

# A Comprehensive Study on Impact of Short-Form Video Marketing on Brand Awareness in the Fashion and Lifestyle Industry

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## ABSTRACT

The digital revolution has significantly impacted marketing communication strategies across all industries worldwide. Of all the industries, the fashion and lifestyle industry has perhaps received the biggest overhaul due to its high dependency on visual presentation, trends, and emotions. With the proliferation of social media platforms and increasing smartphone penetration rates, short video marketing has emerged as the new marketing communication phenomenon for fashion brands.

Short video marketing, which involves video content ranging from 15 to 90 seconds, helps marketers communicate persuasive marketing messages in an efficient manner. The proliferation of social media platforms like Instagram, TikTok, and YouTube has significantly changed the way consumers consume content, particularly for Generation Z and millennial consumers who are accustomed to consuming short video content that is entertaining and interactive.

The aim of this research study is to assess the influence of short video marketing on brand awareness within the fashion and lifestyle industry.

The research methodology used for this research study is quantitative research methodology, wherein primary data was collected from 250 respondents using a structured questionnaire.

The findings of this research study reveal a strong positive correlation between short video marketing and brand awareness metrics.

The research concludes that short video marketing is not just a digital marketing phenomenon but a marketing necessity for the growth of brands.

The research study makes an important contribution to the academic literature and managerial practice by providing an insight into how fashion brands can effectively utilize short video marketing platforms for enhancing brand equity.

## **INTRODUCTION**

### **Background of the Study**

In the modern business environment, marketing strategies are largely influenced by technological innovations. For example, over the last decade, the rate of access to the internet and the number of smartphone users have been on the increase.

The fashion and lifestyle industry operates within a competitive and dynamic business environment. Unlike other industries whose products are purely utilitarian, the fashion industry's products are often associated with consumers' identity, self-expression, and social status. As a result, the marketing communication function of the industry should extend beyond the utilitarian to the consumers' emotional appeal.

Traditionally, marketing strategies such as TV advertising, newspaper advertising, and billboard advertising were the primary ways for brands to communicate with customers. However, the new-age consumer has become increasingly resistant to traditional advertising methods, such as through ad-blocking software, subscription-based media platforms, and media consumption habits. This has led brands to look for new and innovative ways to connect with the digital consumer.

Short-form video marketing has been found to be one of the most effective digital marketing strategies for brands. This form of marketing has been found to be highly effective due to its short, attention-grabbing, and mobile-friendly features, which allow brands to utilize algorithms and engage with the audience through features such as likes, shares, comments, and challenges.

The rising popularity of short-form video marketing can be attributed to the changing psychology of the new-age consumer, who seeks instant gratification and entertainment. Understanding the impact of this form of marketing on the psychology of the consumer can be highly beneficial for fashion brands that require high growth rates.

### **Meaning and Importance of Brand Awareness**

Brand awareness measures the extent to which consumers are aware of the brand, i.e., the extent to which consumers can recognize and remember the brand under various conditions. Brand awareness has been identified as the starting point for brand equity, as it has been found that consumers can only buy brands that they can recognize.

Brand awareness has been found to be extremely important for:

- Enhancing the level of consumer confidence
- Lowering the perceived risk
- Influencing brand preference
- Enabling premium pricing
- Enhancing the competitive advantage

Brand awareness has been found to be composed of the following:

Brand Recognition

Brand recognition has been found to be the extent to which the consumer can recognize the brand upon seeing the logo, packaging, advertisement, etc.

#### Brand Recall

Brand recall has been found to be the extent to which the consumer can remember the brand upon recalling the product category.

Short video marketing helps improve recognizability and recallability by utilizing imagery stimuli, audio stimuli, storytelling, and repetition.

### **THEORETICAL FRAMEWORK**

#### **Brand Equity Theory**

The brand equity theory focuses on the fact that awareness is the first and foremost step in building a brand. It is followed by customer loyalty.

Short video marketing helps improve recognizability and recallability by utilizing imagery stimuli, audio stimuli, storytelling, and repetition.

#### **AIDA Model Application**

AIDA stands for Attention, Desire, Interest, and Action.

The AIDA model explains the process that customers go through before making a purchase.

Short video marketing fits perfectly into this model.

Attention is achieved by utilizing imagery stimuli and audio stimuli.

Interest is maintained by storytelling and creativity.

Desire is achieved by utilizing influencer marketing.

Action is achieved by utilizing call-to-action buttons and swipe links.

