing mix-the effectiveness of advertising, packaging, and other marketing communication elements (Jasmani & Sunarsi, 2020), and consumer experiences-interactions with the brand, both online and offline, can build lasting impressions (Kleinaltenkamp et al., 2022). The endeavor of defining brand recall is a continual journey that requires continuous adaptation to the ever-changing marketing landscape and the behavior of consumers. In order for marketers to properly track, evaluate, and optimize their strategies for enduring brand memory and consumer engagement, it is essential for them to have a comprehensive understanding of the concept's multidimensionality, as well as its influencing aspects and contemporary issues.

Relationship between Distribution Personalization, Content Decentralization, and Brand Recall

The literature on marketing and information systems has shown considerable interest in the relationship between distribution personalization, content decentralization, and brand recall. This is especially true when it comes to e-commerce (Schubert, 2006). One good example was that of Dodani and Kamath (2020), who found that distribution personalization and content decentralization are two characteristics that have the potential to influence customers' capacity to recall brands and features, which in turn may have an effect on the marketing methods that they employ.

Theories on Distribution Personalization, Content Decentralization, and Brand Recall

There are also theories supporting this study relative to distribution personalization, content decentralization, and brand call within the context of Gen Z. The Elaboration Likelihood Model (ELM) is one example among many others. According to this theory (Petty & Cacioppo, 1986), gains in personal relevance leads to increased attention and elaboration, which in turn leads to improvements in memory and recall. By responding to the specific requirements and preferences of each individual, personalized distribution has the potential to stimulate more in-depth

processing and to increase brand memory among Generation Z. The Flow Theory, which was developed by Csikszentmihalyi in 1990, is another theory (Beard, 2014; Nakamura & Csikszentmihalyi, 2002). According to this notion, individuals are more likely to be engaged and motivated when the activities they participate in are in line with their abilities and interests. It is possible that personalized distribution, which includes the provision of pertinent material and recommendations, might provide a flow-like condition, which would result in increased brand recognition and brand recall (Tse et al., 2020; Abuhamdeh, & Nakamura, 2014). With regard to content decentralization, individuals create a sense of social presence and community in online contexts, according to the social presence hypothesis. Decentralized platforms, which are constructed on the basis of peer-to-peer contact and shared ownership, have the potential to cultivate better community participation and trust, which might possibly enhance brand recall through word-of-mouth and shared experiences (Kreijns et al., 2022; Short et al., 1976).

To validate the theories, this study investigated the impact of distribution personalization and content decentralization on product recall among Generation Z in Region III, Philippines. Figure 1 presents the Conceptual Framework or the paradigm of the study that depicts the impact of distribution personalization and content decentralization on product recall among Gen Z. It amplifies the hypotheses:

- H1 Distribution personalization directly affects brand recall among Gen Z
- H2 Content decentralization plays a mediating role and indirectly affects the relationship between distribution personalization and brand recall among Gen Z

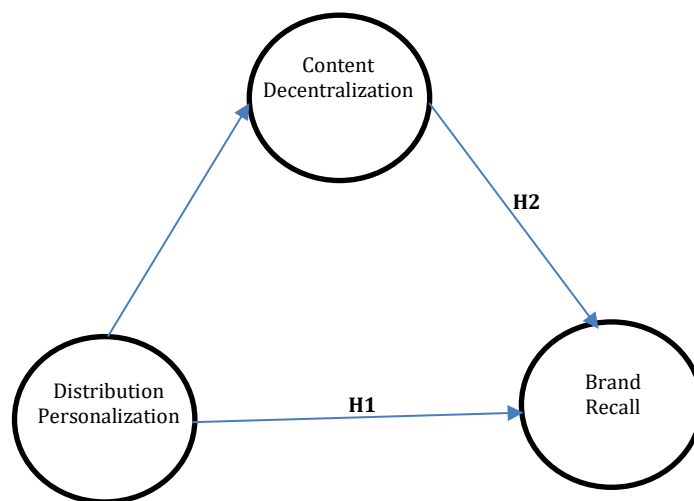


Figure 1. Conceptual Framework

RESEARCH METHOD

Methodology

According to Philippine Statistics Authority (2022), Gen Z in Region III, Philippines, have substantial population, third to Metro Manila. Tailoring the distribution of content to consumers is based on their diverse range of backgrounds, beliefs, and experiences. They recognize that modern consumers access content through social media. This study is a survey in the field of social science

that employs quantitative research technique. The study's demographic sample consists of 385 individuals within Generation Z, who are born after the year 1996 (Tyson et al., 2021). These individuals were chosen at random from Region III in the Philippines, which includes the provinces of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, and Tarlac. Region III ranks as the third most populous region in the Philippines, following Metro Manila (Philippine Statistics Authority, 2023).

