

Short-Form Storytelling on Tiktok, Reels & Shorts from Narrative Emotion to Conversion Behavior

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ABSTRACT: This study investigates the links among human-AI collaborative capability, call to action clarity, and conversion intention in short form platforms while assessing the moderating role of emotional resonance. Building on stimulus organism response theory and narrative transportation theory, it frames conversion intention as a behavioral result that stems from coordinated human-AI content creation, clear behavioral guidance, and viewers psychological involvement with short form narratives. Emotional resonance acts as a boundary condition that shapes whether human and AI collaborative storytelling leads to stronger conversion intention. A quantitative cross sectional design gathered responses via a five point Likert scale questionnaire from 385 Vietnamese users of TikTok, Instagram Reels, or YouTube Shorts who had seen AI assisted promotional content. IBM SPSS version 26 handled reliability checks, exploratory factor analysis, and multiple linear regression, while Hayes Process Macro Model 1 tested the moderating effect. The results reveal that human-AI collaborative capability with $\beta = 0.655$ and call to action clarity with $\beta = 0.623$ both significantly raise conversion intention. Collaborative capability yields the stronger direct influence, underscoring the benefit of uniting AI supported generation and personalization with human creativity, contextual judgement, and oversight. Additionally, emotional resonance intensifies the positive link between human-AI collaborative capability and conversion intention through a significant interaction coefficient of 0.409. The outcomes confirm that technological sophistication and clear prompts by themselves cannot secure conversion. Effective short form storytelling demands genuine human participation, understandable yet noncoercive calls-to-action, relatable narratives, and authentic emotional ties that convert viewer attention into behavioral intention.

KEYWORDS: conversion intention; human-AI collaborative capability; call-to-action clarity; emotional resonance; short-form platforms.

1. INTRODUCTION

Short-form platform conversion intention is an important problem to investigate because while short-form social media applications garner billions of minutes of engagement daily on platforms like TikTok, Instagram Reels, and YouTube Shorts, engagement does not independently lead to behavioral outcomes, including conversion intent to buy, subscribe, or search for more information (Djafarova & Bowes, 2021; Sokolova & Kefi, 2020). Conversion intent has been shown to rely on authenticity, trust, and credibility of content (Puntoni et al., 2021). With human-AI collaboration on content creation on the rise, these factors remain difficult to dissect and understand. The current effects of AI-generated content, influencer trustworthiness and story quality have been studied in depth. However, how these drivers work together to impact conversion intention in short-form environments is unclear due to limited research on human-AI collaboration and its effects on persuasion (Huang & Rust, 2021). Additionally, because short-form videos are skimmed at high speeds in a cognitively laborious process, users do not process much information while watching these videos. This means conversion is contingent on understanding the core persuasive message and experiencing an emotional response (Lang, 2017).

According to recent and current research, short-form video apps successfully engage consumers with entertaining, authentic, and interactive content that positively influences the process of purchase (Djafarova & Bowes, 2021; Sokolova & Kefi, 2020). On the other hand, recent evidence shows that generative AI may positively affect the level of marketing creativity, personalization, and efficiency of content creation with humans playing the role of ensuring the authenticity of the content (Puntoni et al., 2021; Dwivedi et al., 2023). It is also found that explicit Call-to-action (CTA) messages have a great influence on shaping consumers'

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behavioral responses and helping them make decisions by increasing their actions certainty (Byun et al., 2021). Emotional storytelling boosts persuasion as it engages people emotionally (Dessart, 2018). However, existing research is fragmented. Most of them investigate adoption of AI, storytelling, call-to-action clarity and emotional engagement separately without focusing on the relationship of all these drivers in the context of conversion intention within short-form platforms. Furthermore, there is a lack of studies that focus on the interaction of human-AI collaborative capability and emotional resonance and its influence on the process of persuasion. Despite the increasing use of AI in the creation of marketing content, not much is known about this phenomenon yet. Thus, the proposed research intends to bridge this gap in the theory.

This study aims to address the following research questions: (1) What role does human-AI collaborative capability play in consumers' conversion intention of short-form platforms? (2) How does call-to-action clarity impact consumers' conversion intention of short-form platforms? (3) How does emotional resonance moderate the relationship between human-AI collaborative capability and conversion intention? Consequently, the aim of this study is to examine how human-AI collaborative capability affects conversion intention in short-form storytelling, determine the impact of call-to-action clarity on consumers' conversion intention and understand how emotional resonance acts as a moderating variable in increasing or decreasing the relationship between human-AI collaborative capability and conversion intention. This study theoretically contributes by providing valuable insight to literature on digital marketing and consumer behavior through a novel framework that integrates literature on AI supported content creation, persuasive communication and emotional drivers of short-form content. Therefore, allowing marketers, content creators and platform managers to have data-backed recommendations on how to improve human-AI collaboration, create clearer call-to-actions and improve emotional resonance that improves conversions on platforms such as TikTok, Instagram reels and YouTube shorts.

2. LITERATURE REVIEW

2.1. Conversion Intentions for Short-Form Communication

Conversion intentions for short-form communication is defined as consumers' intentional tendency or likelihood to engage in certain actions following their exposure to digital stories distributed through short-form media platforms like TikTok, Instagram Reels, or YouTube Shorts. These actions could involve buying products, subscribing to creators or brands, clicking embedded links, downloading applications, or acquiring supplementary information, illustrating the effectiveness of short-form communication in converting viewership interest into actionable behaviors (Zheng et al., 2022; Yadav & Rahman, 2017). Compared to engagement measures like views, likes, or shares, conversion intentions serve as better predictors of marketing efficacy since they measure consumers' willingness to conduct actions contributing to businesses' strategic goals (Zheng et al., 2022). Current research shows that conversion intentions arise from a combination of cognitive and affective elements of consumer decisions regarding digital stories. Consumers will be more prone to take the required actions if the content appears credible and personally relevant in AI-based communication scenarios, with human intervention playing a role alongside technology in influencing consumer judgment (Madathil, 2025). Additionally, emotional storytelling increases persuasion effectiveness by enhancing audience immersion and personal identification, hence making consumers react positively towards marketing messages (Dessart, 2018). Since short-form media are associated with quick content consumption and stiff competitive pressures concerning audience attraction, conversion intentions have emerged as critical considerations in determining the efficacy of AI-supported storytelling and communication techniques.

