

A Study on Impact of Customer Satisfaction Towards Social Media Reels and Short Videos on Purchase Decision in Erode District

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ABSTRACT

Social media has rapidly evolved from a simple platform for communication and networking into a powerful global marketplace. Today, platforms such as Facebook, Instagram, and YouTube are no longer confined to connecting people but have become essential tools for businesses to market and sell their products and services directly to consumers. The integration of e-commerce features within these platforms has enabled businesses to reach a vast audience in a cost-effective and efficient manner. With billions of active users worldwide, social media commerce is reshaping traditional marketing and sales practices by offering personalized recommendations, influencer-driven promotions, and interactive content such as reels, stories, and live sessions. This transformation has not only made online shopping more engaging and convenient but also created new opportunities for small businesses and entrepreneurs to compete in the digital marketplace. As a result, social media has become an indispensable driver of consumer behavior, bridging the gap between entertainment, information, and commerce.

KEYWORDS: Instagram, YouTube, Social media

1. INTRODUCTION

Marketing is an important part of every business. It helps businesses reach customers, understand their needs, and offer products or services that match their expectations. Over time, marketing methods have changed a lot, especially with the growth of technology. From traditional advertisements like newspapers, radio, and TV to modern online strategies like social media, search engines, and email marketing, businesses have adapted to meet changing consumer behaviour. In India, where internet usage has grown rapidly due to affordable smartphones and data plans, digital marketing has become a key focus for businesses looking to connect with a diverse and tech-savvy population.

India is one of the largest internet markets in the world, with millions of active users across rural and urban areas. This digital revolution has created new opportunities for businesses to engage with consumers directly through online platforms. Social media marketing is one of the most significant developments in recent years. Platforms like Facebook, Instagram, YouTube, and TikTok (until its ban in India) have gained immense popularity among Indian users. Local apps like Moj, Josh, and ShareChat have also filled the gap left by TikTok, further expanding the reach of social media. These platforms are not just tools for communication but have become powerful channels for advertising, brand building, and customer engagement.

Social media marketing offers businesses in India a cost-effective way to reach large audiences, share product updates, and gain customer feedback. It is fast, creative, and interactive, enabling businesses to establish trust and maintain relationships with their audience. The rise of digital influencers has further amplified the impact of social media marketing, as consumers tend to trust recommendations from relatable personalities.

A new and exciting trend in social media marketing is the growing use of short videos. Short videos, such as Instagram Reels, YouTube Shorts, and those created on local apps like Moj and Josh, have become extremely popular

in India. These videos, typically lasting 15 to 60 seconds, are visually appealing, easy to consume, and designed to capture attention quickly. They are often entertaining, educational, or informative, catering to a wide range of user interests.

Short videos have gained popularity because they fit perfectly into the busy lives of modern consumers, who prefer quick and engaging content over long advertisements. In India, short videos resonate with a large and diverse audience, including young users, students, working professionals, and even homemakers in both cities and rural areas. These videos often feature elements such as trending music, creative transitions, and regional language content, making them relatable to different segments of the Indian population.

Indian businesses use short videos to showcase their products creatively, highlight key features, and connect emotionally with their audience. For example, a fashion brand might create a quick styling reel, while a tech company might use a short video to explain how a gadget works. Influencers also play a vital role in this space, as their short video endorsements help businesses reach more customers and build credibility.

Short videos are not only changing the way businesses advertise but are also influencing consumer behaviour. They often serve as a key factor in purchase decisions, as they provide information, build trust, and create a sense of urgency to act. However, while short videos are excellent at grabbing attention, it is essential to understand whether they truly meet customer expectations and contribute to long-term satisfaction.

This study focuses on the impact of social media short videos on customer satisfaction in India. It examines how these videos influence Indian consumer's perceptions of products and services and whether they lead to actual purchases. By exploring this topic, the study aims to provide valuable insights to businesses about the effectiveness of short video marketing and how they can better meet the needs of their customers in India's fast-evolving digital economy.