A sample procedure that was chosen at random was used. The researcher personally handed out 385 questionnaires for the study, each of which had a rating scale, to each sample. The surveys were self-administered and divided into four sections: distribution personalization, content decentralization, brand recall, and demographic data. Following the elimination from the initial of 395 respondents, the cleaning of data that was unreliable, the identification of outliers, and the addition of missing value imputation, only 385 samples were deemed suitable for statistical analysis. In accordance with the real socioeconomic condition, the traditions, and the culture of the Filipino community, the surveys were administered. This means that each measurement was translated from English to Filipino and then again translated from Filipino to English. When responding to this questionnaire, the respondents were given the assurance that their identity and information would be kept confidential, that the information would not be disclosed to the public for the purpose of absolute acknowledgment, and that no such information would be provided to any third parties without their permission. This was done for ethical reasons.

With the sole purpose of conducting research, the material supplied would be examined in its entirety using the statistical tool SmartPLS 4.0 (Iqbal et al., 2021). The one good advantage of Covariance Based – Structural Equation Modeling (CB-SEM) compared to other statistical treatments is its capacity to provide a model fit evaluation. It also portrays a range of goodness-of-fit indices that permit researchers to assess the degree through which the generated model fits with the collected data. On the other hand, Partial Least Squared – Structural Equation Modeling (PLS-SEM) is its strong emphasis on the prediction of dependent variables, making it especially useful when the goal is to predict outcomes of the constructs.

Measures

The demographic section of the questionnaire included gender, number of respondents, and monthly allowance. Distribution personalization was a 5-item rating scale from Rhee et al. (2000) measuring individual level of distribution personalization. An example item was as follows: "I recommend shopping through my favorite online shopping website to anyone who ask for advice." Content decentralization was a 5-item rating scale from Han and Anderson (2022) measuring the level of content decentralization. An example item was as follows: "I post positive and negative reviews and feedback on the comment section of short video platform ads." Brand recall among the Gen Z scale was a 5-item rating scale from Nicholls et al. (1999) and Khurram et al. (2018). An example item was: "I can name at least four brands regarding clothing."

The goal was to collect survey responses from 385 Gen Z selected randomly from Metro Region III, Philippines on June 5, 2023 – October 25, 2023, between 9 AM to 4 PM. Gen Z or participants took the survey in the privacy of their homes and took approximately 5 minutes each to fill in the survey anonymously. Here, Gen Z often shortened to Generation Z, is the demographic group, male or female, following Millennials and preceding Generation Alpha, researcher use those whose birth falls after 1996 as of 2024 data. In total, 385 online consumers responded.

Data Analysis

The cleansed data of 385 samples were put into an analysis using Covariance In order to assess the hypotheses that have been developed through research, the Partial Least Squares Structural Equation Modeling (PLS-SEM) were applied. The employment of PLS-SEM is primarily

exploratory analysis, in order to uncover withheld relationships in the data. It allows researchers to hypothesized beforehand that distribution personalization directly affects brand recall among Gen Z and content decentralization plays a mediating role and indirectly affects the relationship between distribution personalization and brand recall among Gen Z. A statistical computer language known as SmartPLS 4.0 was used to perform the entire analytic process, beginning with the preprocessing of the data and continuing through structural regressions, path analysis, and data visualization.

FINDINGS AND DISCUSSION

Data analysis results were divided into two sections, which consisted of descriptive statistics for a general snapshot of samples and inferential statistics for hypotheses testing. The 385 samples were included in the statistical analysis for both descriptive and inferential parts. For the descriptive part, as shown in Table 1, most of the sample were male (51.37%), from the province of Bulacan (42.43%), and had monthly allowances ranging from PHP 1,501 to 2,000.00 or USD 26.61 to 35.46 (36.10%).

Table 1. Profile of the respondents

Profile	Frequency	Percentage
<i>Sex</i>		
Male	198	51.37
Female	187	48.63
<i>Number of Respondents</i>		
Aurora	10	2.70
Bataan	38	9.76
Bulacan	163	42.43
Nueva Ecija	1	0.03
Pampanga	107	27.89
Tarlac	66	17.20
<i>Monthly Allowance</i>		
Less than PHP 1,000 (USD 17.73)	127	32.99
PHP 1,001.00 - 1,500.00 (USD 17.75 - 26.60)	39	10.13
PHP 1,501- 2,000.00 (USD 26.61 - 35.46)	139	36.10
PHP 2,001.00 – 2,500.00	29	7.53

Profile	Frequency	Percentage
(USD 35.48 – 44.33)		
PHP 2,501.00 – 3,000.00 (USD 44.35 – 53.19)	51	13.25
PHP 3,001.00 and above (USD 53.21 and above)	0	0

A representation of descriptive data for the scales, including means and standard deviations, is shown in Table 2. The normality of the variables is a factor that should be anticipated in almost every inferential statistical procedure. Acceptable values of skewness fall between - 3 and + 3, and kurtosis is fitted from a range of -10 to +10 when SEM is utilized (Brown, 2006). Furthermore, all of the correlations between the components with a moderate level of correlation were statistically significant.

