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A Study on the Impact of Short-Form Video Advertisements on Consumer Buying Behaviour with Reference to Instagram in Hyderabad City

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Abstract:

The rapid growth of social media platforms has transformed the way businesses communicate with consumers, with Instagram emerging as one of the most influential digital marketing channels. Among its various features, short-form video advertisements have gained significant popularity due to their engaging, visually appealing, and interactive nature. These advertisements have become an effective tool for brands to capture consumer attention, create product awareness, and influence purchasing decisions. This study examines the impact of short-form video advertisements on consumer buying behaviour with reference to Instagram users in Hyderabad City. The research aims to analyse how these advertisements affect consumer interest, purchase intention, and actual buying decisions. It also investigates the key factors within short-form video advertisements, such as content quality, creativity, relevance, entertainment value, and influencer presence, that contribute to consumers' purchase intentions.

Keywords: Short-form Video Advertisements, Instagram, Consumer Buying Behaviour, Purchase Intention, Social Media Marketing, Digital Advertising, Hyderabad City.

1 Introduction:

The rapid growth of social media has changed the way businesses promote their products and interact with consumers. Among various social media platforms, Instagram has become a popular marketing channel due to its visual content and wide user reach. One of the most effective advertising formats on Instagram is short-form video advertisements, which are designed to attract users' attention and deliver promotional messages in a quick and engaging manner. Short-form video advertisements combine visual appeal, creativity, music, and storytelling to influence consumer perceptions and purchasing decisions. These advertisements help brands create awareness, generate interest, and encourage consumers to explore and purchase products or services. As Instagram users spend considerable time watching Reels and short videos, businesses increasingly rely on this format to connect with potential customers. Consumer buying behaviour refers to the actions and decisions individuals make while purchasing products or services. Social media advertisements play a significant role in shaping consumer preferences and purchase intentions. In Hyderabad City, where Instagram usage is growing rapidly, short-form video advertisements have become an important marketing tool for influencing consumer behaviour. This study focuses on examining the impact of short-form video advertisements on consumer buying behaviour among Instagram users in Hyderabad City. It aims to understand how these advertisements generate interest, influence purchase intention, and contribute to actual purchase decisions. The study also identifies the key factors that make short-form video advertisements effective in attracting and persuading consumers.

Objectives:

- 1.To analyse the impact of short-form video advertisements on consumers' buying behaviour.
- 2.To examine whether short-form video advertisements on Instagram generate interest and intention to purchase among consumers.
3. To Identify the key factors in short-form video advertisements that influence consumers' purchase intention.
4. To evaluate whether exposure to short-form video advertisements leads to actual purchase decisions among consumers.

Hypothesis:

Null Hypothesis (H₀): Short-form video advertisements do not have a significant impact on consumers' buying behaviour.

Alternative Hypothesis (H₁): Short-form video advertisements have a significant impact on consumers' buying behaviour.

Scope of the Study

This study aims to examine the impact of short-form video advertisements on consumer purchasing decisions. The study's scope delineates the boundaries for the investigation, ensuring accuracy and relevance. This study is limited to India and focuses on customers who actively use short-form video platforms such as Instagram Reels, YouTube Shorts, and similar applications. This helps us understand how people in India act online.

Limitations of the Study

- The study is of a small sample size and may not be representative of the entire population.
- The study was done in a limited time therefore a thorough analysis and data collecting was possible.
- The study is based on self-reported data and a structured questionnaire that may introduce bias and compromise accuracy.

2.Literature Review:

1. **Pew Research Center.** (2024). *Social Media and Consumer Behavior Research*.
2. **Kumar, N., & Reddy, P.** (2024). Influence of short-form video content on consumer decision-making in India.
3. **Meta Platforms, Inc.** (2024). *Instagram Business Marketing Solutions*. Retrieved from <https://business.instagram.com>
4. **Gupta, A., & Verma, S.** (2023). Effectiveness of Instagram Reels advertising on consumer buying behaviour. *Journal of Digital Marketing and Consumer Research*, 11(1), 22–34.
5. **World Advertising Research Center (WARC).** (2024). *Social Media Advertising Trends Report*. Retrieved from <https://www.warc.com>

3.Research Methodology:

Research Design

The study uses a descriptive and an analytical research design. This research design is quantitative since it involves measurement of data.

Population and sample:

All Instagram users in Hyderabad City who are exposed to short-form video advertisements.

A sample of 103 Instagram users from Hyderabad City was selected using convenience sampling for the study.

Data Collection Methods

Primary Data

The primary data is collected using structured questionnaires.