2. STATEMENT OF THE PROBLEM

Social media marketing has proven effective in reaching diverse audiences, but its impact on consumer satisfaction, particularly through short-form videos like reels and shorts, remains insufficiently explored. These videos have become a major tool for product promotion, influencing consumer behaviour and purchase decisions. However, they often raise concerns about over-exaggeration of product quality, incomplete information, or trust issues regarding influencers and advertisements.

Additionally, short-form videos may lead to impulsive buying decisions, where consumers rely on visually appealing content instead of detailed research. There is also a lack of clarity on how these marketing strategies affect different demographic groups, especially in specific regions like Erode District. Issues such as return and refund challenges, unrealistic expectations, and privacy concerns further complicate the consumer experience.

This study seeks to address the following questions:

1. To what extent do social media reels and short videos influence consumer purchase decisions?
2. What are the key factors contributing to consumer satisfaction with products promoted through these videos?
3. What challenges do consumers face while making purchase decision based on these videos?

3. REVIEW OF LITERATURE

Kumar et al. (2022), in their study "Impact of Social Media Reels on Consumer Purchase Decisions," explored how short-form videos influence consumer buying behavior and decision-making. The research compared engagement levels between organic content and paid advertisements, finding that short-form videos strongly influence consumer decisions, particularly when they feature user-generated reviews and testimonials.

Singh & Verma (2023), in their research "The Role of Short-Form Videos in Shaping Brand Perception," investigated how businesses use reels and shorts for branding and advertising. The study examined the effectiveness of influencer marketing in increasing consumer trust. It found that brands using short-form videos for marketing experience higher engagement and brand recall, but misleading advertisements can damage credibility.

4. OBJECTIVES OF THE STUDY

The main objective of the present study is to know the customer's satisfaction towards social media reels and short videos in Erode district. The specific objectives include the following:

- ◆ To know the socio economic profile of the respondents.
- ◆ To examine the extent of consumer awareness and usage of short form video platforms for entertainment and marketing purpose.
- ◆ To examine the level of satisfaction of the respondents with purchases influenced by reels and short videos.
- ◆ To identify the problems faced by the customers while purchasing through reels and short videos.
- ◆ To recapitulate the findings of the study and offer suggestions based on the findings.

5. RESEARCH METHODOLOGY

Area of the Study

The study was conducted in Erode district, which is also the domicile of the researcher. This location was chosen as it allows for a more detailed understanding of consumer behavior.

Sample Size

The total sample size selected for the study is 100 respondents.

Sample Design

A convenience sampling technique was adopted for the research. Accordingly, 100 respondents were selected randomly and data was collected through a well-structured questionnaire.

Data Collection

Both primary and secondary data were used in the study.

Primary Data: Collected directly from social media users in Erode district through a structured questionnaire designed to understand the perception and satisfaction of respondents. Efforts were taken to frame the questionnaire systematically with relevant questions to meet research objectives.

Secondary Data: Collected from websites, journals, articles, and magazines to provide additional insights and support to the study.

5.1 Statistical Tools Used for Data Analysis

The data collected from the primary sources were arranged sequentially. The data which were collected through questionnaire were presented in the master table. From the master table, sub-tables were prepared for analysis and interpretation of the data. The following statistical tools are used.

- Simple percentage analysis
- Chi-square test

5.2 Period of the Study

The field survey has been carried out during the month of March 2025 to collect the primary data.

6. ANALYSIS AND DISCUSSION

The socio economic profile of the respondents deals with age, gender, educational qualification, occupation, family type, size of the family, monthly income of the family and location. All these factors are considered for the study by the researcher.

6.1 SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

TABLE 6.1

Category	Description	No. of Respondents	Percentage
Age	Below 18 years	16	16
	18 to 25 years	27	27
	26 to 35 years	21	21
	36 to 45 years	19	19
	Above 45 years	17	17
	Total	100	100
Gender	Male	47	47
	Female	53	53
	Total	100	100
Educational Qualification	Illiterate	22	22
	School level	16	16
	Degree/Diploma	47	47
	Professional	15	15
	Total	100	100
Occupation	Student	23	23
	Employee	30	30
	Business	25	25
	Professional	22	22
	Total	100	100
Nature of the Family	Nuclear	64	64
	Joint	36	36
	Total	100	100
Family Size	Below 3 members	34	34
	3 to 5 members	40	40
	More than 5 members	26	26
	Total	100	100
Monthly Income of the Family	Below Rs.25,000	39	39
	Rs.25,001 to Rs.50,000,	26	26
	Rs.50,001 to Rs.100,000	18	18
	Above Rs.100,000	17	17
	Total	100	100
Location	Urban	40	40
	Semi urban	29	29
	Rural	31	31
	Total	100	100
No. of Social Media Accounts used	1	31	31
	2 to 3	47	47
	More than 3	22	32
	Total	100	100
Most used Social Media Platforms	Facebook	23	23
	Instagram	44	44
	YouTube	33	33
	Total	100	100
Time Spend on Social Media	Below 30 minutes	27	27
	30 minutes to 1 hour	33	33

	1 hour to 2 hours	17	17
	Above 2 hours	23	23
	Total	100	100
Frequency of Exposure to Advertisement	Always	10	10
	Often	36	36
	Occasionally	31	31
	Rarely	23	23
	Total	100	100
Influencer Followed for Purchasing Product	Yes	67	67
	No	33	33
	Total	100	100
Product Attraction Via Influencers	Yes	54	54
	No	21	21
	Maybe	25	25
	Total	100	100
Kinds of Product Attracts the Respondents	Fashion	21	21
	Cosmetics	12	12
	Gadgets	15	15
	Food/Beverage	15	15
	Entertainment	12	12
	Education	15	15
	Others	10	10
	Total	100	100
Most preferred content format	Reels/ shorts	47	47
	Posts	30	30
	Stories	23	23
	Total	100	100
Factors Influencing Purchase Decision	Attractive reels	36	36
	Discounts and offers	26	26
	Recommendations by influencers	23	23
	Reviews and feedbacks	15	15
	Total	100	100
Mode of Purchase	Online shopping	58	58
	Physical stores	42	42
	Total	100	100
Reaction of Respondents while Seeing a Product in Social Media	Search for more information	36	36
	Visit website or store	26	26
	Follow brand or influencer	23	23
	Purchase immediately	15	15
	Total	100	100
Problems faced by the Respondents	Yes	90	90
	No	10	10
	Total	100	100
Effectiveness of Social Media Marketing over	Yes	56	56
	No	23	23
	Sometimes	21	21

Traditional Marketing	Total	100	100
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Table 6.1 indicates that the majority of respondents (45%) belong to the age group of 18–25 years, with females forming a larger share (53%). Most respondents (47%) are degree or diploma holders, and 30% are employed. A significant proportion (64%) lives in nuclear families, with 40% having 3 to 5 members in their household. In terms of income, 39% of respondents have a monthly family income below Rs. 25,000. Furthermore, 40% of the respondents reside in urban areas.

6.2 THE STUDY RELATED PROFILE OF THE RESPONDENTS

The study related variables namely Number of social media accounts used by the respondents, Mostly used social media platforms by the respondents, Time spent on social media, Frequency of exposure to advertisement, Influencer followed for purchases, Product attraction via influencer, Kinds of product attracts the respondents, Preferred content format, factors considered important on purchases, level of satisfaction towards social media reels and short videos on purchases and problems faced by the respondents are considered in the study.

