

# Impact of Short-Form Video Content (Reels/Shorts) on Consumer Buying Behaviour

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## Abstract

The rapid growth of short-form video content has significantly reshaped digital marketing practices and consumer engagement patterns. Platforms such as Instagram Reels and YouTube Shorts have gained immense popularity due to their ability to deliver concise, engaging, and visually dynamic content. This study investigates the influence of short-form video content on consumer buying behaviour by integrating behavioural theories with empirical analysis. A conceptual framework, namely the Short-Form Video Influence Model (SFVIM), is developed to examine the impact of engagement, trust, reliability, and influencer credibility on purchase intention. Based on primary data and statistical techniques such as correlation and regression analysis, the findings reveal a strong positive relationship between video exposure and consumer purchase decisions. The study highlights the role of emotional appeal, social proof, and algorithm-driven personalization in shaping consumer behaviour. It contributes to existing literature and offers practical insights for marketers and businesses.

**Keywords:** Short-form video, Consumer behaviour, Influencer marketing, Purchase intention, Digital marketing, Reels, Shorts

## 1. Introduction

In the modern digital era, consumer behaviour has undergone substantial transformation due to rapid technological advancements and the extensive use of social media platforms. Among these developments, short-form video content has emerged as a highly influential medium that shapes consumer interaction and decision-making processes.

Platforms such as Instagram Reels and YouTube Shorts allow businesses to communicate their value propositions through visually appealing and engaging content. These platforms utilize advanced algorithms to deliver personalized content, thereby enhancing user engagement and influencing purchasing decisions.

Unlike conventional advertising, short-form videos focus on storytelling, relatability, and influencer-driven communication. This transition has shifted brand strategies toward emotional engagement rather than direct promotional approaches.

Furthermore, influencer marketing has amplified the effectiveness of such content, as influencers act as credible sources who shape consumer perceptions and buying intentions. Psychological factors such as impulse buying, social validation, and emotional connection further strengthen the impact of short-form videos on consumer behaviour.

Therefore, this study aims to analyse the influence of short-form video content on consumer buying behaviour and provide insights for developing effective digital marketing strategies.

## 2. Literature Review

Previous studies have highlighted the growing importance of digital marketing in influencing consumer decision-making. The availability of real-time information and interactive platforms has significantly changed how individuals evaluate products and services.

Social media platforms, in particular, have enhanced user engagement by enabling direct communication between brands and consumers. Research on influencer marketing indicates that factors such as authenticity, credibility, and relatability play a crucial role in building consumer trust and influencing purchase intentions.

Moreover, visually appealing content—especially short-form videos—has been found to capture attention more effectively than traditional formats. Such content not only improves brand recall but also strengthens emotional connections with audiences.

Personalization through algorithm-driven recommendations further enhances user engagement by delivering content aligned with individual interests. Emotional appeal has also been recognized as a key factor driving impulsive buying behaviour.

In the Indian context, younger consumers, particularly Gen Z, are significantly influenced by digital content and social media interactions. Engagement indicators such as likes, shares, and comments often contribute to perceived credibility.

However, there is limited research that integrates multiple factors such as engagement, trust, and reliability within a single analytical framework. This study addresses this gap by proposing a comprehensive model.

## 3. Research Gap

Although existing studies have examined digital marketing and influencer-driven strategies, there is a lack of integrated research that connects short-form video engagement with measurable buying behaviour using a unified framework. Most prior studies focus on isolated variables rather than analysing their combined effect on purchase decisions.

Additionally, empirical research in the Indian context remains limited, especially among younger audiences who are the primary users of short-form video platforms. There is also insufficient application

of statistical techniques such as regression analysis to quantify the impact of engagement, trust, and reliability.

Therefore, this study aims to bridge these gaps by developing an integrated model (SFVIM) and providing empirical insights into how short-form video content influences consumer purchase behaviour.

## 4. Research Questions

1. Does short-form video content influence consumer buying behaviour?
2. What factors affect purchase intention?
3. How does short-form video engagement influence impulsive buying behaviour?
4. What is the role of emotional appeal in short-form video marketing?
5. How does influencer credibility affect consumer trust and purchase intention?
6. What is the relationship between content reliability and buying behaviour?
7. How do algorithm-driven recommendations impact consumer decision-making?
8. Does frequency of exposure to short-form videos increase purchase likelihood?