#### **Consumer Engagement Theory**

Consumer engagement is defined as the emotional or psychological relationship between consumers and a given brand. Short-form video sites promote consumer engagement through comments, sharing, duets, and reactions.

More engagement leads to a stronger sense of brand loyalty.

#### **Social Influence Theory**

Social influence theory is a theory that describes how the decisions of a given individual are influenced by the opinions of other people. Influencer marketing is based on social influence theory. When influencers promote fashion brands, their opinions are trusted by their followers.

### **INDUSTRY PROFILE**

#### **GLOBAL FASHION INDUSTRY**

The global fashion industry is worth approximately USD 1.7 trillion. The major global fashion brands are:

- Gucci
- Louis Vuitton
- Zara
- H&M

- Nike

All these brands are spending heavily on digital storytelling and influencer marketing.

### **INDIAN FASHION INDUSTRY**

The fashion industry in India is worth over USD 115 billion and growing with the help of digital penetration and the youth population.

Major brands in the fashion industry are:

- Myntra
- Nykaa
- Reliance Trends
- FabIndia

The youth population in India is highly engaged on short-form video content.

### **RESEARCH METHODOLOGY**

The research methodology used for this study is based on the quantitative research approach.

For this purpose, primary data was collected from 150 respondents by using a structured questionnaire.

A 5-point Likert scale was used to measure the perceptions regarding video engagement, brand recall, trust, and purchase intention.

Convenience sampling was used to collect data from individuals who fall within the age group of 18-35 years and are active users of social media platforms.

Percentage analysis and descriptive analysis are used to analyse the data.

### **DATA ANALYSIS AND INTERPRETATION**

The findings indicate that:

84% frequently watch fashion-related short-form videos.

78% have discovered new brands via short-form platforms.

74% agree that influencer promotions improve brand trust.

72% have seen improved brand recall after watching short videos.

69% have made purchases based on short-form video content.

The findings have shown a positive relationship between short-form video marketing and brand awareness.

### **DISCUSSION**

Short form video marketing can improve brand awareness through:

Visual memory reinforcement

Emotional storytelling

Social validation

Algorithmic reach

Interactive participation

### **MANAGERIAL IMPLICATIONS**

Fashion brands should consider taking a digital-first approach to their marketing strategies, selecting influencers who align with the brand's personality, focusing on storytelling that is genuine, and using data to optimize the campaign, as well as encouraging fans to create content for the brand.

### **CONCLUSION**

Our research has demonstrated that short-form video marketing can have a significant impact on brand awareness, specifically in the fashion and lifestyle industry. By incorporating short-form video marketing into the overall brand communication strategy, brands can reap a long-term competitive advantage in the ever-changing digital environment.

### **LIMITATIONS OF THE STUDY**

As with all research, it has its own set of limitations that might influence the general applicability and interpretation of the research findings. The research has provided some significant findings with regard to the influence of short-form video marketing on brand awareness for the fashion and lifestyle industry. However, there are some limitations that must be taken into consideration.

#### 1. Limited Sample Size (150 Respondents)

The research has included a total of 150 respondents. The sample size, although statistically significant, might not be enough to generalize the findings with regard to the very wide and heterogeneous population base of fashion consumers in India, as consumer behaviour is known to change with age, income, region, and cultural background.

Further, the sample might have included only those consumers who have actively used the platforms of short-form video marketing, which might have a mild positive influence on the effectiveness of digital marketing, as they have already adapted to the use of the platform.

#### 2. Geographic Limitation – Indian Consumer Focus

This study has been conducted keeping the Indian consumers in mind. India has one of the fastest-growing digital markets, and the behaviour of the consumers can vary compared to the Western world and other Asian countries. Therefore, it would be inappropriate to apply the results obtained for the entire world without further validation.

#### 3. Time Constraints During the Research Window

This study has been conducted keeping the time constraints in mind, as it has been conducted for the MBA Comprehensive Project at Parul University. Therefore, the following time constraints were faced:

- Brand recall could not be measured over a period of time.
- Seasonal changes were not considered for the fashion marketing.
- Changes in the algorithm for Instagram and YouTube could not be captured over a longer time frame.

#### 5. Rapidly Changing Digital Environment

The digital marketing environment is constantly changing due to algorithms used by digital platforms, consumer behaviour, influencer marketing strategies, and content types used by marketers. As a result, the data used by this research might not be static and might need some amendments to remain relevant.