2.2. Critical Analysis of Theoretical Frameworks

The current study is based on the conceptual framework comprising the Stimulus-Organism-Response (S-O-R) Theory and the Narrative Transportation Theory (NTT). The integration of both theories provides a holistic explanation of the impact of AI-assisted storytelling on consumers' psychological processes, resulting in their conversion intentions within short-form media including TikTok, Instagram Reels, and YouTube Shorts

2.2.1. Stimulus–Organism–Response (S–O–R) theory

Mehrabian & Russell (1974) introduced the Stimulus–Organism–Response (S–O–R) Theory in environmental psychology to explain how external environmental cues shape individuals' cognitive and emotional conditions, ultimately leading to approach or avoidance behaviors. Stimulus-Organism-Response Theory within Short-Form Videos suggests that stimuli in short video advertisements, namely video usefulness, usability, and entertainment, significantly determine consumer trust (the organism) as an essential cognitive factor responsible for consumers' intentions to make purchases (responses) (Luo et al., 2025). Thus, trust entirely mediates the effects of stimulus features on conversion behavior. Travel influencer videos on TikTok represent another form of stimuli whose attractiveness, expertise, and authenticity impact audience attitude formation and subsequent intentions to follow, subscribe and make purchases (the response).

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Within the scope of short-form video storytelling and persuasive communication campaigns, the identified independent variables function as stimuli, activating audience responses. Specifically, human-AI collaboration capability involves a collaborative approach to content creation in which the role of human involvement increases the level of video perception authenticity and uniqueness. For example, according to Madathil (2025), videos featuring genuine human-AI collaborations appear significantly more creative and less fear-evoking compared to videos created independently by AI systems, resulting in increased positive attitudes towards videos and greater intentions to interact (responses) with the advertising message. The conclusion aligns with Huang & Rust's (2021) research, demonstrating the importance of human-AI collaborations for promoting consumer confidence in generative AI technology and enhancing its persuasive capacity. Additionally, call-to-action clarity refers to explicitly formulated stimuli designed to eliminate ambiguity in video interpretation, encouraging audiences to initiate actions associated with conversions. In fact, Yadav & Rahman (2017) discovered significant increases in consumer purchase intentions triggered by social media marketing practices, one component of which includes CTAs (clarity stimuli). Therefore, conversion intention serves as the ultimate response to informative stimulus presentation during short video story consumption.

In the organism stage, consumers process stimuli through cognitive and emotional evaluations post-exposure. Upon watching a brief video ad, consumers use limited-capacity processing (Lang, 2018), which involves assessing the credibility, relevance, and valence of information conveyed. Trust and positive emotions are the critical internal reactions during this stage. Available literature confirms that trust acts as an intermediary variable in determining the efficacy of digital advertising, suggesting a mediated effect of stimulus features on responses via trust. Specifically, Luo et al. (2025) prove that consumer trust towards the ad content and the brand fully mediates the influence of video entertainment on purchase intention. Moreover, Gao et al. (2021) propose dual pathways, in which informational attributes (concrete, vivid messages) lead to cognitive appraisals whereas emotional attributes (interesting, creative plots) trigger affective reactions like surprise or enjoyment. Both pathways inspire customers' "inspiration," a motivational internal reaction that encourages conversions. Thus, the organism stage explains how viewers interpret the role of human-AI synergy and CTA clarity in generating conversion intention. As the ad content becomes more convincing due to human participation, consumers gain stronger confidence and interest in engaging with the message, resulting in enhanced purchase intention or click-through rates.

Ultimately, the behavior stage involves actual conversion behaviors (purchase intention, clicks on links). Using the S-O-R paradigm, positive internal states will predict higher conversion probability. Numerous empirical findings corroborate that persuasive communication, coupled with consumer engagement and trustworthiness, results in elevated purchase intentions. For example, Zheng et al. (2022) find positive associations among consumer engagement (response measure), content clarity, and broadcaster credibility. In this study, the conversion measure comprises Conversion intention on popular short-form video platforms like TikTok, Instagram Reels, or YouTube Shorts. The S-O-R theoretical model provides insight into why certain short-form narratives are capable of persuading audiences to convert. The theory emphasizes mediating processes involving intermediate psychological variables such as consumer trust and motivation. Consistent with observational data, although viewers tend to be drawn to short videos, only those that emotionally/cognitively arouse them (organism) encourage conversion behaviors.

The S-O-R Model in short-form storytelling suggests that consumers do not react immediately upon exposure to marketing stimuli. According to this framework, consumers engage in a series of cognitive processes before responding. First, S-O-R Theory assumes limited capacity for information storage, meaning that only salient stimuli (e.g., those involving human and artificial intelligence, or explicit calls-to-action) reach conscious evaluation. Second, this theoretical perspective emphasizes the role of affective and cognitive states (i.e., trust and engagement), which shape behavioral intentions. As such, despite the effectiveness of short-form videos, they may prompt conversion behavior only when these stimuli result in positive evaluations of the organism's environment. Overall, the organism's internal response determines behavioral outcomes rather than objective stimuli alone.

2.2.2. Narrative Transportation Theory (NTT)

Theory of Narrative Transportation asserts that exposure to narratives creates a state of high attention and emotional engagement among audience members, which improves persuasion. Following the foundational assertions by Green & Brock (2000), Theory of Narrative Transportation claims that viewers enter a narrative world and experience its events as if real. During this process, audience members create vivid mental imagery, empathize with characters, and lower their defenses against persuasive messages embedded in narratives. Meta-analysis confirms that narrative transportation consistently predicts attitude change and behavioral intention formation, with narrative transportation positively associated with story-consistent beliefs and brand attitudes (van Laer et al., 2014). Additionally, Dessart (2018) revealed that stories in advertising generate higher levels of narrative transportation than fact-based advertisements and that positive affective contexts can intensify the effects of narrative transportation on improving brand attitudes. Regarding short-form video content, theory of narrative transportation posits that well-crafted narratives are

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capable of transporting audiences despite brevity. For instance, one study highlights that dramatic short-form narratives contain messages integrated in plotlines; hence, viewers embrace them unconsciously.