Research Instrument

The primary research instrument used for data collection is a well-structured questionnaire.

- The questionnaire consists of 23 questions.

The questionnaire is divided into the following sections:

- Demographic Information
- Instagram Usage and Exposure to Short-Form Video Advertisements
- Consumer Interest and Purchase Intention
- Factors Influencing Purchase Decisions through Short-Form Video Advertisements
- Impact of Short-Form Video Advertisements on Actual Buying Behaviour

Techniques of Data Analysis

The data obtained from the respondents is analyzed using a simple statistical approach like:

- **Program used** - MS Excel
- **Percentage analysis** – to understand distribution of responses
- **Correlation, regression analysis** – to examine relationship between variables
- **charts and graphs** – for visual representation

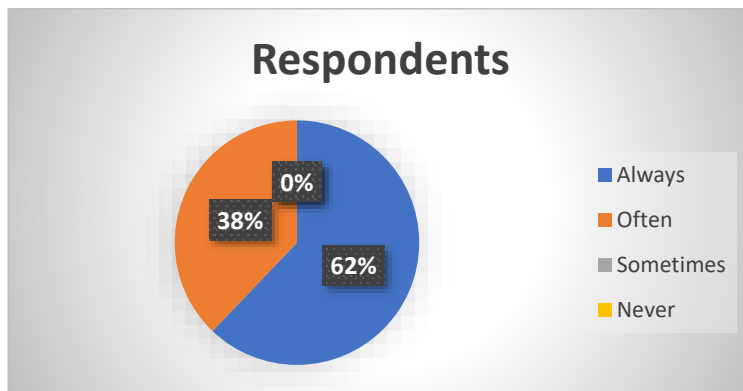
Ethical Considerations

Participation in the study was voluntary, and respondents were informed about the purpose of the research. Confidentiality of responses was maintained, and the questionnaire was designed with neutral questions to ensure unbiased and honest feedback.

Data Analysis:

1. How often do you rely on Instagram ads for discovering new products?

New products	Respondents	Percentage
Always	64	62.1%
Often	39	37.9%
Sometimes	0	0%
Never	0	0%
Total	103	100



Interpretation:

The above graph shows that the majority of respondents (62.1%) always rely on Instagram ads for discovering new products, while 37.9% often rely on them. No respondents selected sometimes or never. This indicates that Instagram advertisements play a strong role in influencing product discovery among users.

2 Do you search for products after watching these ads?

Product Search	Number of Respondents	Percentage
Always	69	67%
Often	34	33%
Sometimes	0	0%
Never	0	0%
Total	103	100%



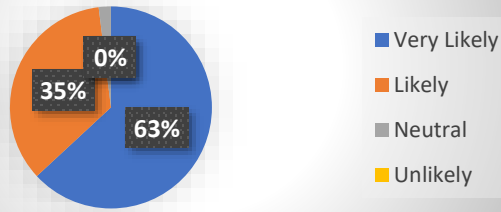
Interpretation:

The above graph shows that the majority of respondents search for products after watching advertisements. About 67% of respondents always search for products, while 33% often do so. No respondents selected sometimes or never. This indicates that advertisements strongly influence consumers to explore products further after viewing them.

3.How likely are you to purchase products shown in these ads?

Product purchase	Number of Respondents	Percentage
Very Likely	65	63.1%
Likely	36	35%
Neutral	2	1.9%
Unlikely	0	0%
Total	103	100%

Product purchase



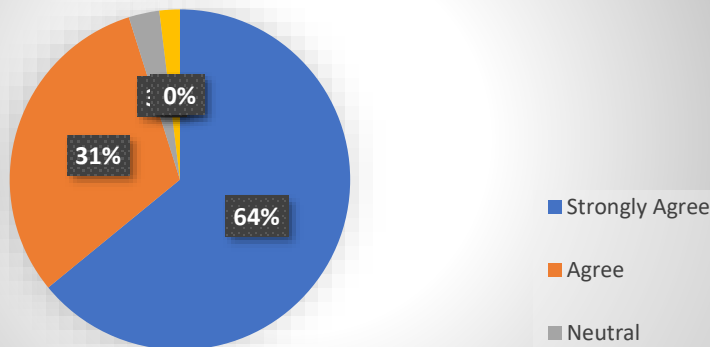
Interpretation

The above graph shows that most respondents are likely to purchase products shown in advertisements. A majority of respondents (63.1%) reported being very likely to purchase products, while 35% stated they are likely to do so. Only 1.9% remained neutral, and no respondents selected unlikely. This indicates that advertisements have a strong influence on consumers' purchasing

