Research Paper

Distribution Personalization and Content Decentralization on Brand Recall

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Abstract

Structural equation modeling examines the impact of distribution personalization and content decentralization on brand recall among Gen-Z consumers to analyze the causal relationship between these factors. The research used Covariance Based–Structural Equation Modeling (CB-SEM) and Partial Least Squares–Structural Equation Modeling (PLS-SEM) based on review of related literature. The 385 samples were Gen Z (age 12 to 27 as of year 2024 randomly from Region III, Philippines, comprising the provinces of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, and Tarlac. Questionnaires with rating scales were used as research tools. Confirmatory factor analysis was used to analyze model fit, reliability, and validity. A structural model and path analysis were used to examine the links. Causal relationships were analyzed using PLS-SEM. The findings indicated that the model had a reasonable fit with empirical data and exhibited acceptable reliability and validity. The results demonstrate that distribution personalization has a direct positive effect on Gen Z's ability to recall a brand. In addition, content decentralization acted as a partial mediator or indirect effect on the relationship between distribution personalization and Gen Z brand recall. Based on these results, sellers of clothing brands 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 and personalize video content to specific audience segments like Gen Z. Furthermore, it is advisable to optimize distribution channels, incorporate user-generated content into distribution strategies, and emphasize user-centric storytelling to create favorable associations with the brand. Future research should be qualitative or mixed methods to obtain a richer qualitative interpretation, and cohort or longitudinal research should be conducted to study these effects eventually.

Keywords: *Structural Equation Modeling, distribution personalization, content decentralization, brand recall, Gen Z*

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. Distribution personalization is a method that obtains 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 client experiences.

In contrast to the ever-changing digital environment, in which consumer tastes are changing rapidly and technology is still reshaping entire sectors, conventional top-down marketing strategies are 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 creating valuable information and engaging consumers' participation. The effectiveness of a company's online communication is greatly dependent on the quality of its content marketing (Bokariya et al., 2021). However, limitations on reach, control, and audience interaction force marketers to adopt different strategies.

One of the most important differentiators in a market in which multiple businesses compete 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 by embedding brand elements, is at the forefront of this research. 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 understanding of brand recall is of tremendous strategic significance. They can 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 the impact of distribution personalization and its direct effect on the brand recall of Gen Z. Moreover, there are limited studies regarding content decentralization acting as a partial mediator or indirect effect on the relationship between distribution personalization and the brand recall of Gen Z. Conferring to those factors that were earlier mentioned, this study sought an answer to the following question: How does the relationship between distribution personalization affect the brand recall of Gen Z, which is mediated by online content decentralization? As a result, the purpose of this research is to create a structural equation model that analyzes and studies the relationship between Gen Z's distribution personalization, content decentralization, and brand recall. This study intends to investigate how the relationship between Gen Z's distribution personalization and brand recall is influenced by the parameters described beforehand.

LITERATURE REVIEW
Distribution Personalization

The significance of distribution personalization has grown as businesses endeavor to satisfy customers' changing demands and preferences in a very competitive market. Recent studies have examined many facets of distribution personalization. For example, short video platforms, which are powered by big data and artificial intelligence, continuously gather user data to be processed. This allows platforms to choose content that users are interested in, allowing for more accurate and personalized distribution. Consequently, this causes viewers to become more involved in the world of the short video, which in turn increases their interest in subsequent films and, ultimately, increases user retention. An even more important benefit is that the distribution of short movies in a personalized manner makes marketing more exact. This is because the backend already tagged each user according to the types of videos they viewed most frequently. This allows merchants to provide material to users who are most interested in the material through the distribution mechanism developed by the platform (Xiao et al., 2019). Keyzer et al.'s (2021) examined the relationship between tailored advertising and word-of-mouth intent, click-through rates, and brand attitude. Their research revealed that personalized advertising can have a beneficial impact on these crucial measurements, underscoring the need to adapt marketing communications to individual tastes.