Narratives and emotional engagement are integral aspects influencing persuasion through narrative transportation in TikTok videos. Escalas & Stern (2003) suggest that empathic identification and transportation arise from relatable stories featuring logical character developments. Therefore, in a scenario whereby a TikTok reel showcases a short drama involving the resolution of problems using specific products, viewers might empathize with protagonists, reducing counterarguing. As proposed by Green & Brock (2000), such psychological processes enhance narrative transportation and improve persuasion in story contexts. Emotional arousal during narrative experiences, including emotions like joy or excitement, contributes significantly to the persuading effect generated via narrative transportation. According to Dessart (2018)'s experimental findings, story contents induce stronger emotions compared to other types of advertisement content, and positive affective environments enhance brand attitudes. Likewise, TikTok's drama marketing approach employs narratives to appeal to global emotions (humor, compassion, hopefulness) to increase brand loyalty.

Narrative Transportation Theory also highlights authenticity and relevance. Transported viewers interpret the story as realistic. Therefore, authenticity of the narrative world is key. When a short-form ad's plot aligns with viewers' values or experiences (emotional resonance), transportation deepens. As Limna et al. (2026) note, in drama marketing the emotionally resonant components build trust: "immersive narratives first capture attention and emotional involvement, while emotionally resonant brand meanings subsequently translate that engagement into trust, loyalty, and advocacy". In practice, this means that a TikTok story that connects emotionally (e.g., a heartfelt family moment) can more effectively drive conversion because viewers feel part of that narrative. Studies find that when narrative involvement is high, consumers become less critical of the embedded marketing message. Thus, Narrative Transportation Theory explains how short-form storytelling creates a flow-like state where users lose themselves in the narrative, making them receptive to the intended call-to-action.

As a result, Narrative Transportation Theory suggests that our moderator variable, Emotional Resonance, matters because it amplifies the transportation effect. If a story's emotional tone strongly resonates with a viewer's own feelings or identity, the transportation is more effective. This echoes prior findings that personal relevance (as in emotional branding) enhances immersion and persuasion. In summary, Narrative Transportation provides a rich account of how storytelling content leads to conversion by transforming a brief video into an emotionally engaging experience: in the transported state, the content becomes personally meaningful, which increases the likelihood of subsequent action (e.g., clicking or purchasing).

Narrative Transportation assumes that consumers can become fully absorbed in a story, treating it as a temporary "reality". It presumes that engagement with narrative content triggers vivid imagery and empathy, which reduce the impact of counterarguments. The theory also assumes that effective stories follow a coherent plot and are emotionally engaging; without narrative coherence or emotional appeal, transportation fails. In short, it requires that audiences are willing to suspend disbelief and enter the narrative world. Only when a short-form video creates sufficient immersion and emotional resonance will persuasion occur through this pathway.

2.3. The Impact of Human-AI collaborative capability

Human-AI collaborative capability denotes an organization's capacity to unite human creativity, contextual judgement, ethical sensitivity, and emotional intelligence with AI based generation, analysis, personalization, and production in order to craft short form stories that neither party could fashion as effectively alone (Davenport et al., 2020; Huang & Rust, 2021; Madathil, 2025). Therefore, the construct extends beyond simple access to generative AI and instead rests on coordinated practice that includes suitable task allocation, iterative interaction, human oversight, and continuous refinement of AI outputs. Huang & Rust (2021) observe that AI manages mechanical and analytical work with skill while emotionally charged marketing tasks still call for human insight. In parallel, Davenport et al. (2020) maintain that AI delivers greater marketing value when it augments rather than supplants human decision makers.

Viewed through a sociotechnical philosophical lens, creative results arise from the mutual dependence of human and technological agency rather than from technological determinism alone. AI can quickly supply scripts, visual options, audience insights, and tailored messages while creators safeguard narrative coherence, cultural fit, originality, and moral accountability. Kang & Lou (2022) illustrate that machine agency shapes both consumption and creation on TikTok yet users continue to value autonomy and control. A humanistic outlook therefore treats human involvement as indispensable for keeping short form storytelling from becoming uniform, emotionally barren, or severed from lived experience, a point reinforced by Puntoni et al. (2021) who demonstrate that consumer reactions to AI turn on experiential factors such as identity, agency, and social meaning. In practical terms, the capability proves useful when the resulting partnership improves audience outcomes instead of treating AI adoption as an end in itself.

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Stronger human-AI collaborative capability should elevate conversion intention because it enables creators to pair production speed and personalization with authenticity, emotional subtlety, and persuasive judgement. Madathil (2025) supplies especially compelling evidence by showing that advertisements depicting genuine human-AI collaboration were judged more creative and aroused less AI related fear than those presenting autonomous AI production, and these evaluations in turn strengthened attitudes toward the advertisement and behavioral engagement. De Cicco et al. (2025) likewise reported that hybrid human-AI educational content generated stronger consumer engagement than fully AI generated material. Within the stimulus organism response framework, such collaborative quality functions as a prominent stimulus that can heighten perceived creativity, trust, and relevance and thereby encourage viewers to click, subscribe, seek information, or purchase.

Even so, the influence is unlikely to prove uniformly robust. Chen et al. (2024) found that consumers evaluated AI generated advertising more favorably for agentic appeals whereas human created advertising was preferred for communal appeals, which signals a conditional or comparatively moderate effect whenever the division of human and AI roles fails to match the message. Kang & Lou (2022) further noted that AI supported personalization raised engagement on TikTok although the heightened engagement did not always translate into active behaviors because many users remained passive. More critically, Luo et al. (2019) observed that disclosing chatbot identity before an interaction reduced purchasing since consumers attributed less empathy and knowledge to the machine. From a critical realist standpoint, human-AI collaborative capability possesses conversion potential yet its observable impact hinges on audience beliefs, transparency, perceived human control, and narrative context. Effective collaboration should therefore emphasize meaningful human contribution while deploying AI to amplify rather than displace creative and emotional agency. Thus, this study advances the first hypothesis as follows:

H1: Human-AI collaborative capability has a positive impact on conversion intention in short form platforms.

