

Impact of Short-Form Content/Reels on Brand Awareness

Snigdha Patel, Sujay Pimprikar, Suyog Taksande, Roshan Burad, Siddhiraj Sapkal

Indira University

Abstract

In today's world digital marketplaces like Reels, TikTok, and short-form content have redefined how brands engage with consumers, although with the emerging popularity and influence of Reels and TikToks there is still a question of their long-term effectiveness and driving loyalty towards brands. This study uses a qualitative and descriptive approach based on both original (primary) data collected through online surveys and secondary data. The secondary data was collected from academic literature, reports, and real-world case studies. The prior research done states that short-form video can increase the engagement by up to 60% (Islam and Kabir, 2025). It is also found that creativity, consistency, and strategic planning are crucial for the success of a business (Dr. Rabia Noor and Huma Zafar, 2024), while factors like credibility and emotional connection enhance customer recall rate (Chen, 2025; Zeng, 2023; Liu, Yu & Yang, 2023). The study concludes that reels are effective for creating awareness regarding the product, especially for the younger audience. On the managerial front the businesses should focus more on data-driven content optimization, educational and value-based content, cultural relevance, collaboration, and networking.

1. Introduction

1.1 Background

Social media is undoubtedly a powerful force that shapes the way consumers interact with brands, with short-form video content such as Instagram Reels, YouTube Shorts, and TikTok. With the increasing popularity of these platforms, there has been a huge revolution in how businesses communicate with audiences, offering high-engagement, visually driven, and easily consumable content that influences user perception and, most importantly for a business, the purchase decision. In today's digital marketplace, brand awareness is no longer dependent solely on traditional advertising but is increasingly tied to how effectively brands can leverage social media trends, go viral, and gain attention and recognition.

As people spend more time scrolling through personalized feeds, Reels provide a space for brands to now engage audiences authentically, creating experiences that resonate with them. This shift also raises a very important question about the extent to which reels contribute to consumer engagement and long-term loyalty. Thus, it is essential to explore the impact of reels on brand awareness and also essential to understanding contemporary marketing strategies and the evolving relationship between consumers and digital media.

The objective of this research is to answer whether short-form videos like Reels, YouTube Shorts, and TikTok create long-term brand loyalty and trust or are just a way to gain quick visibility. Although these are very popular for getting quick attention and going viral in moments, there are still questions about the long-term effectiveness and customer recall for brands using these sources to reach their audience.

2. Literature Review

Much research indicates that short-form videos are highly effective in creating brand visibility and engagement. Especially with the modern consumers' decreasing attention spans, the visually appealing and captivating nature of these reels resonates with them. A study by Islam and Kabir (2025) states that personalized short video campaigns can shoot up the engagement rates by up to 60%, building consumer trust and brand awareness.

Similar to this, Chen (2025) attributes the success of these videos to user engagement, influencer collaborations, and platform-specific strategies.

Short-form videos play a very important role in creating brand awareness and shaping consumer perceptions and purchase decisions. Zeng (2023) states that the formats of short videos improve product visibility, shape consumer perceptions, and influence purchase decisions. Liu, Yu, and Yang (2023) highlight the importance of sponsorship disclosure, as it can enhance viewers' perception towards a brand and positively influence brand awareness. Also, a study shows that being authentic and credible can significantly influence the impact on product purchase.

The study of Newfivez Skincare shows a practical example of this phenomenon, where a customer's discovery and awareness about the product was a result of seeing a friend's positive results on Instagram, portraying the power of credible and peer-to-peer marketing and social proof. The study noted that there is a positive effect of watching short-form videos and remembering the brand after.

3. Research Methodology

For our study, we are using a qualitative and descriptive research approach along with primary sources. The focus is to understand the impact of social media, especially reels, on brand awareness. Our research is based on both primary and secondary sources, which allow us to analyse existing information.

3.1 Data Collection

We have gathered data from online and documented sources, which include:

- i. Academic journals and research papers on social media marketing and brand awareness.
- ii. Case studies of brands that have used Instagram Reels effectively to enhance customer visibility and brand recall.
- iii. Primarily collecting data through an online survey with relevant questions regarding consumption of short-form content and brand awareness.

This combination of sources gives us both theoretical background and real-world examples.

3.2 Data Analysis

We have used a descriptive and primary study for our analysis:

- i. Reviewing Sources: Carefully reading and summarizing key ideas from articles, reports, and observations.
- ii. Primary Study: Data collection through an online survey on Google Forms with a questionnaire based on the impact of short-form content and brand visibility and brand recall.
- iii. Drawing Insights: Connecting these themes to our research questions to explain how reels contribute to brand awareness.

3.3 Reliability and Trustworthiness

To ensure our findings are credible, we have made sure to:

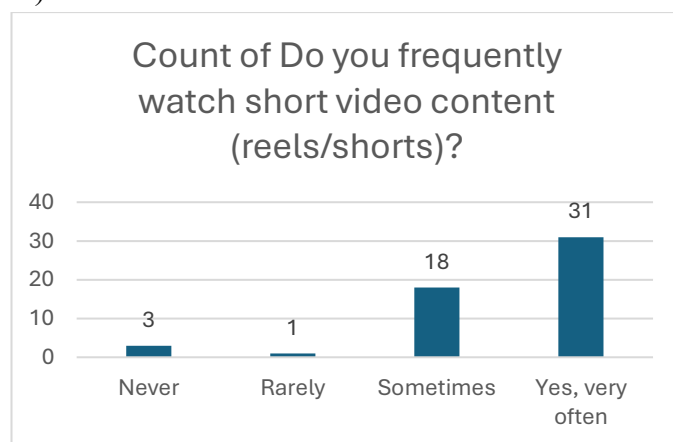
- i. Compare multiple online sources to avoid relying on one perspective and maintain credibility of data.
- ii. Use of unbiased and simple language to ensure no responses were being led or confused.

This approach helps us build trustworthiness and reliability and understanding of the role of Instagram Reels in improving brand awareness.

4. Analysis and Observations

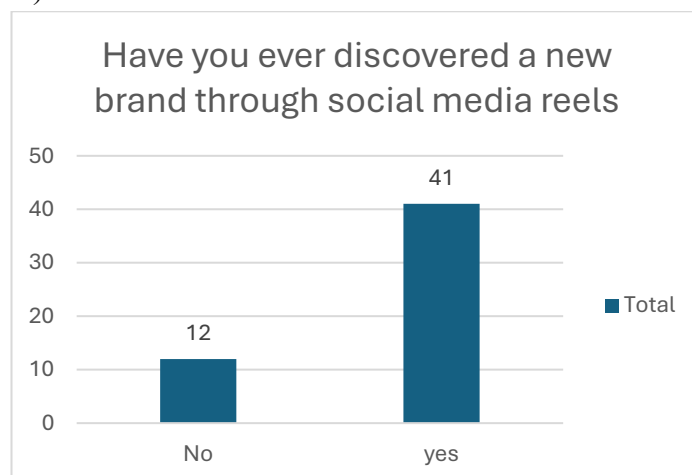
Primary research by way of a Google form was conducted to check whether the short-form video content actually creates brand visibility and recall. In this research a sample of people of age group 18 to 30+ who use any form of social media, such as YouTube and Instagram, and engage with such content on a daily basis was considered, and the questions were asked regarding the impact of reels on them regarding brand recall, visibility, and awareness.

A)



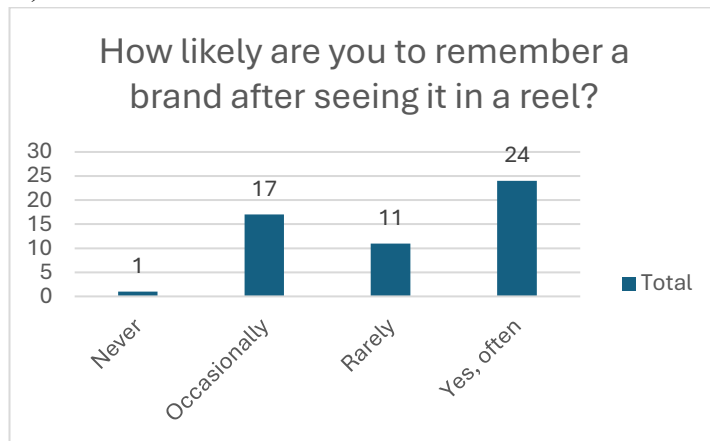
From our samples collected, about 58% of the people consume short-video content such as reels/shorts frequently. Which means that it is one of the ways by which brands can very easily reach a number of people very quickly. It shows that short-form content is a dominant part of everyday life, although it doesn't translate to brand loyalty and purchasing behavior.

B)



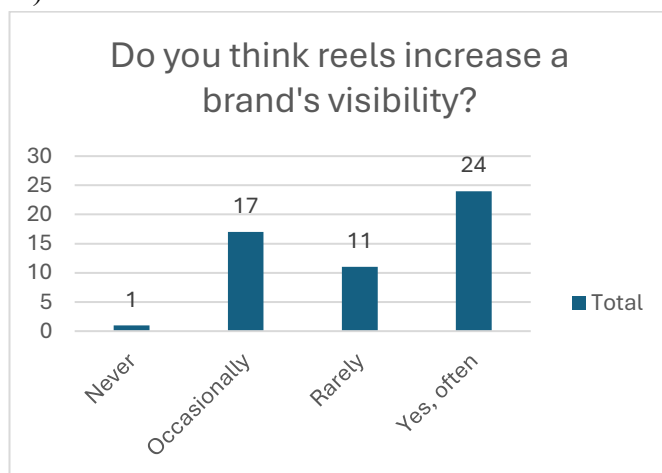
The data shows that about 77% of the total responders have discovered a new brand through social media reels, which is definitely a strong number. This high percentage shows that social media has become a major source of brand discovery; it shows that a large number of people now discover new brands and products while scrolling on their phone and not just through traditional marketing.

C)



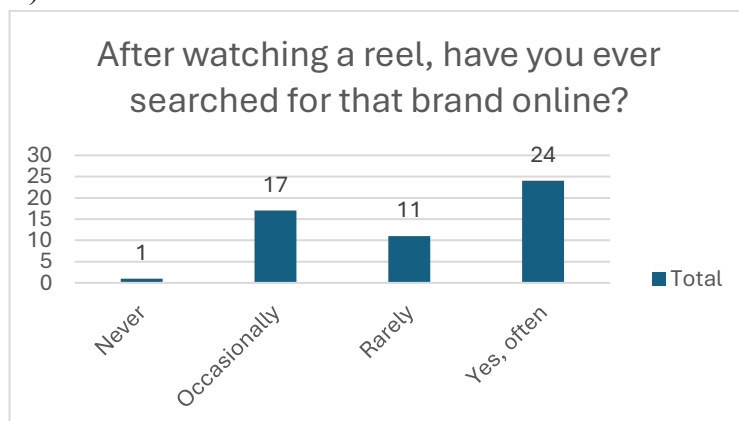
These numbers show that a high number of people answered “Very likely” or “Somewhat likely” (about 83%); this states that a large percentage of people are likely to remember the brand after seeing it in a reel if it is engaging and connects with the right audience. A very low number of people answered “Unlikely” (only 1).

D)



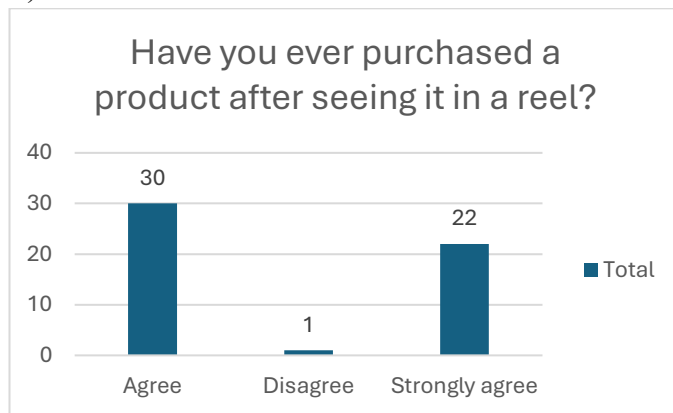
The results clearly show that the majority (96%) believes that reels help brands reach a wider audience, thus increasing the overall visibility of the brand. This result shows that reels are not just a source for entertainment but also an effective marketing instrument.

E)



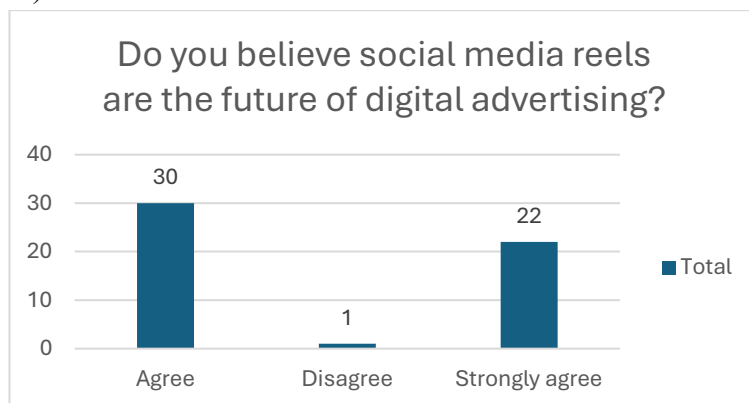
This shows that the majority of respondents have searched for a brand online after watching a reel. This suggests that reels don't just capture attention but also create curiosity among the viewers to take action.

F)



The results clearly show that reels not only gain attention but also bring customers for the brand, thus making it an effective platform for brands to market and sell their products by reaching the right audience. Almost 72% of the responders have either already made a purchase by getting influenced from reels or are planning to, while only a minority show no interest in shopping through reels.

G)



The data shows that almost all the responders believe that reels are the future of digital marketing, while just one responder disagrees with the statement. These numbers are high and suggest that reels are not just for momentary success or going viral but are a great marketing tool and can be used for building customer loyalty and brand awareness.

5. Conclusion

The results of the study support the idea that social media have a significant effect on brand awareness. More than 77% of the people who answered the survey said that they found a new brand through short-form videos. This shows that reels are one of the major sources from which people get awareness about a brand. 96% of the people who took the survey answered that reels help brands reach more people, which shows that they are very useful as a marketing tool. The results also show that reels not only stop at getting people's attention but also make them curious about a brand and purchase their product.

All of these results show that short-form video content like Reels, YouTube Shorts, and TikTok now have a huge impact on digital marketing, and brands can use them to interact with the consumers honestly and creatively. So social media reels aren't just a trend; they are a great way to get more people to know about your business, interact with it and buy from it.

6. References

- Chen, C. (2025). *The effectiveness and impact of short videos as advertising*. *Advances in Economics, Management and Political Sciences*, 150(1), 22–26. <https://doi.org/10.54254/2754-1169/2024.19309>
- Islam, M. M., & Kabir, M. A. (2025). *The impact of short video content and social media influencers on digital marketing success: A systematic literature review of smartphone usage*. *Future of Advanced Engineering and Technology*, 1(2), 1–17. <https://doi.org/10.70937/faet.v1i02.46>
- Liu, Q., Yu, S.-K., & Yang, Y. (2023). *The effects of sponsorship disclosure in short-form video: A moderated mediation model of sponsorship literacy and perceived features of sponsored short-form video*. *Computers in Human Behavior*, 150, 107969. <https://doi.org/10.1016/j.chb.2023.107969>
- Noor, R., & Zafar, H. (2024). *Creativity, consistency, and strategic planning as drivers of business success in digital marketing*. *Journal of Business and Marketing Research*, 12(3), 45–52.
- Zeng, C. (2023). *Unveiling the impact of short videos: Consumption behavior and decision-making in the digital age*. *Highlights in Business, Economics and Management*, 21, 469–474. <https://doi.org/10.54097/hbem.v21i.14538>
- Hidayah, N. R., Mansur, N., & Asnita, A. (2025). *The role of Instagram social media in the development of micro, small, and medium enterprises (MSMEs): A case study on NewFivez Skincare in Palu City*. Proceedings of the 2nd International Seminar and Call for Paper: Creativity and Technology: Keys to Success in the Digital World. ICFEU. Retrieved from <https://icfeu.fekonunisapalu.ac.id/index.php/icfeu2023/article/view/42>