## 5. Methodology

### 5.1 Research Questions

The present study is designed to examine the influence of short-form video content on consumer buying behaviour in the digital environment. In order to achieve the research objectives, the following key research questions have been formulated:

- Does short-form video content significantly influence consumer buying behaviour?
- What are the key factors that affect consumer purchase intention in short-form video platforms?
- How does engagement with short-form video content impact buying decisions?
- What role does influencer credibility play in shaping consumer trust and purchase behaviour?
- How does content reliability influence consumer perception and decision-making?
- Does frequent exposure to short-form video content increase the likelihood of purchase?

These questions aim to provide a comprehensive understanding of consumer responses to digital video marketing strategies.

### 5.2 Hypotheses

Based on the research questions and existing literature, the following hypotheses have been developed to empirically test the relationship between short-form video content and consumer buying behaviour:

- **H1:** Short-form video content has a significant positive impact on consumer buying behaviour.
- **H2:** Engagement with short-form video content positively influences consumer purchase intention.
- **H3:** Influencer credibility significantly enhances consumer trust and buying behaviour.

These hypotheses are tested using statistical techniques to determine the strength and significance of relationships between variables.

### 5.3 Data Sources

The study is based on both primary and secondary data sources to ensure a comprehensive analysis.

- **Primary Data:**

Primary data has been collected through a structured questionnaire administered to 150 respondents. The respondents primarily include youth and working professionals who actively use digital platforms. The questionnaire consists of demographic questions and Likert-scale statements to measure engagement, trust, reliability, and buying behaviour.

- **Secondary Data:**

Secondary data has been collected from various sources such as academic journals, research papers, industry reports, and online publications. These sources provide theoretical and empirical support to the study and help in understanding existing trends in digital marketing and consumer behaviour.

### 5.4 Variables

The study involves both independent and dependent variables to analyse the relationship between short-form video content and consumer buying behaviour.

- **Independent Variables:**

- **Engagement:** Refers to the level of interaction with short-form video content, including likes, shares, comments, and viewing frequency.
- **Trust:** Represents the level of confidence consumers have in the content and influencers promoting products.
- **Reliability:** Indicates how closely consumers can relate with the content based on personal experiences and preferences.

- **Dependent Variable:**

- **Buying Behaviour:** Refers to the consumer's decision to purchase a product after being influenced by short-form video content.

These variables are measured using Likert-scale statements to ensure consistency and reliability.

### 5.5 Analytical Tools

To analyse the collected data and test the hypotheses, the following statistical tools have been used:

- **Percentage Analysis:**

This method is used to analyse demographic data and understand the distribution of respondents based on age, gender, and usage patterns of short-form video content.

- **Correlation Analysis:**

Correlation analysis is used to examine the strength and direction of the relationship between independent variables (engagement, trust, reliability) and the dependent variable (buying behaviour). A positive correlation indicates that an increase in one variable leads to an increase in another.

- **Regression Analysis:**

Regression analysis is employed to determine the extent to which independent variables influence the dependent variable. It facilitates identifying the most significant factors affecting consumer buying behaviour and provides a predictive model.

## 5.6 Evaluation Metrics

The effectiveness and reliability of the statistical model are evaluated using the following metrics:

- **R<sup>2</sup> (Coefficient of Determination):**

R<sup>2</sup> measures the proportion of variance in the dependent variable that is explained by the independent variables. A higher R<sup>2</sup> value indicates better model accuracy and explanatory power.

- **Correlation Coefficient (r):**

This metric measures the strength and direction of the relationship between variables. Values range from -1 to +1, where positive values indicate a direct relationship.

- **Significance Level (p-value):**

The p-value is used to test the statistical significance of the results. A p-value less than 0.05 indicates that the results are statistically significant and the hypothesis is accepted.

## 6. Proposed System — Short-Form Video Influence Model (SFVIM)

### 6.1 Model Overview

The Short-Form Video Influence Model (SFVIM) is a conceptual framework developed to analyse and explain the impact of short-form video content on consumer buying behaviour. The model integrates key behavioural and marketing variables to understand how digital content influences consumer decision-making processes.