2.4. The Impact of Call-to-action Clarity

Call-to-action clarity describes how far a short form video conveys a precise, comprehensible, and easily performed step that audiences should take after viewing, including following a link, buying an item, joining a channel, installing an application, or seeking extra details. The idea covers wording directness, language ease, action exactness, visual emphasis, and alignment between the suggested step and the story just told (Moran et al., 2020; Zhao et al., 2023; Zhang et al., 2025). Call-to-action normally serve as interactive signals that steer viewers toward behaviors preferred by marketers (Moran et al., 2020). Yet call to action clarity reaches past the simple appearance of a button or order, since an instruction may appear on screen while staying vague, off topic, or hard to carry out.

From a pragmatic philosophical angle, the worth of call to action clarity rests in its power to turn viewer attention into visible behavior, as interactive calls to action can significantly increase clicking, liking, commenting, and sharing (Moran et al., 2020). An engaging short form narrative can create pleasure or emotional engagement, but its business worth remains unclear when audiences fail to grasp the next move. Clear directions lower the mental effort required for interpretation and forge a direct link between narrative meaning and the opportunity to act, thereby strengthening message credibility, brand attitudes, information seeking, and purchase intention (Zhao et al., 2023). From an information processing perspective, this role is especially important on TikTok, Instagram Reels, and YouTube Shorts, where viewers process rapidly changing content under strict temporal and attentional constraints. According to the Limited Capacity Model of Motivated Mediated Message Processing, individuals possess finite cognitive resources for encoding, storing, and retrieving mediated information (Lang, 2017). Call to action clarity therefore functions as a cognitive guide that identifies the intended response before attention shifts to the next video. A constructivist stance further indicates that clarity is not merely an objective feature of the language used. Instead, it emerges when viewers interpret the requested action as understandable, relevant, and consistent with the narrative they have experienced, since narrative identification and coherence shape how advertising stories are processed and evaluated (Dessart, 2018).

Higher call-to-action clarity ought to boost conversion intention, as direct guidance lessens doubt about the action path and eases the start of the wanted response. Moran et al. (2020) observed that calls to action in branded Facebook posts lifted clicking, liking, commenting, and sharing. Those results offer firm behavioral proof that interactive signals can spark varied audience reactions. Zhao et al. (2023) likewise found that placing a call to action in advertising raised message credibility, brand trust, brand attitude, information seeking intention, and purchase intention. Vafainia et al. (2019), drawing on purchase records from 179525 customers, showed that call to action messages shaped actual buying, though results shifted with incentives and customer traits. Such evidence suggests that clear calls to action can turn positive mental and emotional judgments into stronger plans to click, subscribe, search, or buy on short form platforms.

Still, the link is not always favorable. Zhang et al. (2025) reported that call to action buttons might weaken the impact of ads placed inside social media feeds. Szabó & Mitev (2026) also showed that ads lacking direct command style calls to action drew more clicks, since forceful persuasive orders triggered psychological reactance. These outcomes question the belief that more directness always

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lifts conversion. From a critical realist stance, call to action clarity holds a generative ability to aid conversion, yet its seen effect hinges on surrounding factors such as felt control, awareness of persuasion, message fit, and story match. Clarity must therefore be set apart from forcefulness. A clear invitation shows what audiences may do, while an overly strong order can threaten freedom and prompt avoidance. As a result, call to action clarity is predicted to raise conversion intention when it eases the response path without leaving viewers feeling controlled. Accordingly:

H2: Call-to-action clarity has a positive impact on conversion intention in short form platforms.

2.5. The moderating role of Emotional Resonance

Emotional resonance captures how deeply a short form narrative stirs personally significant feelings, empathy, memories, or identity links that match viewers' own lives and values. In storytelling marketing, resonance marks the emotional bond forged between a narrative and its audience through emotions like joy, nostalgia, compassion, hope, or excitement (Chang, 2025). It therefore reaches beyond brief emotional arousal. A video may amuse or surprise yet fail to resonate emotionally if its content lacks personal relevance. Emotional resonance arises when viewers see aspects of themselves, their hopes, relationships, or worries reflected in the story. Kim & Sullivan (2019) likewise note that emotionally meaningful storytelling can humanize brands, deepen consumer ties, and set brands apart through affective value.

From a constructivist philosophical view, emotional resonance forms jointly through the interplay of narrative cues and viewers' subjective experiences. The same human-AI assisted video may create a strong emotional link for one viewer while leaving another unmoved, since meaning rests on personal history, cultural values, and identity. From an experiential angle, consumers judge AI supported content not only by technical quality. They also weigh how the content shapes their agency, identity, emotions, and social bonds (Puntoni et al., 2021). Emotional resonance thus stands as an interpretive condition that decides whether human and AI collaboration feels like meaningful creativity or simply efficient technological output.

Emotional resonance should heighten the positive link between human-AI collaborative capability and conversion intention. Human input can supply empathy, contextual judgement, moral sensitivity, and cultural insight, while AI can aid personalization, visual generation, experimentation, and swift content adaptation. Madathil (2025) observed that advertisements showing genuine human-AI collaboration were viewed as more creative and sparked less AI related fear than fully autonomous AI advertisements. Yet, these collaborative strengths may not automatically drive conversion. When the resulting narrative resonates emotionally, viewers more readily see human involvement as authentic and treat AI as a supporting rather than replacing force.

Narrative transportation theory further clarifies this moderating process. Van Laer et al. (2014) show that emotionally and imaginatively engaging narratives carry consumers into the story world, shaping story consistent attitudes and behavioral intentions. To & Patrick (2021) similarly found that visual cues able to boost narrative transportation increased the impact of emotional advertisements. Therefore, when emotional resonance runs high, the creativity and authenticity arising from human-AI collaboration should foster deeper narrative immersion, stronger brand connection, and greater readiness to click, subscribe, seek information, or purchase. When resonance stays low, viewers may recognize the video's technical quality yet lack enough personal drive to convert.

Still, stronger emotion does not always enhance persuasion. Dessart (2018) found that storytelling advertisements can weaken brand attitudes when narrative transportation fails to produce fitting character identification, though joyful emotions can reverse this outcome. Emotional intensity may also seem manipulative if the narrative fails to match the brand or audience experience. From a critical realist standpoint, emotional resonance does not by itself ensure conversion. It triggers underlying mechanisms such as identification, authenticity, trust, and personal relevance, whose effects hinge on narrative congruence and audience traits. Thus, emotional resonance should boost human-AI collaborative capability only when the emotions prove credible and meaningfully tied to the intended action.