In their study, Szocs et al. (2023) investigated the influence of customized atmospherics in retail environments, and their effect on sensory components and interpersonal connections play a

significant role in the development of 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 and specifically investigated how customized distribution procedures can improve efficiency and responsiveness. Companies can enhance their service levels and gain a competitive edge by using real-time data analytics and automation to tailor their distribution strategy to consumer engagement. The researchers concluded that according to changes in demand and client preferences. Ghosh et al. (2022) examined 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) investigated the impact of sports sponsorship on brand equity. They highlighted the importance of tailoring marketing channels in the process of building stronger relationships between brands and their target audiences. The findings of their study revealed the significance of matching distribution strategies with broader marketing initiatives to optimize the influence of a brand.

Through the utilization of data analytics, automation, and targeted marketing strategies, businesses can 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 content development and dissemination through the implementation of this strategy, which aims to move away from old centralized methods (Murray et al., 2023).

Shilina (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 an analogous manner, Cheng et al. (2021) investigated the influence that content decentralization has 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 the context of preserving the integrity and fairness of decentralized content ecosystems.

In general, 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. Nowadays, companies have the ability to cultivate a culture of creativity, resilience, and participation by adopting decentralized models and technology into their operations.

Brand Recall

When it comes to customer decisions, successful recall of brand names is generally the most important factor. It 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 focuses 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 considers elements that go beyond recognition. Several studies 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 a brand, which have a major influence on memory encoding and retrieval (Khatoon & 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 goal of defining brand recall is a continual journey that requires continuous adaptation to the ever-changing marketing landscape and consumer behavior. 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 revealed significant interest in the relationship between distribution personalization, content decentralization, and brand recall. This is especially true in the context of e-commerce (Schubert et al., 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 their marketing methods.

Theories of Distribution Personalization, Content Decentralization, and Brand Recall

There are also theories supporting this study regarding *distribution personalization*, content decentralization, and brand call within the Gen Z context. The Elaboration Likelihood Model (ELM) is an example among many others. According to this theory (Petty & Cacioppo, 1986), gains in personal relevance lead to increased attention and elaboration, which in turn leads to memory and recall improvement. By responding to the specific requirements and preferences of each individual, personalized distribution can stimulate more in-depth processing and increase brand memory among Generation Z. The flow theory is another theory. Individuals are more likely to be engaged and motivated when the activities they participate in align with their abilities and interests, according to this notion. 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 recall (Tse et al., 2020; Csikszentmihalyi et al., 2014). In addition, the uses and gratifications theory (UGT) proposes that people actively seek out knowledge and experiences to satisfy particular requirements. Personalized distribution that accounts for the specific requirements and preferences of Generation Z has the potential to satisfy their demands for control, connection, and entertainment, thereby contributing to favorable brand recall (Ifinedo, 2016).

Regarding *content decentralization*, the social presence theory states that individuals create a sense of social presence and community in online contexts, according to the social presence hypothesis. Decentralized platforms, constructed on the basis of peer-to-peer contact and shared ownership, have the potential to cultivate better community participation and trust, which might enhance brand recall through word-of-mouth and shared experiences (Kreijns et al., 2022; Short et al., 1976). A related theory called the Diffusion of Innovations (DOI) investigates the process by which inventions spread across individual and collective social networks. Brand awareness and remaymight be accelerated within groups by using decentralized platforms that facilitate quick information sharing and peer influence. This is especially true for unique products or services with

social effects (Min et al, 2021).

According to self-perception theory (Bem, 1972; Mohebi, & Bailey, 2020), individuals create their self-image based on actions and experiences that they believe are important. This theory is relevant to the notion of *brand recall*. There is a possibility that brands connected with pleasant experiences and messages that reinforce oneself might become more firmly established in the self-perception of Generation Z through individualized distribution or decentralized content production, which would result in higher brand recall.

Furthermore, Dual Coding Theory places particular emphasis on how verbal and visual information are processed and stored jointly. A more powerful and memorable brand associations might be created for Generation Z through the use of personalized distribution and decentralized content, which frequently combines text, graphics, and interactive features. Emotional Branding Theory serves as the concluding theory. This exemplifies the significance of feelings in brand memory (Vartanova & Korol', 2020; Aaker, 1991). Both personalized distribution and decentralized content have the potential to develop emotional ties and boost brand recall if they are designed to provoke positive emotions and fit the ideals of Generation Z.