Table 2. Descriptive Statistics for Scale, Skewness, Kurtosis, and Correlation Matrix

Scale	M	SD	N	Skew	Kur	DP	CD	BR
DP	4.190	0.648	385	-0.925	1.833	1	0.528	0.466
CD	4.172	0.630	385	-0.910	2.159	0.528	1	0.509
BR	3.968	0.626	385	-0.305	1.447	0.466	0.509	1

Note: DP = Distribution Personalization, CD = Content Decentralization, BR = Brand Recall
Significance level: 0.05 (2 tailed).

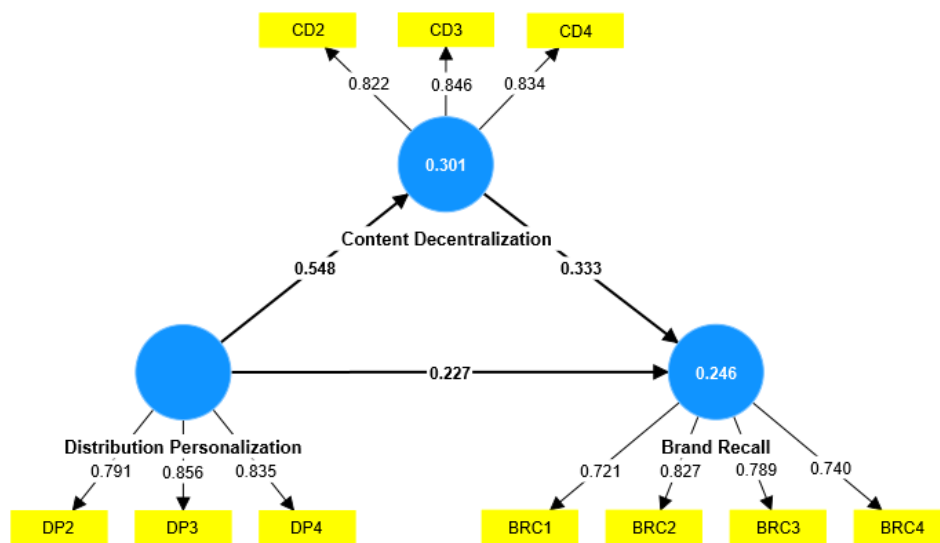


Figure 2. Structural Model

As per Table 3, all estimated and standard coefficients in the structural model were found statistically significant. The coefficient of determination for the structural equation revealed that 54.6% of the variability in brand recall was influenced by distribution personalization and content decentralization, while 50.1% was influenced solely by content decentralization. The observed variables related to questions on content decentralization (CD) were: CD2 “I post positive and negative reviews and feedback on the comment section of short video platform ads” (Han & Anderson, 2022); CD3 “Collaborations among video creators introduce diverse content that I enjoy” (Törhönen et al., 2020); and CD4 “Video creators who actively seek feedback and input from viewers across platforms” (Byun et al., 2022). The observed variables related to questions on distribution personalization (DP) were as follows: DP 2 “I recommend shopping through my favorite online shopping website to anyone who seeks my advice” (Rhee et al., 2020); DP 3 “The videos I see on my “For You” page primarily suit my taste” (Yang, 2022); and DP 4 “Online platforms suggest video recommendations based on my past viewing history (Lee & Lee, 2020). The observed variables related to questions on brand recall (BRC) were: BRC1- “I can name at least four brands regarding clothing” (Nicholls et al., 1999; Khurram et al., 2018); BRC 2 “When I see videos on “For you” page of an online platform, I can easily remember the brands featured in those videos.” (Gesmundo et al., 2022); BRC 3 “I remember and mention the brands from videos when discussing them with friends or family” (Gesmundo et al., 2022); and BRC 4 “The brand's logo shown in an online video reminds me of its products or services” (Nursalim, 2023).

Table 3. Structural Equation Model

Structural Regressions	R ²	Estimate	SE	t-value	p
Distribution personalization		0.296	0.041	5.966	0.000
Content decentralization	0.546	0.354	0.048	7.403	0.000
Brand recall	0.501	0.248	0.041	5.966	0.000

Significance level: 0.05 (2 tailed).

The analysis of path coefficients, total indirect effects and total effects of the model was shown in Table 4. The statistical significance of each coefficient, whether it be estimated or standard, was established. Indirect effect or mediation effect of content decentralization on distribution personalization and brand recall was significant and the direct effect of distribution personalization on brand recall was also significant. Moreover, the total effect of the model was significant. The overall impact of the model was significant. It was clear from the findings that content decentralization had partial mediating role in the relationship between distribution personalization and brand recall. As a result, both hypotheses were completely supported.