H3: Emotional resonance positively moderates the relationship between human-AI collaborative capability and conversion intention in short form platforms.

Building upon established theoretical perspectives, this study advances the existing literature by developing the following conceptual framework:

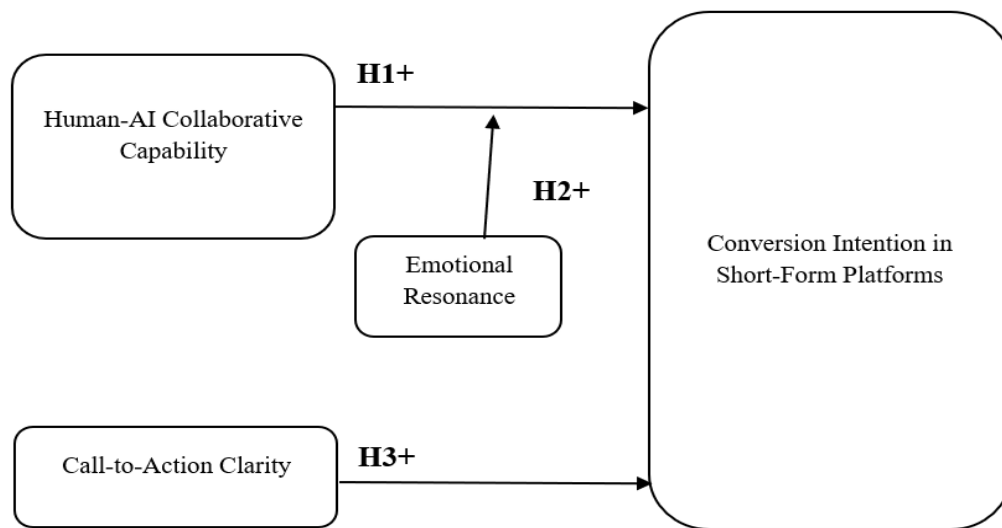


Figure 1: The Paper Conceptual Framework

3. METHODS

3.1. Sampling Strategy

This study used a quantitative cross-sectional design to examine how human-AI collaborative capability and call-to-action clarity shape conversion intention on short-form platforms while also testing the moderating role of emotional resonance. A quantitative approach fitted the aims because it permitted statistical assessment of the proposed direct and interaction effects through standardized survey responses. The cross-sectional design recorded participants evaluations of AI-assisted storytelling, calls to action, emotional resonance, and conversion intention at a single moment in time (Bryman, 2016).

Purposive sampling was selected since respondents needed relevant experience with short-form video content. The individual short-form platform user formed the unit of analysis. Eligible participants were active users of TikTok, Instagram Reels, or YouTube Shorts who had recently viewed promotional or brand-related short-form videos that included AI-generated or AI-assisted elements. Participants also needed familiarity with conversion activities such as clicking embedded links, requesting information, following or subscribing to brands, downloading applications, or considering purchases after viewing videos. Screening questions appeared at the start of the questionnaire to exclude those without suitable exposure. Recruitment sought respondents across varied age groups, occupations, usage frequencies, and preferred platforms so as to limit over-reliance on any single audience segment. Data collection drew on a structured self-administered online questionnaire developed from established academic work. Human-AI collaborative capability assessed viewers perceptions that short-form content effectively blended AI-supported generation, personalization, and production with human creativity, contextual judgement, emotional sensitivity, and oversight (Huang & Rust, 2021; Madathil, 2025; Puntoni et al., 2021). Call-to-action clarity examined whether the requested action was explicit, understandable, specific, visually noticeable, easy to perform, and consistent with the preceding narrative (Moran et al., 2020; Zhao et al., 2023). Emotional resonance measured the degree to which the video produced personally meaningful feelings, empathy, identification, memories, or alignment with viewers experiences and values (Dessart, 2018; Van Laer et al., 2014). Conversion intention evaluated participants willingness to click a link, obtain further information, follow or subscribe, download an application, or purchase a promoted offering after exposure to short-form content (Sokolova & Kefi, 2020; Zheng et al., 2022). All constructs were measured on a five-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree. Before the main survey the questionnaire should be reviewed by academic specialists in digital marketing, consumer behavior, AI-supported communication, and quantitative research together with experienced short-form content users or practitioners. This review would evaluate content relevance, wording clarity, and correspondence between the items and their intended constructs. A pilot test with eligible participants should then identify ambiguous wording, questionnaire length, technical problems, and possible misunderstanding of human-AI collaboration. Any revisions and the final pilot size should be reported transparently rather than assumed retrospectively. The finalized questionnaire would be distributed electronically through social media communities, university and professional networks, content creator groups, and other online channels where active short-form platform users could be reached. Participation would remain voluntary and respondents would receive information about the academic purpose of the study, anonymity, confidentiality, and their right to withdraw. Data screening would remove incomplete questionnaires, duplicate submissions, failed eligibility responses, implausibly short completion times, straight-lining, and other patterned responses. The final valid sample size should be reported after this screening and justified through an a priori statistical power analysis for moderated multiple regression rather than relying solely on a conventional numerical threshold.

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3.2. Data analysis

Data analysis would unfold sequentially with IBM SPSS and Hayes Process Macro. Descriptive statistics would first outline respondents demographic traits preferred short-form platforms frequency of platform use and exposure to AI-assisted promotional videos. Cronbach's alpha would assess the internal consistency of each construct. A coefficient of at least 0.70 would signal acceptable reliability while corrected item-total correlations should surpass 0.30 (Tavakol & Dennick, 2011). Exploratory factor analysis applying principal component analysis and Varimax rotation would then inspect the empirical structure of the measurement items. Sampling adequacy would be checked via the Kaiser Meyer Olkin statistic and Bartlett's test of sphericity. Items would usually be kept when their primary factor loadings topped 0.50 communalities proved acceptable and major cross-loadings were missing (Hair et al., 2009). Multiple linear regression would examine whether human-AI collaborative capability and call-to-action clarity positively forecasted conversion intention in short-form platforms (Shrestha, 2020). Statistical significance would be judged at the 5 percent level while standardized coefficients confidence intervals model explanatory power and pertinent diagnostics would be presented. Hayes Process Macro Model 1 would next examine whether emotional resonance moderated the link between human-AI collaborative capability and conversion intention (Hayes, 2022).