In order to validate the aforementioned theories, this study aimed to investigate the impact of distribution personalization and content decentralization on product recall among Gen Z in Region III, Philippines.

Figure 1 presents the conceptual framework or paradigm of the study that depicts the impact of distribution personalization and content decentralization on product recall among Gen Z. It amplifies the following hypotheses: (H1) Distribution personalization directly affects brand recall among Gen Z; and (H2) Content decentralization plays a mediating role and indirectly affects the relationship between distribution personalization and brand recall among Gen Z.
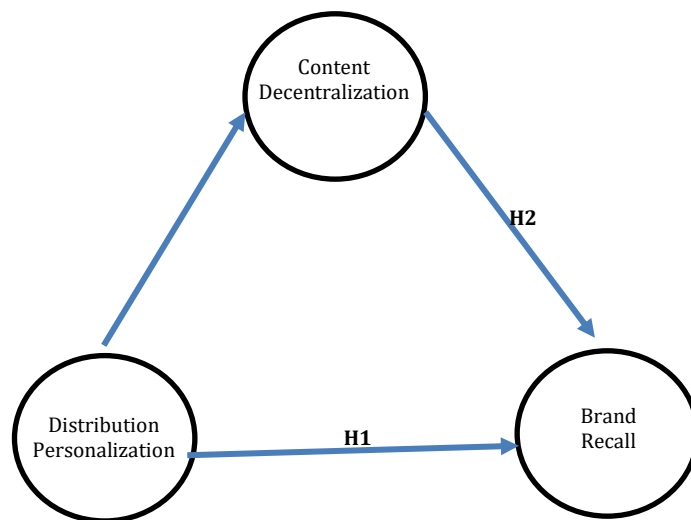
Figure 1. Conceptual framework

RESEARCH METHOD

This study is a survey in the field of social science that employs quantitative research techniques. The study's demographic sample consists of 385 individuals from Generation Z who were between the ages of 12 and 27 as of 2024. These individuals were selected randomly from Region III of the Philippines, which includes the provinces of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, and Tarlac. A randomly selected sample procedure 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. The survey was divided into four sections: distribution personalization, content decentralization, brand recall, and demographic data. After eliminating duplicated information, cleaning unreliable data, identifying outliers, and adding missing value imputation, only 385 samples were considered suitable for statistical analysis. In accordance with the real socioeconomic conditions, traditions, and culture of the Filipino community, the surveys were conducted. 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 will be examined in its entirety using the statistical tool SmartPLS 4.0 (Iqbal et al., 2021).

The demographic section of the questionnaire included information on sex, number of respondents, and monthly allowance. Distribution personalization was measured using a 5-item rating scale from Camilleri (2021); Srinivasan et al. (2002); and Zeithaml et al. (1996) measuring individual level of distribution personalization. An example item was "I recommend shopping through my favorite online shopping website to anyone who seeks my advice." Content decentralization was assessed using a 5-item rating scale from Han and Anderson (2022), measuring the level of content decentralization. An example item was "I post positive and negative reviews and feedback on the comment section of short video platform ads." Brand recall among Gen Z was assessed using 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 selected randomly from Metro Region III, Philippines, between 9:00 am and 4:00 pm on June 5, 2023. (aged 12 to 27 years) took the survey in the privacy of their homes and took approximately 5 min each to complete the survey anonymously. Here, Gen Z, often shortened to Generation Z, is the demographic group, male or female, following Millennials and preceding Generation Alpha. The researcher uses the mid-to-late 1990s as starting birth years and early 2010, specifically age 12 to 27 as of 2024. In total, 385 online consumers responded.

The cleaned data of 385 samples were put into an analysis using covariance. In order to assess the hypotheses that have been developed through research, the Structural Equation Modeling (CB-SEM) and Partial Least Squares Structural Equation Modeling (PLS-SEM) were applied. The employment of this statistical method was primarily motivated by the fact that it enables testing many latent variables and offers a clear description of the causal relationship that exists between them. To begin, a confirmatory factor analysis will be performed in accordance with the purpose of the study. This was done in order to verify the construct validity and reliability of the model, as well as to determine whether or not it is compatible with the empirical data. A structural equation model that incorporates path analysis will be built as the second step in the research hypothesizing. A statistical computer language, SmartPLS 4.0, was used to perform the entire analytic process, beginning with data preprocessing and continuing through structural regressions, path analysis,

and data visualization.

FINDINGS AND DISCUSSION

Data analysis results were divided into 2 sections which consisted of descriptive statistics for a general snapshot of samples and inferential statistics for the hypotheses testing.

The 385 samples were included in the statistical analysis for both descriptive and inferential analyses. For the descriptive part, as shown in Table 1, most respondents were male (51.37%), from the province of Bulacan (42.43%), and with monthly allowances ranging from PHP 1,501– 2,000.00 or USD 26.61 - 35.46 (36.10%).

Table 1. Respondent Profile

Profile	Frequency	Percentage
Sex		
Male	198	51.37
Female	187	48.63
Number of Respondents		
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
Monthly Allowance		
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 (USD 35.48 – 44.33)	29	7.53
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

Table 2 presents the descriptive data for scales, including means and standard deviations, are shown in Table 2. The normality of variables 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 used. 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).

Using confirmatory factor analysis, we were able to determine whether or not the hypothesis was compatible with the empirical evidence. As part of this process, a structural validation of the model was performed on each latent variable to investigate the relationship among manifest variables using correlation. Table 3 provides a description of the various assumptions made regarding the absolute fit indices and the relative fit score.

Table 3. *Fit indices criteria*

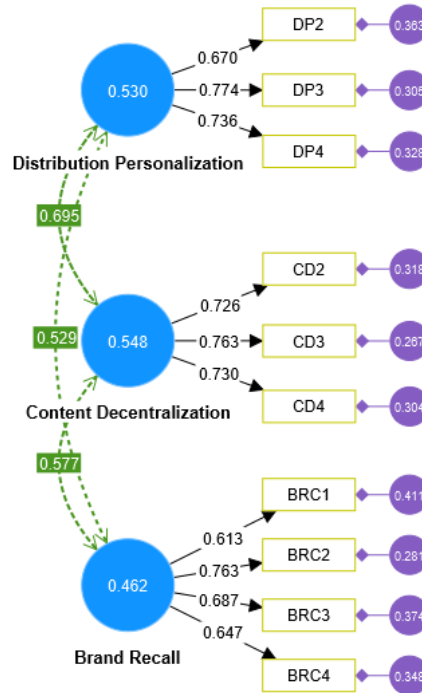| Fit Indices	Criterion
Chi-Square ($\chi2$)	Not significant
Relative Chi-square ($\chi2/df$)	Less than 3
Goodness-of-Fit Index (GFI)	More than .90
Comparative Fit Index (CFI)	More than .90
Tucker-Lewis Index (TLI)	More than .90
Root Mean Square Error of Approximation (RMSEA)	More than .08
Standardized Root Mean Square Residual (SRMR)	More than .08

Confirmatory factor analysis model fit indices were provided, and a visualization of the measurement model was depicted. This was done in line with Table 4 and Figure 2.

Table 4. *Structural equation model fitting indices*

Model	$\chi2$	df	P	$\chi2/df$	CFI	TLI	GFI	RMSEA	SRMR
SEM	61.11	32.00	0.00	1.91	0.98	0.97	0.97	0.07	0.03

Significance level: 0.05 (2 tailed).

Figure 2. Measurement model.

In conformity with the measurement model fit indices, the model was deemed to reasonably fit with empirical evidence. This result was because practically, all of the fit indices satisfied the criteria. Therefore, there was no need for any modifications to this model. The reliability coefficients of both standardized and unstandardized Cronbach's alpha, as well as the composite reliability and average variance that were extracted, are reported in accordance with Table 5.