Table 4. Path Coefficient, Direct Effect, Indirect Effect, and Total Effect

Model Path Analysis	Original Sample (O)	Sample Mean (M)	SD	t-value	p
Path coefficients					
CD on the BR	0.333	0.336	0.062	5.375	0.000
DP on BR	0.227	0.230	0.058	3.946	0.000

Model Path Analysis	Original Sample (O)	Sample Mean (M)	SD	t-value	p
DP on CD	0.548	0.549	0.051	10.804	0.000
Total indirect effects					
DP on the BR	0.183	0.184	0.035	5.154	0.000
Total effects					
CD on the BR	0.333	0.336	0.062	5.375	0.000
DP on the BR	0.410	0.414	0.045	9.211	0.000
DP on CD	0.548	0.549	0.051	10.804	0.000

Note: DP = Distribution Personalization, CD = Content Decentralization, BR = Brand Recall
Significance level: 0.05 (2 tailed).

In line with the results of the study mentioned earlier, a confirmatory factor analysis was carried out, and a structural equation model with path analysis was built. Both of these models moderately fit the empirical data. The differentiating feature of this research was the context of the study derived from selected randomly from Region III, Philippines, comprising the provinces of Aurora, Bataan, Bulacan, Nueva Elisa, Pampanga, and Tarlac. The study highlighted the significant indirect influence or mediation role of content decentralization on the relationship between distribution personalization and brand recall among Gen Z.

Distribution personalization significantly and directly led to brand recall in Gen Z. This implied that distribution personalization not only led to brand recall but was also mediated by content decentralization. As it was hypothesized, that distribution personalization, together with online content decentralization led to brand recall among Gen Z. These findings were interpreted the same way as previous study (Trifts & Aghakhani, 2019; Gibson, 1995). Moreover, according to previous study, personalized ads on social networking sites affect consumers' brand recall even attachment and engagement (Trifts & Aghakhani, 2019; Shanahan et al., 2019). Morstyn et al. (2019) also found out that decentralization allows a distribution system indirectly affects personalization like obtaining flexibility, which in turn incentivize presumers. As a result, this study also confirmed that distribution personalization also directly affects brand recall, and content decentralization plays a mediating role and indirectly affects the relationship between distribution personalization and brand recall among Gen Z.

Distribution personalization positively impacted brand recall among Gen Z, as mediated by content decentralization. To enhance distribution personalization, advanced data analytics will be leveraged to understand audience preferences, behavior, and demographics. Analysis of data such as viewing habits and engagement metrics will enable personalized video content for specific audience segments. Optimizing distribution channels is crucial, achieved by identifying and adapting content to the most effective channels for reaching the target audience. Videos should be optimized for certain social media sites or streaming services because these are the places where your target audience is most engaged. Incorporate user-generated content into distribution strategy and encourage users to create their own content. To create truly impactful video content, leverage the power of user-generated content (UGC) for its authenticity, diversity, and ability to foster community. Partner with influencers who share your brand values and resonate with your

target audience. Empower them to develop their own creative take on your message, decentralizing content creation and keeping it user-centric. Finally, focus on crafting stories that connect with your audience's experiences and emotions, building a strong and lasting brand connection.

CONCLUSIONS

Relative to the proposed structural model mentioned, it is clear that distribution personalization and brand recall are factors that affect brand recall Gen Z consumers in the modern market. According to paths analysis results, distribution personalization had a significant direct effect on brand recall among Gen Z consumers; moreover, content decentralization had a significant indirect effect on the relationship between distribution personalization and brand recall among Gen Z consumers. This implies that it was not only distribution personalization that affected the level of brand recall among Gen Z consumers, but this also was mediated by content decentralization among Gen Z consumers. As per previous studies, all these online selling market factors, namely, online distribution personalization, distribution personalization, content decentralization and brand recall among Gen Z consumers once again were confirmed. According to the results, the following propositions are pointed out. To ensure brand identity consistency across various platforms, there is a need to centralize content by means of establishing a centralized hub for the distribution and management of all content. In addition, sellers reliant on short-form video ads may consider employing advanced data analytics technologies to acquire insights into the preferences, behavior, and demographics of the audience, personalize video content to specific audience segments like Gen Z, optimize distribution channels, incorporate user-generated content into distribution strategy, and emphasize user-centric storytelling to create favorable associations with the brand.

LIMITATION & FURTHER RESEARCH

Researchers should continuously analyze consumer trends and feedback to refine distribution personalization strategies and remain responsive to changing market conditions. Content Decentralization makes it difficult to reach and engage with the entire audience effectively, as they may be spread out across numerous channels; thus, future researchers may look unto this aspect.

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