4. Do short-form video advertisements influence your buying behaviour?

Buying behaviour	Respondents	Percentage
Strongly agree	66	64.1%
Agree	32	31.1%
Neutral	3	3.0%
Disagree	2	1.9%
Strongly disagree	0	0%
Total	100	100%

Buying behaviour



Introduction:

This graph shows respondents' opinions on whether short-form video advertisements influence their buying behaviour. A majority of respondents, 66 respondents (64.1%), strongly agree that short-form video advertisements influence their purchasing decisions, while 32 respondents (31.1%) agree with the statement. Only a small number of respondents remain neutral or disagree. None of the respondents strongly disagreed. This indicates that short-form video advertisements have a strong impact on consumer buying behaviour among the respondents.

Chi-Square Test Analysis

Null Hypothesis (H₀): Short-form video advertisements do not have a significant impact on consumers' buying behaviour.

Alternative Hypothesis (H₁): Short-form video advertisements have a significant impact on consumers' buying behaviour.

Hypothesis Testing:

Impact	Respondents	Percentage
Very Influential	65	1625.00%
Somewhat Influential	35	875.00%
Neutral	3	75.00%
Not Very Influential	0	0.00%
Not at All Influential	0	0.00%
Total	103	2575.00%

Chi square calculation:

Impact	OBSERVED VALUE	EXPECTED VALUE	X ²
Very Influential	65	20.6	95.68932039
Somewhat Influential	35	20.6	10.06601942
Neutral	3	20.6	15.02912621
Not Very Influential	0	20.6	20.60000000
Not at All Influential	0	20.6	20.60000000
			161.98446602

x ² table value	x ² calculated value
9.488	161.9845
H ₀ Rejected	H ₁ accepted
As table value is less than calculated value. We reject H ₀ (null) and accept H ₁ (alternative).	

As table value is less than calculated value. We reject H₀ (null) and accept H₁ (alternative).

Note: -

X² = Chi Square

O = Observed Value

E = Expected Value

Formula: - (O-E) ²/E

Degree of Freedom: 4

Significance: 0.05

Null Hypothesis (H₀): Short-form video advertisements do not have a significant impact on consumers' buying behaviour.

Alternative Hypothesis (H₁): Short-form video advertisements have a significant impact on consumers' buying behaviour.

Chi-Square Calculated Value (χ^2): 161.98

Chi-Square Table Value at $df = 4$, $\alpha = 0.05$: 9.488

Decision Rule: If χ^2 calculated $>$ χ^2 table $\rightarrow$ **Reject H_0**

Interpretation:

Since the calculated Chi-Square value (161.98) is much greater than the table value (9.488) at 4 degrees of freedom and a 5% significance level, we reject the null hypothesis.

4. Results / Findings:

- Short-form video advertisements on Instagram significantly influence consumer buying behaviour.
- Most respondents stated that such advertisements increase their interest in products and services.

Engaging and creative video content positively affects purchase intention.

- Repeated exposure to advertisements increases the likelihood of actual purchase decisions.
- Visual appeal, relevance, and trustworthiness are key factors influencing consumer response.

5. Suggestions

- Businesses should create short-form video advertisements that are engaging, creative, and visually appealing to attract consumers.

- Brands should use influencers and relatable content to improve audience connection and credibility.
- Advertisements should be kept concise and impactful to maintain viewer attention.
- Companies should focus on consistent posting of ads to increase exposure and purchase likelihood.

6 Conclusion:

The study concludes that customers in Hyderabad City are greatly influenced by Instagram short-form video advertisements. The majority of respondents regularly watch Instagram Reels, and they are influenced by things like unique content, influencer recommendations, captivating images, and exclusive offers. These advertisements influence consumers' final decisions to buy, increase their inclinations to buy, and help them find new products. Instagram short-form video advertising is therefore an effective digital marketing tactic for increasing brand recognition and promoting consumer purchases

7. Bibliography:

- **Pew Research Center.** (2024). *Social Media and Consumer Behavior Research*.
- **Kumar, N., & Reddy, P.** (2024). Influence of short-form video content on consumer decision-making in India.
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- **World Advertising Research Center (WARC).** (2024). *Social Media Advertising Trends Report*. Retrieved from <https://www.warc.com>

Questionnaire:

1. How often do you rely on Instagram ads for discovering new products?

- New products
- Always

- Often
- Sometimes
- Never

2 Do you search for products after watching these ads?

- Always
- Often
- Sometimes
- Never

3 How likely are you to purchase products shown in these ads?

- Very Likely
- Likely
- Neutral
- Unlikely

4. Do short-form video advertisements influence your buying behaviour?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree