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Dynamic Content Marketing Model Based on Social Sentiment and Real-Time Trends: A Cross-Sectoral Study on Generation Z in Southeast Asia

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Abstract: Generation Z in Southeast Asia is increasingly shaping the digital consumer ecosystem, creating demand for adaptive and data-informed content marketing strategies. However, existing studies often examine social sentiment and real-time trends separately and rarely integrate them within a dynamic content framework. Addressing this gap, this study proposes an exploratory dynamic content marketing model that combines social sentiment analysis and real-time trend monitoring to explain engagement dynamics among Generation Z. Positioned as a pilot exploratory study, the research employed a quantitative survey of 82 respondents in Indonesia and Malaysia and sentiment analysis of 3,500 social media posts collected over two months. The data were analysed using descriptive statistics and Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings indicate that social sentiment positively influences perceived content relevance, while real-time trend signals show unstable effects on personalisation and engagement, suggesting a volatility risk in trend-driven content strategies. The results also reveal that engagement operates as a proximal outcome of dynamic content strategies, whereas trust and purchase intention exhibit weaker structural relationships. Rather than confirming a predictive model, the study provides preliminary evidence that integrating sentiment monitoring and trend analytics can support more adaptive content strategies while highlighting the limitations of trend dependency. This research contributes by proposing a sentiment-calibrated dynamic content framework, identifying the volatility effect of real-time trends, and distinguishing engagement outcomes from transactional intentions in digital marketing contexts. Future studies with larger samples and refined measurement constructs are needed to validate and extend this preliminary framework.

Keywords: Dynamic Content Marketing, Social Sentiment, Real-Time Trends, Generation Z, Consumer Engagement.

INTRODUCTION

Generation Z has emerged as a dominant demographic group within the digital consumer ecosystem in Southeast Asia. As digital natives, this cohort demonstrates distinctive patterns of media consumption, platform engagement, and brand interaction that differ from previous

generations. Their reliance on social media platforms, real-time information flows, and peer-generated content has shifted the landscape of marketing communication from static campaign structures toward more adaptive and data-driven strategies (Yadav & Pavlou, 2020). In this environment, content relevance is no longer determined solely by managerial planning but increasingly shaped by real-time social discourse and sentiment dynamics circulating across digital platforms.

The rapid growth of social data has encouraged marketers to incorporate analytical tools such as sentiment analysis and real-time trend monitoring into marketing decision-making processes. Social sentiment analysis allows organizations to capture public emotional responses toward brands, campaigns, and social issues, while real-time trend analytics identify emerging topics and behavioral shifts across digital platforms (Wajdi et al., 2024; Naim, 2024). These analytical capabilities provide opportunities for firms to develop more responsive and context-sensitive content strategies that adapt to evolving consumer conversations. Consequently, dynamic content strategies that leverage real-time data are increasingly viewed as a key element in engaging digitally connected consumers.

Previous research has explored various aspects of digital engagement and consumer response to online marketing content. Several studies examine the influence of content relevance, engagement, and trust on purchase intention in digital environments (Marketech APAC, 2025). Other research focuses on the role of social media sentiment as a predictor of consumer perception and brand evaluation (Hinduan et al., 2020). Additional studies highlight the broader dynamics of digital engagement and participatory brand interaction in online communities (Dessart, 2017; Dzamic & Kirby, 2018; Zulfikar et al., 2023). While these studies contribute valuable insights into consumer behavior in digital environments, they typically examine sentiment indicators, engagement dynamics, or trend-driven content separately rather than integrating them into a unified dynamic marketing framework.

Despite the increasing availability of social analytics tools, the conceptual integration of social sentiment signals and real-time trend indicators within a structured dynamic content marketing framework remains limited. In particular, prior studies rarely examine how these two forms of real-time digital signals interact to shape perceived content relevance and engagement among Generation Z consumers in Southeast Asia. Furthermore, empirical research in emerging Southeast Asian markets often emphasizes large-scale predictive models, while relatively little attention has been given to exploratory framework development that combines marketing management constructs with social data analytics.

Addressing this gap, this study is positioned as a pilot exploratory investigation aimed at developing an initial dynamic content marketing framework that integrates social sentiment analysis and real-time trend monitoring (Jami Pour & Karimi, 2024). Rather than testing a finalized predictive model, the research seeks to provide preliminary empirical evidence on how sentiment dynamics and trend signals relate to perceived content relevance and consumer engagement among Generation Z in Indonesia and Malaysia (Appel et al., 2020; Djafarova & Bowes, 2021; Dwivedi et al., 2021).