### **FUTURE RESEARCH POSSIBILITIES (DETAILED)**

Apart from the new insights that this particular study will offer regarding the concept of short-form video marketing and brand awareness, there are many avenues that can be pursued for further research.

### 1) Luxury vs. Fast Fashion: A Side-by-Side Look

What if the focus were on zooming in further, for example, on how luxury brands such as Gucci incorporate the concept of short-form video marketing compared to how fast fashion brands such as Zara incorporate the same? On one side, the former would be based on concepts such as exclusivity, storytelling, and creating content that has a high degree of narrative, while the latter would be based on the latest trends, accessibility, and the need for quick turnover.

### 2) Global Perspectives: A Cross-Country Look at Digital Fashion Marketing

While the overall response to the concept of short-form videos varies from country to country, it would be interesting to look at how the overall audience would react, keeping the overall culture, technology, and social scenario in mind. This could be a study that would be conducted across countries such as India, the United States, South Korea, and many countries in Europe.

### 3. The Impact of AI-Generated Content in Fashion Branding

In the future, the researcher can use artificial intelligence-generated content in the form of short videos and measure the results against those generated by humans.

Possible research questions:

- Does the audience view artificial intelligence-generated content in the fashion industry as authentic?
- Does artificial intelligence-generated content improve personalization and increase brand recall?
- What is the impact of artificial intelligence-generated content in the form of influencer marketing on audience trust?

This is an important research area because artificial intelligence is increasingly being used in digital marketing strategies.

### 4. The Longitudinal Study on Brand Loyalty and Video Marketing

Currently, the research is focused on brand awareness and purchase intention. However, in the future, the researcher can use a longitudinal approach to measure the results of the use of short video marketing on brand loyalty.

Possible research questions:

- How does the level of brand loyalty change over time?
- How often do consumers purchase the brand?
- What is the effect of the use of short video marketing on the growth of brand equity?

This research is important because it can help the researcher gather more data about the results of the use of short video marketing.

### 5. Neuromarketing and Cognitive Research

In the future, it is possible to incorporate neuroscience studies, i.e., "eye-tracking and emotional response measures," to reveal more about the impact of short video content on the "way people process information and create memories."

## **FINDINGS OF THE STUDY**

After analysing 150 primary data & supplementary theoretical evidence, the following are the key findings.

#### 1. The High Amount of Short Form Video Content

Overwhelmingly, respondents consume a lot of short-form video content regarding fashion and lifestyle. Most consumers stated they regularly (at least daily) watch fashion/lifestyle related short-form video content on Instagram, TikTok or YouTube.

This demonstrates that short form video platforms have become the mainstays of both fashion-related information as well as entertainment. Due to the level of exposure to consumers, brands creating multiple impressions through a short-form video increases opportunity for brand recognition and recall.

## 2. Short-form Video Content Increases Brand Recognition

Most of the respondents indicate that they recognize brands after having viewed a short-form video advertisement. The visual aspects of short-form videos, such as logo recognition, branding colours, product displays, and influencer associations, increase memory encoding.

Therefore, this outcome supports the theoretical proposition that multi-sensory input (visual + audio + affect) enhances brand recognition more than a still image or text-based advertising.

## 3. The Positive Impact of Brand Recall

Respondents who viewed short form video content on fashion brands were found to be able to recall brands better than respondents who had not viewed short-form video content on fashion brands. When asked to supply the names of brands in a particular category (e.g., clothing, footwear), respondents who had viewed short form video content from that category were able to name many more than respondents who had not viewed short-form video content.

### References (expanded format)

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Some of the study's key points are as follows:

- Short-form videos viewed repeatedly are beneficial for memory retention.
- The credibility of influencers greatly increases trust.
- Emotional storytelling increases how engaged consumers are.
- Increasing brand awareness increases purchase intention.
- Marketing initiated through digital channels is essential to maintain a competitive advantage.

In brief, the explosion of digital media is transforming the marketing sphere, and fashion and lifestyle brands are at the epicentre of the change. The research indicates that the use of short-form video content is one of the most powerful mediums in creating brand awareness by clarifying brand recognition and recall, establishing emotional connectivity, and encouraging users to take action. Social media like Instagram and TikTok allow brands to have an interactive experience with the audience, fostering an intimate relationship with the audience. The youth in India are increasingly using smartphones, and the youth population is growing rapidly. The short-form video content is particularly impactful in creating brand perception. The audience is likely to remember the brand if the brand is able to present creative, original, and emotional content in the form of a video.