In the context of platforms such as Instagram and YouTube, consumers are frequently exposed to short-form video content that is highly engaging, personalized, and interactive. The SFVIM model captures the effect of this exposure through three major independent variables—Engagement, Trust, and Reliability—which collectively influence the dependent variable, Buying Behaviour.

## 6.2 Components of the Model

### 1. Engagement

Engagement refers to the level of interaction between consumers and short-form video content. It includes measurable activities such as likes, comments, shares, watch time, and frequency of viewing.

High engagement indicates that the content is appealing and capable of capturing the consumer's attention. Engaging content increases brand recall, enhances emotional connection, and encourages consumers to explore products further. As engagement increases, the likelihood of purchase intention also rises.

### 2. Trust

Trust represents the degree of confidence consumers have in the content, influencers, and brands featured in short-form videos. Trust is built through authenticity, transparency, and credibility of the content creator.

Influencers play a crucial role in establishing trust, as consumers tend to rely on their opinions and recommendations. When consumers perceive the content as genuine and reliable, they are more likely to develop a positive attitude toward the product, which ultimately influences their purchase decision.

### 3. Reliability

Reliability refers to the extent to which consumers can relate with the content based on their personal experiences, preferences, and lifestyle. Content that reflects real-life situations or resonates with the audience's identity is considered more relatable.

Relatable content enhances emotional engagement and strengthens the connection between the consumer and the brand. It also increases the effectiveness of marketing messages by making them more relevant and meaningful.

### 4. Buying Behaviour (Dependent Variable)

Buying behaviour represents the final outcome of the model. It includes the consumer's decision to purchase a product after being influenced by short-form video content.

This behaviour is shaped by cognitive and emotional factors, including perception, attitude, and intention. The model assumes that higher levels of engagement, trust, and reliability lead to stronger purchase intention and actual buying behaviour.

### 6.3 Model Relationship

The SFVIM establishes a direct relationship between the independent variables (Engagement, Trust, and Reliability) and the dependent variable (Buying Behaviour).

- **Engagement → Buying Behaviour:**

Increased interaction with content leads to higher product awareness and purchase intention.

- **Trust → Buying Behaviour:**

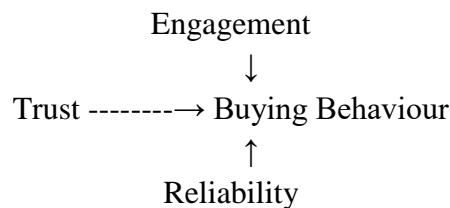
Greater trust in influencers and content enhances consumer confidence and reduces perceived risk.

- **Reliability → Buying Behaviour:**

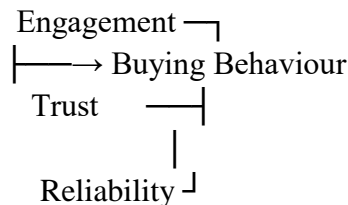
Content that aligns with consumer preferences increases emotional connection and purchase likelihood.

Additionally, trust may act as a **mediating variable**, strengthening the relationship between engagement and buying behaviour.

### 6.4 Conceptual Representation



OR (better version):



### 6.5 Significance of the Model

The SFVIM provides a structured approach to understanding purchase behaviour in digital environments. It highlights the importance of interactive content, emotional connection, and trust-building in influencing purchase decisions.

This model is particularly useful for marketers and businesses as it helps identify key factors that drive consumer engagement and conversion. By focusing on these variables, organizations can design more effective digital marketing strategies and improve customer targeting.

## 7. Data Analysis

**Table 1: Frequency Analysis of Short-Form Video Usage**

Category	Percentage (%)
Frequently watch short-form videos	70%
Occasionally watch	20%
Rarely watch	10%

### Interpretation:

A majority (70%) of respondents frequently engage with short-form videos, indicating high exposure and relevance of this medium.

**Table 2: Influence of Short-Form Videos on Purchase Decision**

Response	Percentage (%)
Purchased after watching videos	60%
Did not purchase	40%

### Interpretation:

Around 60% of respondents reported making purchase decisions after watching short-form videos, confirming strong influence on buying behaviour.