This study contributes to the emerging literature on digital marketing and social data analytics in three ways. First, it proposes a sentiment-calibrated dynamic content logic that integrates emotional signals from social media into marketing content evaluation. Second, it highlights the potential volatility effect of real-time trend signals, indicating that trend-driven content may not consistently enhance engagement outcomes. Third, the study distinguishes between engagement outcomes and transactional outcomes, suggesting that engagement may function as a more immediate response to dynamic content strategies than purchase intention. By combining survey data with sentiment analysis of social media posts, this research aims to bridge marketing management theory and social data analytics while offering an exploratory framework to guide future large-scale validation studies.

METHOD

Research Design

This study adopts a quantitative exploratory design positioned as a pilot framework development study. The objective is not to confirm a finalized predictive model but to provide preliminary empirical insight into how social sentiment and real-time trends may be integrated within a dynamic content marketing framework targeting Generation Z in Southeast Asia (Hay et al., 2020). Given the limited sample size and the early-stage conceptualization of the framework, the research is explicitly framed as an exploratory pilot investigation intended to inform future large-scale validation studies (Benbrahim et al., 2024).

The research design combines survey-based behavioral measurement with contextual social media sentiment analysis. While the survey data form the basis of the structural model tested through PLS-SEM, the sentiment analysis component is used to contextualize the digital discourse surrounding Generation Z topics. This dual-data approach allows the study to link marketing management constructs with social data analytics while maintaining the exploratory positioning of the proposed framework.

Populations, Samples, and Data Collection Techniques

The population of this study consists of Generation Z individuals (born 1997–2012) residing in Indonesia and Malaysia who actively use social media. A purposive sampling technique was applied using the following criteria: respondents aged 18-26 years, actively using social media for at least three hours per day, and exposed to digital marketing content within the last six months.

A total of 82 valid responses were collected through an online questionnaire distributed via Google Forms. While relatively small, this sample size is considered acceptable for exploratory PLS-SEM analysis, particularly in pilot-stage research focusing on initial framework testing rather than theory confirmation. The sample size satisfies the minimum requirement of the 10-times rule based on the largest number of structural paths directed at a single construct.

In addition to survey data, secondary data were collected in the form of 3,500 social media posts from Twitter/X and Instagram during May-June 2025. Data were gathered using web scraping techniques based on keywords associated with Generation Z consumption topics, including entertainment, fashion, food, and financial services. These data provide contextual evidence regarding prevailing sentiment patterns and trending themes relevant to Generation Z digital discourse.

Research Instruments and Variables

The primary instrument used in this study was a structured questionnaire measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The constructs examined include Social Sentiment (SS), Real-Time Trends (RTT), Content Personalization (CP), Consumer Engagement (CE), and Trust and Purchase Intention (TPI). All measurement indicators were adapted from prior studies in digital marketing and consumer behavior to ensure theoretical grounding.

To enhance contextual relevance, content validity was assessed by three digital marketing experts who evaluated the suitability of each construct within the Southeast Asian Generation Z context.

During the measurement model evaluation, indicators with low or negative outer loadings were removed in accordance with established PLS-SEM procedures to improve construct validity and reliability. This construct purification process ensures that retained indicators adequately represent the underlying latent variables while maintaining acceptable convergent validity and internal consistency. Conceptually, this step is justified as part of exploratory

model refinement, where poorly performing indicators may indicate measurement ambiguity or contextual misalignment with the studied population.

It is important to emphasize that the construct Trust and Purchase Intention (TPI) is treated as a combined exploratory construct in this pilot framework. While conceptually related, future studies may separate these dimensions into distinct constructs to improve theoretical precision and structural clarity.

Social Media Sentiment Analysis

Sentiment analysis was conducted to complement survey findings and provide contextual insight into prevailing digital discourse among Generation Z. Data processing followed standard Natural Language Processing (NLP) procedures including data cleaning, tokenization, stopword removal, stemming, and sentiment polarity classification (positive, negative, neutral).

Topic modeling using Latent Dirichlet Allocation (LDA) was applied to identify dominant themes emerging in social media conversations related to Generation Z consumption topics. The resulting sentiment distribution and thematic patterns were analyzed descriptively to contextualize survey findings and illustrate how real-time digital sentiment may influence perceived content relevance and engagement.

In this pilot framework, sentiment analysis is not directly incorporated into the structural model. Instead, it functions as contextual analytical evidence supporting the conceptual integration of social sentiment signals within dynamic content marketing strategies. Future research with larger datasets may integrate sentiment metrics directly into structural models as predictive indicators.

Data Analysis

Survey data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. The analysis procedure involved two main stages: evaluation of the outer model and assessment of the inner model.

The outer model assessment examined convergent validity, discriminant validity, and composite reliability to ensure the adequacy of the measurement model. Subsequently, the inner model was evaluated by analyzing path coefficients, coefficient of determination (R^2), and predictive relevance to assess structural relationships among constructs.

Given the exploratory positioning of the study and the relatively limited sample size, the findings are interpreted cautiously and framed as preliminary empirical evidence rather than confirmatory results. Multi-group comparisons across industry categories were conducted descriptively to observe potential differences; however, these comparisons are not presented as definitive inferential conclusions..

Validity, Reliability, and Research Ethics

Construct validity was assessed using factor loadings (>0.70), Average Variance Extracted (AVE >0.50), and Composite Reliability (>0.70). Internal consistency reliability was evaluated using Cronbach's Alpha. Indicators with unsatisfactory loading values were removed to ensure measurement robustness. Ethical considerations were addressed through informed consent procedures, voluntary participation, and the anonymization of both survey responses and social media data to ensure respondent confidentiality and responsible data use..

RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

The measurement model was evaluated to ensure indicator validity and construct reliability prior to testing the structural relationships. The initial PLS algorithm results indicated that several indicators achieved satisfactory outer loadings above the recommended threshold of 0.70, demonstrating adequate convergent validity. For example, SS2 (0.901) and RTT1

(0.827) showed strong contributions to their respective latent constructs. However, several indicators exhibited low or negative outer loadings (SS3 = –0.128; RTT2 = –0.519; CP3 = –0.320). Following standard PLS-SEM procedures, these indicators were removed from the model to improve measurement validity and reliability. After the re-estimation process, the remaining indicators satisfied acceptable loading thresholds.

Convergent validity was further confirmed by Average Variance Extracted (AVE) values exceeding 0.50 for the primary constructs. Discriminant validity was also achieved, as each indicator loaded higher on its corresponding construct than on other constructs in the model. Reliability testing showed that Social Sentiment (SS), Real-Time Trends (RTT), and Trust and Purchase Intention (TPI) demonstrated Composite Reliability values above 0.80, indicating strong internal consistency. Content Personalization (CP) and Consumer Engagement (CE) showed moderate reliability levels (0.60–0.70), which remain acceptable for exploratory pilot studies. Overall, the measurement model met the minimum validity and reliability criteria required for subsequent structural model evaluation.

Social Sentiment Analysis Results

Sentiment analysis was conducted on 3,500 social media posts collected from Twitter/X and Instagram during May–June 2025. The results indicate that positive sentiment dominated the discourse, accounting for 46% of the posts, followed by neutral sentiment (34%) and negative sentiment (20%).

Table 1. Distribution of Social Sentiment

Sentiment Category	Frequency	Percentage
Positive	1,610	46%
Neutral	1,190	34%
Negative	700	20%
Total	**3,500**	**100%**

Topic modeling using Latent Dirichlet Allocation (LDA) revealed four dominant themes in Generation Z digital conversations: authenticity and relatability, short-form video content trends, digital convenience and personalization expectations, and price–value sensitivity. These themes illustrate the contextual environment within which digital content strategies operate for Generation Z audiences.

Structural Model Evaluation (Inner Model)

The structural model was assessed by examining the coefficient of determination (R^2) for the endogenous constructs. The results indicate relatively low explanatory power across the proposed relationships, consistent with the exploratory nature of the study.

Table 2. R^2 Values of Endogenous Constructs

Endogenous Construct	R^2	Category
Content Personalization (CP)	0.119	Weak
Consumer Engagement (CE)	0.231	Weak–Moderate
Trust and Purchase Intention (TPI)	0.031	Very Weak

Among the endogenous variables, Consumer Engagement demonstrates the highest explanatory power ($R^2 = 0.231$), while Trust and Purchase Intention shows very limited explanatory power ($R^2 = 0.031$).

Path Coefficient Results

The path coefficient estimation provides preliminary insight into the structural relationships within the proposed dynamic content marketing framework. Social Sentiment showed a positive relationship with Content Personalization (β = 0.173) and Consumer Engagement (β = 0.170). These relationships indicate that sentiment signals from social discourse may contribute to perceived content relevance and audience interaction.

In contrast, Real-Time Trends showed negative relationships with Content Personalization (β = –0.316) and Consumer Engagement (β = –0.422). These findings suggest that trend-based content signals may not consistently improve personalization or engagement outcomes. The relationship between Content Personalization and Consumer Engagement was weak (β = 0.044). Similarly, Content Personalization showed a negligible relationship with Trust and Purchase Intention (β = –0.044).

Consumer Engagement demonstrated a modest positive association with Trust and Purchase Intention (β = 0.177), indicating that engagement may contribute to transactional outcomes, although the overall explanatory power remains limited. Bootstrapping analysis using 5,000 resamples indicated that most relationships exhibit small effect sizes, reinforcing the exploratory positioning of the proposed framework.

Discussion

This pilot study provides exploratory insight into how social sentiment and real-time trend monitoring operate within a dynamic content marketing framework targeting Generation Z in Southeast Asia. The findings reveal differentiated influence patterns across perceptual, engagement, and transactional outcomes rather than a uniform predictive structure (Hye, 2023).

The results indicate that social sentiment shows relatively stable positive relationships with perceived content personalization and consumer engagement. This suggests that emotional resonance captured through social discourse may function as an important input for adaptive content strategies (Grossberg, 2020; Yuanyuan, 2025). Sentiment-driven signals allow marketers to align content narratives with prevailing audience emotions, thereby increasing perceived relevance. These findings are consistent with prior research emphasizing the importance of social listening and emotional alignment in improving digital marketing effectiveness (Liang et al., 2025; Sobouti & Karimi Alavijeh, 2024). However, the modest magnitude of the observed effects also indicates that sentiment signals alone cannot fully explain engagement dynamics without complementary relational or contextual factors.

A more notable finding concerns the negative relationship between real-time trends and both personalization and engagement. This pattern highlights the potential volatility effect of trend-driven marketing strategies. Contrary to common managerial assumptions that rapid trend adoption automatically improves marketing effectiveness (Callister et al., 2025; Goswami, 2024; Olayinka, 2021; Oualid et al., 2024). the results suggest that excessive or poorly contextualized trend integration may reduce perceived authenticity among Generation Z audiences. This interpretation aligns with previous research indicating that digital-native consumers place greater emphasis on authenticity and value congruence than on superficial trend participation (Ebulueme & Vijayakumar, 2024; Filho et al., 2021). In this context, dynamic marketing effectiveness appears to depend not merely on speed of response but on the alignment between trend signals, brand identity, and audience expectations.

Another important finding concerns the distinction between engagement outcomes and transactional outcomes. While consumer engagement demonstrates a positive relationship with trust and purchase intention, the explanatory power for transactional outcomes remains very limited (Ahmad et al., 2025; Wang et al., 2022). This indicates that engagement may function as a proximal outcome of dynamic content strategies rather than a direct predictor of purchasing behavior. Similar patterns have been identified in previous research suggesting that transactional decisions are influenced by broader relational mechanisms such as brand

experience, perceived value, and social proof (e-WOM) (Ekasari et al., 2024; Tj & Widjaja, 2024; Wahyudi et al., 2025). Consequently, engagement should be understood as an intermediate behavioral response that precedes but does not fully determine purchasing outcomes.

Overall, the results suggest that dynamic content marketing operates through layered influence mechanisms. Sentiment-informed adaptation contributes primarily to perceptual and engagement-oriented outcomes, whereas transactional outcomes require broader relational and brand-based drivers. This layered pattern supports the exploratory positioning of the proposed framework and indicates that the integration of social sentiment and trend analytics may be more effective for optimizing engagement strategies than for directly predicting purchase intention.

Theoretical Implications

This study contributes to the digital marketing literature in three ways. First, it introduces a sentiment-calibrated dynamic content logic, suggesting that emotional signals derived from social discourse may provide a more stable basis for adaptive marketing strategies than trend-driven responses alone. Second, the study identifies a volatility effect associated with real-time trend utilization, demonstrating that excessive or misaligned trend integration may reduce perceived authenticity among Generation Z consumers. Third, the findings reinforce the conceptual distinction between engagement outcomes and transactional outcomes, positioning engagement as a more immediate response to dynamic content strategies than purchase intention.

By integrating social data analytics with marketing management constructs within a unified exploratory framework, the study provides an initial conceptual bridge between digital marketing strategy and social data-driven decision-making. However, given the pilot nature of the study and the limited explanatory power observed in the structural model, further research with larger samples and refined measurement constructs is required to validate and extend the proposed framework.

CONCLUSION

This pilot study explores the integration of social sentiment analysis and real-time trend monitoring within a dynamic content marketing framework targeting Generation Z in Southeast Asia. The findings indicate that social sentiment shows more stable positive associations with perceived relevance and engagement, while excessive reliance on real-time trends may produce volatile or negative effects when not aligned with authenticity.

Engagement emerges as a more immediate outcome of dynamic strategies than trust and purchase intention. The very limited explanatory power for transactional outcomes suggests that sentiment and trend variables alone are insufficient to predict purchasing behavior, which likely depends on broader relational and brand-related factors. Therefore, this study proposes an initial exploratory framework rather than a definitive predictive model, contributing conceptually by linking marketing management with social data analytics.

However, the small sample size and limited sentiment time frame restrict generalizability. Future research should involve larger samples, longitudinal sentiment tracking, and additional constructs such as brand trust and perceived value to enhance predictive robustness and theoretical refinement.

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