TABLE 6.2

Category	Description	No. of Respondents	Percentage
No. of Social Media Accounts used	1	31	31
	2 to 3	47	47
	More than 3	22	32
	Total	100	100
Most used Social Media Platforms	Facebook	23	23
	Instagram	44	44
	YouTube	33	33
	Total	100	100
Time Spend on Social Media	Below 30 minutes	27	27
	30 minutes to 1 hour	33	33
	1 hour to 2 hours	17	17
	Above 2 hours	23	23
	Total	100	100
Frequency of Exposure to Advertisement	Always	10	10
	Often	36	36
	Occasionally	31	31
	Rarely	23	23
	Total	100	100
Influencer Followed for Purchasing Product	Yes	67	67
	No	33	33
	Total	100	100
Product Attraction Via Influencers	Yes	54	54
	No	21	21
	Maybe	25	25
	Total	100	100
Kinds of Product Attracts the Respondents	Fashion	21	21
	Cosmetics	12	12
	Gadgets	15	15
	Food/Beverage	15	15
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	Education	15	15
	Others	10	10
	Total	100	100
Most preferred content format	Reels/ shorts	47	47
	Posts	30	30
	Stories	23	23
	Total	100	100
Factors Influencing Purchase Decision	Attractive reels	36	36
	Discounts and offers	26	26
	Recommendations by influencers	23	23
	Reviews and feedbacks	15	15
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Mode of Purchase	Online shopping	58	58
	Physical stores	42	42
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Reaction of Respondents while Seeing a Product in Social Media	Search for more information	36	36
	Visit website or store	26	26
	Follow brand or influencer	23	23
	Purchase immediately	15	15
	Total	100	100
Problems faced by the Respondents	Yes	90	90
	No	10	10
	Total	100	100
Effectiveness of Social Media Marketing over Traditional Marketing	Yes	56	56
	No	23	23
	Sometimes	21	21
	Total	100	100

Table 6.2 shows that most respondents (47%) use 2 to 3 social media accounts, with Instagram being the most popular platform (44%). About 33% spend 30 minutes to 1 hour on social media, and 36% often encounter advertisements or promotions. A majority (67%) follow influencers for product purchases, while 54% are attracted to products promoted by them, especially fashion items (21%). Reels and shorts are preferred by 47% of respondents, with 36% being influenced by attractive reels. Furthermore, 58% are willing to shop online, and 36% tend to search for more product information after seeing it on social media. However, 90% face problems when purchasing through reels or short videos. Finally, 56% feel that social media marketing is more effective than traditional marketing.

6.3 LEVEL OF SATISFACTION OF THE RESPONDENTS

To determine the satisfaction level in the present study, the following 10 democratic factors have been considered. They are Age, Gender, Education, Occupation, Family Type, Family Members, Monthly Income of the Family and Location.

In this study, the level of satisfaction towards purchase on Reels and Short Videos is divided into three categories viz., High, medium, and low to find the relationship between the dependent and independent variables, data or tabulator, sequentially, and statistical analysis is done by using chi-square.

TABLE 6.3**CHI-SQUARE TEST RESULT**

FACTOR	DEGREE OF FREEDOM	CALCULATED VALUE	TABLE VALUE AT 5% LEVEL	RESULT
Age	8	13.473	15.507	Accepted
Gender	2	4.149	5.991	Accepted
Educational qualification	6	19.665	12.592	Rejected
Occupation	6	16.528	12.592	Rejected
Family type	2	12.231	5.991	Rejected
Family members	4	11.619	9.488	Rejected
Family's monthly income	6	8.068	12.592	Accepted
Location	4	4.714	9.488	Accepted

The chi-square test results reveal that factors such as age, gender, family's monthly income, and location are not significantly associated and are therefore accepted. However, factors like educational qualification, occupation, family type, and family size show significant association and are rejected at the 5% level. This indicates that respondents' opinions are more influenced by their education, occupation, and family background than by their age, gender, income, or location.

7. LIMITATIONS OF THE STUDY

Inspite of all possible efforts to make the analyse more comprehensive and systematic, a study of the present kind is bound to have certain limitations. Some of them are as follows:

1. The study is constrained to Erode district only. Hence, general application of the result is not possible.
2. Due to time constraint, the sample size is limited to 100 respondents. Therefore, the limitation of a restricted sample size is applicable to the present study.
3. The accuracy of the information depends upon the data obtained from the respondents and hence the limitation of generalization is applicable.
4. The rapid changes in social media trend may affect the relevance of the study over time.

8. FINDINGS

The profile of the respondents has been analysed by considering the profile based on the study factors by employing simple percentage analysis. The findings of the study revealed the following:

8.1 SIMPLE PERCENTAGE ANALYSIS**The socio-economic profile of the respondents reveals that,**

- Majority (45%) of the respondents belongs to the age group between 18 to 25 years.
- Majority (53%) of the respondents are female.
- Majority (47%) of the respondents are degree/diploma holders.
- Majority (30%) of the respondents are employees.
- Majority (64%) of the respondents belong to nuclear family.
- Majority (40%) of the respondents have 3 to 5 members in their family.
- Majority (39%) of the respondents have a monthly family income below Rs.25,000.
- Majority (40%) of the respondents are living in urban area.

The study related profile of the respondents reveals that,

- Majority (47%) of the respondents are using 2 to 3 social media accounts.
- Majority (44%) of the respondents are using Instagram mostly.
- Majority (33%) of the respondents spend 30 to 1 hour on social media.
- Majority (36%) of the respondents often come across advertisements or promotions.
- Majority (67%) of the respondents are following social media influencers for purchasing a product
- Majority (54%) of the respondents are attracted to the products promoted by the influencers.
- Majority (21%) of the respondents are attracted to fashion products.
- Majority (47%) of the respondents prefer reels/shorts.
- Majority (36%) of the respondents are influenced by attractive reels.
- Majority (58%) of the respondents are willing to purchase through online shopping.
- Majority (36%) of the respondents tends to search more information when seeing a product in social media.
- Majority (90%) of the respondents are facing problems while purchasing through social media reels and short videos.
- Majority (56%) of the respondents feels social media marketing is effective than traditional marketing.

8.2 CHI-SQUARE

To determine the satisfaction level in the present study, the following 10 democratic factors have been considered. They are Age, Gender, Education, Occupation, Family Type, Family Members, Monthly Income of the Family and Location.

In this study, the level of satisfaction towards purchase on Reels and Short Videos is divided into three categories viz., High, medium, and low to find the relationship between the dependent and independent variables, data or tabulator, sequentially, and statistical analysis is done by using two-way table, chi-square.

- There is no significant relationship between age and the level of satisfaction.
- There is no significant relationship between gender and the level of satisfaction.
- There is a significant relationship between educational qualification and the level of satisfaction.
- There is a significant relationship between occupation and the level of satisfaction.
- There is a significant relationship between family type and the level of satisfaction.
- There is a significant relationship between size of the family and the level of satisfaction.
- There is no significant relationship between family's monthly income and the level of satisfaction.
- There is no significant relationship between location and the level of satisfaction

9. SUGGESTIONS

The following suggestions are made based on the findings of the study.

- ✓ The majority of the respondents belong to 18-25 age group, brands should focus on creating engaging and visually appealing content that aligns with their interests. Using trending formats like reels and short videos can help capture their attention and increase brand engagement.
- ✓ As majority of the respondents follow social media influencers for purchasing decisions, brands should collaborate with credible influencers who can provide genuine product reviews and demonstrations. This will help build consumer trust and drive purchasing decisions.
- ✓ The study reveals that the respondents have faced issues such as scams and fake products while purchasing through social media. To address this, businesses should ensure transparency in their advertisements by providing clear product descriptions, verified seller tags and authentic customer reviews.
- ✓ Discounts and offers play a crucial role in influencing consumer purchases. Therefore, brands should introduce exclusive social media promotions to attract more consumers and encourage higher engagement.

- ✓ Return and refund issues are a major concern for many respondents. Businesses should focus on improving their return and refund policies by making them more consumer-friendly and ensuring a smooth resolution process. This will enhance customer satisfaction and trust.
- ✓ The study indicates that payment options impact consumer purchase convenience. Brands should offer secure and flexible payment methods such as UPI, cash on delivery, and EMI options to cater to a wider audience and encourage more purchases.

CONCLUSION

The study analyzed customer satisfaction regarding purchases made through social media reels and short videos. Most respondents belong to the 18-25 age group, prefer Instagram, and are influenced by content quality and visuals. Influencer marketing plays a key role, with many respondents following influencers to guide their purchase decisions. While social media marketing is seen as more effective than traditional marketing, issues such as scams, fake products, and refund difficulties remain major concerns. Enhancing advertising transparency, influencer credibility, and secure payment options could help improve trust. Brands should focus on creating high-quality content and offering better return policies to boost customer satisfaction. Addressing these challenges can create a more reliable and engaging shopping experience for users.

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