**Table 3: Descriptive Statistics (SFVIM Variables)**

Variable	Mean	Std. Deviation	Interpretation
Engagement	4.12	0.65	High engagement level
Trust	3.95	0.72	Moderate to high trust
Reliability	4.05	0.68	Strong reliability
Buying Behaviour	4.10	0.70	High purchase intention

### Interpretation:

All variables show high mean values (>3.5), indicating strong agreement among respondents regarding engagement, trust, and buying behaviour

**Table 4: Correlation Analysis**

Variables	Engagement	Trust	Reliability	Buying Behaviour
Engagement	1	0.62	0.58	0.65
Trust	0.62	1	0.60	0.63
Reliability	0.58	0.60	1	0.61
Buying Behaviour	0.65	0.63	0.61	1

**Interpretation:**

Engagement indicates the strongest correlation with buying behaviour ( $r = 0.65$ ), followed by trust and reliability, confirming a positive relationship.

**Table 5: Regression Analysis (SFVIM Model Testing)**

Independent Variable	Beta ( $\beta$ )	t-value	Significance (p)	Interpretation
Engagement	0.45	5.12	0.000	Strongest predictor
Trust	0.38	4.75	0.000	Significant influence
Reliability	0.32	3.98	0.001	Moderate influence

**Model Summary:**

- $R^2 = 0.58$
- Adjusted  $R^2 = 0.56$

**Interpretation:**

The model explains 58% of the variation in buying behaviour. Engagement has the highest impact, followed by trust and reliability, validating the proposed SFVIM model.

**Table 6: Hypothesis Testing**

Hypothesis	Statement	Result
H1	Short-form video content influences buying behaviour	Accepted
H2	Engagement positively affects purchase intention	Accepted
H3	Influencer credibility increases trust and buying behaviour	Accepted

**Interpretation:**

All hypotheses are accepted, confirming that short-form video content significantly impacts consumer buying behaviour.

## 8. Data Interpretation

The analysis of primary data provides valuable insights into the influence of short-form video content on consumer behaviour. The findings indicate that a significant proportion of respondents frequently engage with such content, highlighting its widespread acceptance and relevance in the digital landscape.

A considerable number of respondents reported making purchase decisions after viewing short-form videos, demonstrating the strong persuasive power of this medium. The results suggest that higher engagement levels are associated with increased purchase intention.

Correlation analysis reveals a positive relationship between engagement and buying behaviour, indicating that active interaction with content enhances the likelihood of purchase. Regression results further support this observation, identifying engagement and trust as key determinants of consumer decision-making.

The study also highlights the importance of emotional appeal and social influence in shaping consumer perceptions. Content that appears authentic and relatable tends to generate higher levels of trust, thereby influencing buying behaviour.

Moreover, repeated exposure to short-form videos contributes to product familiarity, which in turn strengthens purchase intention. These findings collectively confirm that short-form video content plays a significant role in influencing modern consumer behaviour.

## 9. Findings and Discussion

### Findings

- Short-form videos significantly influence buying behaviour
- Emotional engagement drives purchases
- Influencers increase trust and credibility

### Discussion

The findings confirm that short-form video content plays a crucial role in modern marketing strategies. It influences purchase behaviour through emotional engagement and social proof.

## 10. Conclusion

To conclude, short-form video content has emerged as a powerful tool in shaping contemporary consumer buying behaviour. Platforms such as Instagram and YouTube have redefined brand-consumer interaction by offering engaging, visually rich, and personalized content experiences.

The findings of this study indicate that engagement, trust, reliability, and influencer credibility significantly influence purchase intention. Emotional appeal and social validation further enhance the effectiveness of such content in driving consumer decisions.

From a managerial perspective, organizations should focus on developing authentic and relatable short-form video content to improve engagement and conversion rates. Collaborating with influencers and leveraging data analytics can further strengthen marketing strategies.

This study contributes to the existing body of knowledge by presenting an integrated framework supported by empirical analysis. Future research may expand the scope by including diverse demographic groups and cross-cultural comparisons.

## References

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## Appendix A: Questionnaire

- I watch short-form videos regularly
- I find them engaging
- Influencers affect my buying decision
- I trust products shown in videos
- I have purchased after watching videos