

# A Study on the Impact of Short-Form Video Content on Buying Behavior

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## ABSTRACT

Short video ads are becoming a more popular marketing tactic due to the quick development of digital media and social networking sites. By conveying captivating and eye-catching messages in a condensed amount of time, short-form video content on social media sites like Facebook, YouTube Shorts, and Instagram Reels has completely changed how marketers interact with consumers. The goal of the current study is to determine the primary elements influencing consumer purchasing behavior and to examine the effects of brief video commercials on customer decisions. Based on fictitious survey data gathered from 200 respondents who are frequent users of social media sites, the study employs a descriptive and analytical research design. To determine their impact on purchase decisions, the study looks at factors such platform preference, influencer presence, emotional content, visual attractiveness, and customer interaction. The data was analyzed using statistical techniques such as regression analysis, correlation, mean score analysis, and percentage analysis. The results of the study show that brief video ads significantly influence consumers' decisions to buy. Influencer endorsements increased trust and buy intention, although visual appeal and emotional content were found to be the most important determinants. The findings also show a significant positive correlation between consumer purchasing behavior and exposure to brief video ads, especially among younger consumers.

## PROLOUGE

The marketing and advertising landscape has changed dramatically as a result of the quick development of digital technology and the broad use of social media platforms. Digital advertising formats that are more interactive, personalized, and captivating are gradually replacing or supplementing traditional advertising techniques like print media, radio promos, and television advertisements. Short video ads are one of these new forms that have become quite popular since they may effectively impact consumers' purchase decisions and grab their attention in a short amount of time.

Social media sites like Facebook, Instagram Reels, YouTube Shorts, and Snapchat have emerged as key platforms for marketers to interact with contemporary consumers, especially younger audiences. Usually lasting a few seconds to less than a minute, short video ads use visually beautiful, amusing, and emotionally compelling content to deliver marketing messages. This format's increasing appeal can be linked to shifting consumer media consumption patterns, which are marked by shorter attention spans and a predilection for quick, interesting material (Duffett, 2020).

## REVIEW OF LITERATURE

Using affective cognitive theory and cognitive mediation theory, Dou and Zhang (2023) investigated this influence and discovered that interactive and vivid short video advertisements have a significant impact on consumers' purchase intentions by eliciting deep cognitive and affective responses that can raise the likelihood of purchasing behavior (Dou & Zhang, 2023).

Roy & Darcy Press Numerous studies highlight how psychological systems play a part in this relationship. For instance, a recent study based on the Stimulus–Organism–Response (SOR) model discovered that features of brief video content, like utility, usability, and entertainment value, greatly influence consumer trust, which in turn increases purchase intention (Nature Scientific Reports, 2025). According to Nature Scientific Reports (2025), the mediating role of trust emphasizes that short videos do more than just grab viewers' attention; they also influence internal consumer assessments that result in more robust behavioural intentions.

According to Liu and Wang (2023), purchase intention is strongly influenced by the educational and entertaining elements of short videos, with perceived value serving as a moderator. According to their findings, customers feel greater value and are more likely to make a purchase when short video advertising successfully communicate the advantages of the product and its entertainment value (Liu & Wang, 2023).

Roy & Darcy Press Recent research has emphasized the impact of brief video advertisements on impulsive buying behavior in addition to overall purchase intention. Bathula and Geeta (2025) looked into how elements like background music, influencer sponsorship, video length, and visual appeal influence highly engaged consumers' impulsive purchases. According to their research, shorter video ads can induce feelings of urgency and emotional arousal that lead to impulsive purchases, especially among younger audiences that are more receptive to short promotional stimuli and sensory elements (Bathula & Geeta, 2025).

Additionally, not all results are consistently positive, according to the research. According to some study, the impact of brief video advertisements can be mitigated by the quality of the content and the customer experience. For instance, if the content is seen as highly promotional or cliched, excessive or poorly done short video ads may result in negative perceptions and lower readiness to buy (Gao & Wu, 2023). This demonstrates how inventiveness and relevance are to sustaining customer engagement and encouraging positive purchasing decisions (Gao & Wu, 2023). Roy & Darcy Press.

**Research Gap:** When taken as a whole, the literature shows that short video ads affect consumers' decisions to buy through a variety of channels, including cognitive processing of product information, emotional engagement, social influence from relatable content creators, and platform-specific affordances that improve personalization and interactivity. However, the consumer's psychological reaction to the advertising stimuli, contextual relevance, and the quality of the material all affect how effective these advertisements are. This implies a sophisticated comprehension of the workings of short video marketing, highlighting both the advantages and disadvantages of using these forms to convert customers.

**Significance:** This study is important because it helps us understand how brief video ads affect consumers' decisions to buy in the quickly changing world of digital marketing. Businesses are spending a lot of money on short video advertising due to the growing popularity of short-form video platforms like Facebook, YouTube Shorts, and Instagram Reels.

## OBJECTIVES OF THE STUDY

1. To investigate how consumers view brief video ads on digital platforms.
2. To investigate how brief video ads affect consumers' decisions to buy.
3. To offer recommendations for enhancing the impact of brief video ads on customer purchases.

## RESEARCH DESIGN

This study's descriptive and analytical research design looks at how brief video ads affect consumers' decisions to buy. In order to find correlations between variables and evaluate the efficacy of short video advertising, this study uses a quantitative research strategy that enables the methodical gathering, measurement, and analysis of numerical data.

## TYPES OF RESEARCH

Describe customer attitudes, perceptions, and reactions to brief video ads using descriptive research. **Analytical Research:** examine the impact of particular elements including visual appeal, emotional content, influencer presence, and platform preference on the relationship between short video ads (an independent variable) and consumer purchase decisions (a dependent variable).

**Research technique:** To gauge consumer views and behavioural intentions, the study employs a quantitative technique using structured survey data. To determine the effect of brief video ads on purchase decisions, statistical techniques like

mean score, percentage analysis, regression, and correlation are applied to hypothetical or actual survey data.

**Population:** People who use Facebook, Instagram Reels, YouTube Shorts, and other short video sites on a regular basis. 200 responders make up the sample size. Active social media users who frequently see brief video ads on sites like Facebook, Instagram Reels, and YouTube Shorts made up the respondents. **Sampling Method:** Respondents who often utilize short video platforms are chosen using convenience sampling or purposive sampling.

**Data collection method:** Primary data was gathered using a standardized questionnaire with a 5-point Likert scale that included questions on buying behavior, demographics, and opinions of brief video ads. Secondary Data: Information gathered to support the literature review and theoretical framework from research journals, publications, reports, and online sources.

## VARIABLES OF THE STUDY

### Independent Variables

- Visual Appeal of Short Video Ads
- Emotional Content
- Influencer or Celebrity Presence
- Platform Used (Instagram, Facebook, YouTube Shorts)
- Call-to-Action Elements

### Dependent Variable

- Consumer Purchase Decision / Purchase Intention

### Moderating Variable

- Age, Gender, Education, and Frequency of Exposure

### Data Analysis Techniques

#### Sample Description

It was believed that 200 respondents would provide information via a standardized questionnaire for this fictitious investigation. Active social media users who frequently see brief video ads on sites like Facebook, Instagram Reels, and YouTube Shorts made up the respondents.

## FINDINGS

According to the study, consumers' decisions to buy are significantly influenced by brief video ads. Most respondents concurred that seeing brief video advertisements influences their purchasing decisions. Because of their eye-catching design, succinct structure, and captivating content, short video ads were proven to be quite successful at drawing in viewers. The results show that consumer views and buy intents are significantly influenced by visual components such as graphics, colors, music, and editing quality. One significant influencing factor found in brief video ads was emotional appeal. Commercials that arouse feelings of joy, excitement, or relatability were more likely to encourage viewers to think about buying the product. One significant influencing factor was found to be the emotional appeal of brief video ads. Commercials that arouse feelings of joy, excitement, or relatability were more likely to persuade viewers to think about buying the product. Consumer trust and credibility are greatly increased when influencers or content producers appear in brief video ads, which has a beneficial impact on purchase decisions. Younger consumers, especially those in the 18–25 age range, are more receptive to brief video ads than older age groups, according to the study.

## SUGGESTIONS

Marketers and advertisers can benefit from a number of useful recommendations based on the study's findings. First, as visual quality has been shown to have a significant impact on customer purchase decisions, brands should concentrate on producing visually appealing and captivating content. Excellent images, compelling narratives, and sensible use of music and captions can all improve viewer focus and retention. Second, in order to prevent viewer fatigue, marketers should carefully optimize the length of brief video ads, making sure that the information is conveyed clearly within a constrained amount of time.

Incorporating influencers or content producers that share the brand's values can also boost consumer credibility and confidence. Overly promotional content is less successful than genuine endorsements.

## CONCLUSION

In conclusion, while the study demonstrates that short video advertisements significantly influence consumer purchase decisions, it also highlights the need for strategic content creation and ethical advertising practices. By addressing the limitations and building on the findings through future research, scholars and practitioners can further enhance the effectiveness and understanding of short-form video advertising in the digital marketing landscape.

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