4. RESULTS

4.1. Descriptive Statistical Analysis

The sample reflected organizations operating across the principal economic regions of Vietnam. Specifically, 44.4% of respondents worked for organizations in Southern Vietnam, 31.9% were based in Northern Vietnam, and 23.6% worked in Central Vietnam. Regarding organizational roles, middle or functional managers represented the largest group at 24.9%, followed by owners, directors, or senior managers at 21.8%. Cybersecurity or information technology specialists accounted for 20.5%, while business or data analytics professionals comprised 17.7%. Risk management, compliance, digital operations, or business continuity personnel constituted the remaining 15.1%. In terms of organizational size, organizations employing 50 to 249 people formed the largest category at 33.5%, followed by those with 250 to 999 employees at 30.1%. Large organizations with at least 1,000 employees represented 20.3%, whereas organizations with fewer than 50 employees accounted for 16.1%. Furthermore, 37.7% of participants reported high familiarity with their organizations' analytics capabilities, cyber-risk detection practices, cybersecurity governance, and resilience arrangements. Another 21.0% indicated very high familiarity, while 30.9% reported moderate familiarity. Only 10.4% demonstrated limited familiarity. Overall, the sample covered diverse organizational contexts, and most respondents possessed sufficient professional knowledge to provide informed assessments of the study constructs.

4.2. Reliability analysis

Table 1 outlines the measurement items employed to operationalize the study constructs. Each construct consisted of four items adapted from established academic sources to ensure theoretical alignment and comprehensive representation of its key dimensions. Respondents evaluated all items using a five-point Likert scale ranging from 1, strongly disagree, to 5, strongly agree.

Table 1: Measurement Items

Code	Survey item	Theoretical source
Human-AI collaborative capability		
HACC1	The AI-assisted short-form videos I watch appear to combine AI-generated elements with meaningful human creative input.	(Madathil, 2025; Puntoni et al., 2021)
HACC2	Human creators appear to guide and refine the AI-generated elements used in these videos.	(Huang & Rust, 2021; Madathil, 2025)
HACC3	The roles performed by human creators and AI appear to be appropriately coordinated during video creation.	(Davenport et al., 2020; Huang & Rust, 2021)
HACC4	Human oversight is evident in the contextual appropriateness of the AI-assisted video content.	(Huang & Rust, 2021; Puntoni et al., 2021)
Call-to-action clarity		
CTAC1	The requested action in the short-form videos I watch is easy to understand.	(Moran et al., 2020; Zhao et al., 2023)

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CTAC2	The call to action clearly specifies what viewers are expected to do next.	(Vafainia et al., 2019; Zhao et al., 2023)
CTAC3	The call-to-action prompt is visually easy to notice within the video.	(Moran et al., 2020; Zhang et al., 2025)
CTAC4	The requested action is consistent with the message presented in the video.	(Moran et al., 2020; Zhao et al., 2023)
Emotional resonance		
ER1	The short-form videos I watch create a meaningful emotional connection with me.	(Chang, 2025; Kim & Sullivan, 2019)
ER2	The feelings evoked by these videos are personally meaningful to me.	(Chang, 2025; Kim & Sullivan, 2019)
ER3	I can emotionally identify with the situations or characters presented in these videos.	(Dessart, 2018; van Laer et al., 2014)
ER4	The emotional themes in these videos reflect experiences or values that are relevant to me.	(Chang, 2025; Puntoni et al., 2021)
Conversion intention in short-form platforms		
CI1	I would consider clicking a link provided in a short-form promotional video.	(Luo et al., 2025; Zheng et al., 2022)
CI2	I would consider seeking additional information about an offering presented in a short-form video.	(Sokolova & Kefi, 2020; Zheng et al., 2022)
CI3	I would consider following or subscribing to a creator or brand featured in a short-form video.	(Madathil, 2025; Zheng et al., 2022)
CI4	I would consider purchasing an offering presented in a short-form promotional video.	(Djafarova & Bowes, 2021; Luo et al., 2025; Sokolova & Kefi, 2020)

Table 2: Reliability analysis of “Conversion intention in short-form platforms”.

Reliability Statistics				
Cronbach's Alpha		N of Items		
.773		4		
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CI1	10.918	3.846	0.468	0.753
CI2	11.247	4.135	0.612	0.721
CI3	10.836	3.972	0.538	0.739
CI4	11.105	4.264	0.479	0.750

Source: (The authors, 2026)

As presented in Table 2, all four items produced corrected item–total correlation values ranging from 0.468 to 0.612, exceeding the recommended threshold of 0.30. The overall scale achieved a Cronbach’s alpha of 0.773, surpassing the minimum acceptable level of 0.70 and demonstrating satisfactory internal consistency. Moreover, the Cronbach’s alpha values obtained after deleting individual items ranged from 0.721 to 0.753, all of which remained below the overall alpha. This result indicates that removing any item would reduce the reliability of the scale. Therefore, CI1 to CI4 contributed meaningfully to measuring conversion intention in short-form platforms and were retained for subsequent analyses. Comparable reliability levels were also observed across the other measurement scales included in the study (Hair et al., 2009; Tavakol & Dennick, 2011).

4.3. Exploratory factor analysis (EFA)

Table 3: Factor Loading Matrix.

Rotated Component Matrix ^a							
Component with loading factors							
1		2		3		4	
CI1	0.721	HACC1	0.754	CTAC1	0.736	ER1	0.781

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CI2	0.803	HACC2	0.812	CTAC2	0.791	ER2	0.743
CI3	0.781	HACC3	0.779	CTAC3	0.825	ER3	0.816
CI4	0.746	HACC4	0.728	CTAC4	0.762	ER4	0.769
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.							
a. Rotation converged in 7 iterations.							

Source: (The authors, 2026)

Table 3 presents the exploratory factor analysis results, which identified four distinct factors representing conversion intention in short-form platforms, human-AI collaborative capability, call-to-action clarity, and emotional resonance. All 16 measurement items loaded strongly on their intended factors, with coefficients ranging from 0.721 to 0.825, exceeding the recommended threshold of 0.50 (Hair et al., 2009). The Varimax rotation converged after six iterations, indicating a stable factor solution. Consequently, no measurement items were removed, and all 16 indicators were retained for subsequent statistical analyses. Overall, the results provide satisfactory evidence supporting the proposed four-factor structure and the construct validity of the measurement model.

4.4. Multiple linear regression model

Table 4: Coefficients^a.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	0.318	0.117		2.718	0.007
HACC	0.472	0.029	0.655	16.276	0.000
CTAC	0.446	0.026	0.623	17.154	0.000
a. Dependent Variable: CI					

Source: (The authors, 2026)

Where HACC represents the mean of HACC1 to HACC4, CTAC represents the mean of CTAC1 to CTAC4, and CI represents the mean of CI1 to CI4.

As shown in Table 4, the significance values for the relationships between human-AI collaborative capability and conversion intention in short-form platforms and between call-to-action clarity and conversion intention were both below 0.001, which is substantially lower than the 0.05 threshold. Human-AI collaborative capability had a significant positive effect on conversion intention, with $\beta = 0.655$, $t = 16.276$, and $p < 0.001$. Call-to-action clarity also exerted a significant positive effect, with $\beta = 0.623$, $t = 17.154$, and $p < 0.001$. These findings provide strong empirical support for accepting H1 and H2.

4.5. Moderator analysis

Table 5: Results analysis of "Emotional resonance".

Model: 1 Y: CI X: HACC W: ER Sample Size: 385

OUTCOME VARIABLE: CI Model Summary

R	R-sq	MSE	F	dl1	dl2	p
.711	.506	0.312	115.828	3.000	381.000	.000

Model

	Coeff.	SE	t	p	LLCI	ULCI
Constant	3.146	0.048	65.542	0.000	3.052	3.240
HACC	0.615	0.043	14.302	0.000	0.530	0.700
ER	0.663	0.041	16.171	0.000	0.582	0.744
Int_1	0.409	0.036	11.361	0.000	0.338	0.480

Source: (The authors, 2026)

Where ER was calculated as the mean score of items ER1 to ER4.

The positive interaction coefficient of $B = 0.409$ indicates that greater emotional resonance strengthens the favorable effect of human-AI collaborative capability on conversion intention in short-form platforms. Although human-AI collaboration combines technological efficiency and personalization with human creativity, contextual judgement, and emotional sensitivity, its influence

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on conversion intention becomes stronger when viewers experience a meaningful emotional connection with the video. Personally relevant feelings, empathy, narrative identification, and alignment with viewers' experiences enable audiences to perceive AI-assisted content as more authentic, engaging, and persuasive. Consequently, when emotional resonance is high, viewers are more likely to translate their favorable perceptions of human-AI collaborative storytelling into intentions to click links, seek further information, follow or subscribe, and consider purchasing the promoted offering. Moreover, the confidence interval for the interaction term, ranging from LLCI = 0.338 to ULCI = 0.480, excludes zero, confirming the significance and stability of this positive moderating effect. Overall, the results establish emotional resonance as an important boundary condition that enhances the positive contribution of human-AI collaborative capability to conversion intention in short-form platforms, thereby providing empirical support for Hypothesis H3.

5. DISCUSSION

5.1. Result Summary

Human-AI collaborative capability and call-to-action clarity each produce significant positive effects on conversion intention in short form platforms as shown by the standardized regression coefficients of 0.655 and 0.623 respectively. These results reveal that blending AI-supported generation and personalization with human creativity and oversight along with clear and actionable prompts motivates viewers to click links seek information subscribe or consider buying promoted offerings. Emotional resonance likewise acts as a significant positive moderator that intensifies the link between human-AI collaborative capability and conversion intention as verified by the interaction coefficient of 0.409 and its confidence interval from 0.338 to 0.480. This pattern implies that human-AI collaboration yields stronger conversion results when short form narratives stir personally meaningful feelings empathy identification and alignment with viewers experiences. Overall, The findings support all three hypotheses and validate the proposed framework linking human-AI collaborative capability, call-to-action clarity, emotional resonance, and conversion intention.

Concerning the research questions, the first result establishes that human and AI collaborative capability markedly raises conversion intention. The second affirms that call-to-action clarity likewise exerts a significant positive influence though its standardized coefficient sits slightly below that of human and AI collaborative capability. The third shows that emotional resonance substantially heightens the positive impact of human-AI collaboration on conversion intention. In summary, these outcomes indicate that short form communication proves most persuasive when creators fuse AI efficiency with human creativity convey the desired action clearly and craft narratives that engage viewers emotionally. Raising conversion intention thus demands coordinated human-AI content production, understandable calls-to-action, authentic emotional signals, relatable stories and genuine alignment between the narrative and viewers' experiences.

5.2. Theoretical Implications

The empirical findings strongly support H1 as human-AI collaborative capability significantly increases conversion intention with $\beta = 0.655$. This result strongly concurs with Madathil (2025) who demonstrates that genuine human-AI collaboration produces more creative advertisements reduces AI-related fear and improves audience responses. It also supports Huang & Rust (2021) argument that AI generates greater marketing value when its analytical strengths complement rather than replace human emotional and contextual intelligence. Nevertheless, the study only partially concurs with technologically deterministic claims that AI-supported creativity automatically produces persuasive value. Puntoni et al. (2021) contend that consumer responses to AI depend on agency identity and experiential meaning while Dwivedi et al. (2023) caution that generative AI can create authenticity bias and governance concerns. The strong coefficient therefore indicates that conversion value arises from coordinated collaboration rather than AI adoption alone. Theoretically, this study extends the stimulus organism response framework by conceptualizing human-AI collaborative capability as a hybrid stimulus whose persuasive force originates from the integration of technological productivity with human creativity judgement and emotional sensitivity.

The findings also support H2 because call-to-action clarity significantly predicts conversion intention with $\beta = 0.623$. This outcome strongly concurs with Moran et al. (2020) who find that calls to action stimulate clicking liking commenting and sharing and Zhao et al. (2023) who report favorable effects on credibility trust information seeking and purchase intention. It further corresponds with Vafainia et al. (2019) whose behavioral evidence shows that call-to-action communication can influence purchasing. However, the findings challenge the assumption that increasingly direct instructions are invariably more effective. Zhang et al. (2025) find that call-to-action buttons may damage in-feed advertising performance while Szabó & Mitev (2026) demonstrate that imperative messages can provoke psychological reactance and reduce clicks. This study is therefore not in favor of equating clarity with coercive assertiveness. Its positive coefficient suggests that effective clarity simplifies the behavioral pathway without threatening viewer autonomy. Theoretically, the research extends the stimulus organism response framework by identifying call-

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to-action clarity as an informational stimulus that reduces interpretive ambiguity and connects narrative exposure with an executable response while establishing perceived autonomy as an important conceptual boundary.

The moderation results support H3 as emotional resonance strengthens the relationship between human-AI collaborative capability and conversion intention with $B = 0.409$ and a confidence interval from 0.338 to 0.480. This finding strongly concurs with van Laer et al. (2014) who argue that emotional and imaginative transportation shapes story-consistent intentions and with Kim & Sullivan (2019) who emphasize the relationship-building value of emotionally meaningful storytelling. It also supports Chang (2025) view that resonance links narratives with empathy and personally significant feelings. Nevertheless, the study only partially concurs with claims that emotional storytelling is inherently persuasive. Dessart (2018) shows that greater transportation can weaken brand attitudes when audiences cannot identify appropriately with characters although joyful emotions may reverse this effect. Puntoni et al. (2021) further imply that AI-related experiences remain contingent on identity and perceived agency. Emotional intensity alone is therefore insufficient. Theoretically, this study advances narrative transportation theory by positioning emotional resonance as a boundary condition rather than merely a direct emotional outcome. It explains when hybrid human-AI storytelling is translated into conversion intention by showing that collaboration becomes more persuasive when viewers experience authentic personal relevance and identification.

5.3. Practical Implications

The support for H1 indicates that brands and content creators should treat human-AI collaborative capability as a coordinated production system rather than a cost reduction mechanism. AI can support audience analysis, personalization, script alternatives, editing, and rapid experimentation, whereas humans should retain responsibility for narrative direction, cultural appropriateness, emotional nuance, factual verification, and final approval. This allocation reflects Huang & Rust (2021) argument that AI should complement distinctively human capabilities. Madathil (2025) further demonstrates that visible human involvement can improve perceived creativity and reduce anxiety surrounding AI generated advertising. Nevertheless, managers should not assume that merely labeling content as collaboratively produced guarantees conversion. Since consumers evaluate AI through agency, identity, and experiential meaning, human oversight must be substantive rather than symbolic (Puntoni et al., 2021).

The support for H2 suggests that marketers should conclude each short form narrative with a prominent, specific, and easily executable call to action that corresponds with the video message. Instead of vague expressions such as discover more, the prompt should identify the expected behavior and minimize the steps required to complete it. Calls to action can stimulate clicking, commenting, sharing, information seeking, and purchasing (Moran et al., 2020; Zhao et al., 2023). However, clarity should not be confused with pressure. Zhang et al. (2025) show that call to action buttons may undermine in feed advertising, while Szabó & Mitev (2026) demonstrate that forceful imperatives can provoke reactance. Managers should therefore employ invitational wording, test alternative formulations, and monitor click through and abandonment rates rather than automatically increasing command intensity.

The support for H3 implies that emotional resonance should inform audience segmentation, narrative design, and content testing. Creators should use relatable situations, credible human experiences, culturally appropriate themes, and emotions consistent with the brand identity. Emotional resonance can deepen narrative transportation and strengthen story consistent intentions (van Laer et al., 2014). Nevertheless, emotional intensity alone should not become the objective. Dessart (2018) finds that storytelling can weaken brand attitudes when transportation fails to produce appropriate character identification. Managers should consequently pretest whether viewers perceive the narrative as authentic and personally relevant, while comparing conversion performance across audience groups. Emotional analytics should support human interpretation rather than replace it, particularly because algorithmically inferred emotions may overlook cultural meanings and individual differences.

5.4. Limitations

This study has several limitations. Its cross sectional design restricts causal inference because all variables were measured at one point in time. Purposive sampling and online recruitment may also produce self-selection bias and limit population representativeness. The reliance on self reported perceptions creates potential common method bias and does not establish whether conversion intentions become actual clicks, subscriptions, downloads, or purchases. Moreover, human-AI collaborative capability was evaluated through viewers perceptions, although respondents may not accurately know how content was produced. Combining TikTok, Instagram Reels, and YouTube Shorts may conceal platform specific differences in algorithms, audiences, and interaction features. Finally, the model does not incorporate potentially important mechanisms such as perceived authenticity, trust, AI skepticism, persuasion knowledge, or prior brand familiarity.

5.5. Future Research Directions

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Future research should employ longitudinal designs, controlled experiments, and platform level field studies to clarify causal relationships and compare stated intentions with actual conversion behavior. Researchers could manipulate the degree of human participation, AI disclosure, call to action wording, and emotional intensity while tracking clicks, purchases, subscriptions, and viewing duration. Probability based or stratified samples across countries, age groups, and cultural settings would improve generalizability. Comparative research should examine whether the proposed relationships differ across TikTok, Instagram Reels, and YouTube Shorts. Future models could test authenticity, trust, narrative transportation, and perceived creativity as mediators, alongside AI skepticism, persuasion knowledge, platform literacy, and content type as boundary conditions. Qualitative interviews with creators and viewers could additionally explain how audiences recognize and interpret human involvement in AI assisted storytelling.

5.6. Conclusion

This study examined how human-AI collaborative capability and call to action clarity shape conversion intention in short form platforms while assessing emotional resonance as a moderator. The findings support all three hypotheses. Human-AI collaborative capability demonstrated the stronger direct relationship with conversion intention, although call to action clarity also made a substantial contribution. Emotional resonance strengthened the relationship between collaborative capability and conversion intention, showing that technically sophisticated content becomes more persuasive when viewers experience personal and emotional relevance. By integrating the stimulus organism response framework with narrative transportation theory, the study explains both the communicative stimuli driving conversion and the emotional condition shaping their effectiveness. Overall, effective short form storytelling requires balanced human-AI participation, clear but noncoercive behavioral guidance, and authentic narratives that connect meaningfully with audience experiences.

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