Table 5 Construct reliability and validity

Construct	Cronbach's alpha (standardized)	Cronbach's alpha (unstandardized)	Composite reliability (rho c)	Average variance extracted (AVE)
DP	0.772	0.771	0.774	0.462
CD	0.782	0.782	0.784	0.548
BR	0.770	0.770	0.773	0.530

Note: DP = Distribution Personalization, CD = Content Decentralization, BR = Brand Recall

The statistical significance of each and every confirmatory factor analysis coefficient was established. Cronbach's alpha was utilized to assess the reliability of the questionnaire's internal consistency, and the results indicated that every component of the instrument was deemed reliable. Along with this, a composite reliability score was computed to assess the dependability. It was determined that a standard minimum threshold of 0.7 or higher was required for both Cronbach's Alpha and composite reliability to demonstrate appropriate reliability.

The term "convergent validity" refers to the degree to which the indicators of a construct converge or share a high proportion of variation. For determining convergent validity, factor loadings and the average variance extracted (AVE) method can be used. The standard minimum criterion for the average variance retrieved was 0.5 or greater, indicating adequate convergence.

The term "discriminant validity" is used to describe the degree to which indicators of a construct can differentiate this construct from other constructs, as shown in Table 6.

The criteria is widely considered to be one of the most effective methods for determining whether or not measurements models possess discriminant validity. Given this criterion, the square root of the average variance retrieved by a construct must be higher than the correlation between the construct and any other construct. This is a requirement for the construct to be considered valid.

**Table 6**. Discriminant validity – Fornell-Larcker criterion

	Brand Recall	Content Decentralization	Distribution Personalization
Brand Recall			
Content Decentralization	0.581		
Distribution Personalization	0.530	0.700	

Following the completion of the confirmatory factor analysis (CFA), structural regressions were tailored and exhibited. The measurement and structural models were relatively comparable to one another, and this model was regarded to be a modest model because it contained only three latent variables. It was feasible that the measurement and structural model fit indices could conceivably share identical exact values. It was a possibility. Three latent variables were included in the structural model of this investigation. Distribution personalization was an exogenous variable that was hypothesizeaffectffect brand recall among both directly and indirectly via content decentralization. It was theorized that content decentralization mediated the relationship between model and brand recall among Gen Z. The analytical findings, model fit indices, and factor loadings indicate that the structural model aligned with the empirical data, as presented in Table 7 and Figure 3.

Table 7. Structural equation model fitting indices

Model	χ2	df	P	χ2/df	CFI	TLI	GFI	RMSEA	SRMR
SEM	61.11	32.00	0.00	1.91	0.98	0.97	0.97	0.07	0.03

Significance level: 0.05 (2 tailed).
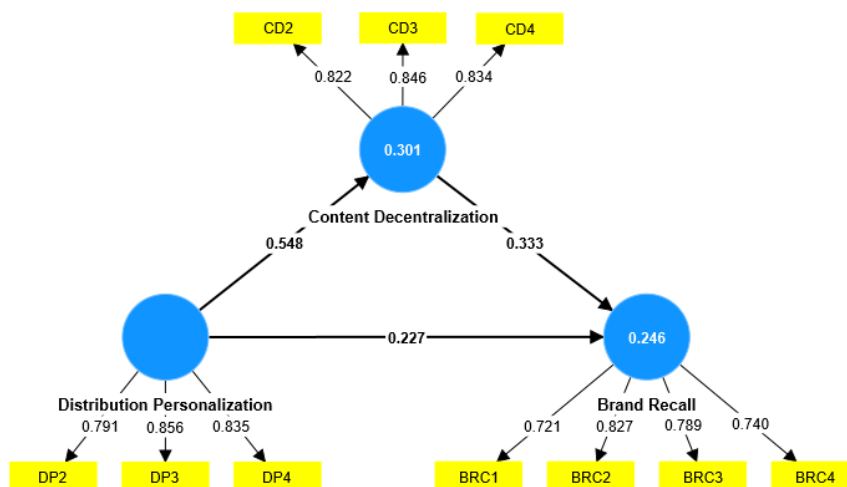
Figure 3. Structural model

As shown in Table 8, all estimated and standard coefficients in the structural model were statistically significant. The coefficient of determination for the structural equation revealed that 24.6% of the variability in brand recall was influenced by distribution personalization and content decentralization, whereas 30.1% was influenced solely by content decentralization.

Table 8. 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 path coefficients, total indirect effects, and total effects of the model are presented in Table 9. The statistical significance of each and every coefficient, whether estimated or standard, was established. The indirect 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. In addition, the total effect of the model was significant. Additionally, the overall impact of the model was significant. It was clear from the findings that content decentralization had a partially mediating role in the relationship between distribution personalization and brand recall. As a result, both hypotheses were completely supported.

Table 9. Path coefficients, direct effects, indirect effects, and total effects

Model Path Analysis	Original Sample (O)	Sample Mean (M)	*SD*	t-value	*p*
Path coefficients					
CD on BR	0.333	0.336	0.062	5.375	0.000
DP on BR	0.227	0.230	0.058	3.946	0.000
DP on CD	0.548	0.549	0.051	10.804	0.000
Total indirect effects					
DP on BR	0.183	0.184	0.035	5.154	0.000
Total effects					
CD on BR	0.333	0.336	0.062	5.375	0.000
DP on 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 previous study, a confirmatory factor analysis was carried out, and a structural equation model with path analysis was constructed. Both of these models were moderately fit with empirical data. The differentiating feature of this research was the context of the study derived from Gen Z, which was selected randomly from Region III, Philippines, comprising the provinces of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, and Tarlac. This 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 Gen Z brand recall. This implied that distribution personalization not only led to brand recall but was also mediated by content decentralization. As it was hypothesized earlier, distribution personalization and online content

decentralization led to brand recall among Gen Z. These findings were interpreted in the same way as in a previous study (Trifts & Aghakhani, 2019; Gibson, 1995). Moreover, according to a previous study, personalized ads on social networking sites affect consumers' brand recall, attachment, and engagement (Trifts & Aghakhani, 2019; Shanahan et al., 2019). Morstyn et al. (2019) also found that decentralization allows a distribution system indirectly affects personalization like obtaining flexibility, which in turn incentivizes prosumers. As a result, this study confirmed that distribution personalization 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.

As previously mentioned, distribution personalization positively affected brand recall among this relationship was mediated by content decentralization. In order to further improve distribution personalization, it is planned to increase the use of advanced data analytics technologies to acquire insights into the preferences, behavior, and demographics of the target audience. Through analysis of data such as watching habits, click-through rates, and engagement metrics, it is possible to personalize video content to specific audiences. Likewise, it is of paramount importance to optimize distribution channels. This can be accomplished by determining which distribution channels are the most successful in terms of their ability to reach the target audience and then adapting the video content accordingly. Videos should be optimized for certain social media sites or streaming services, for example, because these are the places where your target audience is most engaged. Incorporating user-generated content into the distribution strategy and encouraging users to create their own content. Video material will be more authentic and diverse if you use user-generated content (UGC), and it will help build a feeling of community engagement. For content decentralization, collaboration with influencers and creators is beneficial. It is prudent to collaborate with influencers and content creators who share brand values and cater to the target audience. Collaborative videos can help expand a brand's reach and enhance the reliability and authenticity of content. Encouraging influencers to develop unique interpretations of business messages promotes a decentralized method of content production. In addition, emphasize User-Centric Storytelling by focusing on the experiences, difficulties, and goals of your target audience. Develop stories that connect with viewers on an emotional level and create favorable brand associations.

CONCLUSION

Relative to the proposed structural model mentioned in the previous section, it is clear that distribution personalization and brand recall are the factors that affect brand recall in Gen Z consumers in the modern market. According to the 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 impdistribution personalization not only affectedt affected the level of brand recall among cons but was also mediatediated by content decentralization among consumers. As per previous studies, all these online selling market fa—ely, online distribution personalization, distribution personalization, content decentraliz, andn and brand recall among consumers—were confirmed.

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 and personalize video content to specific audience segments like Gen Z, optimize distribution channels, incorporate user-generated content into distribution strategies, and emphasize user-centric storytelling to create favorable associations with the brand.

LIMITATION & FURTHER RESEARCH

Two major limitations of this study should be addressed in future research. This research is quantitative. Future studies should use qualitative or mixed explanatory research methods to achieve more comprehensive results using both qualitative and quantitative approaches. This research is cross-sectional. Future research should use cohort or time-series methods to investigate the long-term impacts of these negative impacts.

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