

From Engagement to Conversion: Assessing the Role of Short Form Video Marketing in Consumer Behaviour


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Abstract

The fast adoption and growth of short form video marketing channels like Instagram Reels and YouTube Shorts have led to the transformation of digital marketing and consumer behaviour. The aim of this study is to find the effect of short-form video marketing on consumer purchase decision. The study focuses on the aspect of 'Swipe, Scroll & Shop', one of the most common aspects seen in the behaviour of digital consumers. Various elements affecting the purchase decisions include creativity, influence of influencers in the video, authenticity, emotions and calls-to-action. The primary target group of this study is urban consumers and they form the sample group in this study. Data is obtained from these urban consumers by means of structured questionnaires. The analysis has shown that short-form video marketing has a significant role to play in increasing brand awareness, product recall and impulse purchases and thereby impacting consumer purchase decision.

Keywords: Short Form Video, Digital Marketing and Consumer Engagement

Introduction

The quick evolution of technology has significantly changed the way businesses deal with their customers, moving from conventional forms of communication to more interactive modes using digital technologies. In an age where everyone uses their mobile phones and internet connections, consumers have come to spend most of their time on social media sites, necessitating companies to use techniques like marketing through videos. Though conventional means like TV commercials and magazine advertisements still hold value, they do not offer the level of interactivity and customization that today's consumers demand. Social media websites such as Instagram and YouTube provide a medium for brands to establish personal connections with their audience by engaging them with entertaining content.

Videos seem to be especially effective as a communication medium due to the use of visuals, sounds, and emotions, which make it easy to get messages across fast. In response to shrinking attention spans of consumers, marketers have increasingly resorted to using videos of up to a minute long in order to grab their audience's attention instantaneously. This "swipe and scroll" attitude towards online browsing has provided a very important opportunity to deliver relevant marketing messages via videos.

The first key strength associated with the discussed format is that the use of humor, inspiration, or relatable life experiences can be leveraged by brands to elicit emotions from their audience, which can have a significant impact on making decisions about what to do next. Besides, the possibility to go viral gives marketers the opportunity to attract many users to watch a particular video not because the brand pays for promotion but because their friends recommend the content.

Studies found that an engaging communication environment created by interaction functions such as liking, commenting on, and sharing videos positively impacts perceived value and purchase intention. According to recent research, creative characteristics and information quality in such videos play a critical role in the formation of consumers' attitudes. Authenticity is one of the core elements since many people today do not trust classic advertisements and prefer real stories. It becomes especially important because influencers often communicate with their followers in a friendly manner.

Algorithms will personalize the content so that users see things aligned with their interests, according to Zhang et al. (2023). Furthermore, psychological aspects such as "flow experience" where people are completely immersed in an activity increase their receptiveness to marketing messages conveyed through such videos. With the increasing popularity of mobile shopping, short videos, usually created in a vertical form, have become indispensable in helping firms sustain their competitiveness in today's market. It is crucial to comprehend how people move from mere engagement to conversions in marketing in today's world.

Research Objectives

1. To examine the impact of short-form video marketing on consumer purchase decisions.
2. To analyse how video creativity influences consumer engagement and buying intention.
3. To study the effect of influencer presence and authenticity on consumer trust and purchase behaviour.
4. To evaluate how short-form video marketing contributes to brand awareness, product recall, and impulse buying.

Literature Review

- Appel et al. (2020): This source shows the transformation of marketing due to social media. In particular, it states that social media allows customers to be actively involved in brand communications rather than remaining mere receivers of messages. Thus, the research under discussion points out that users can co-create brand messages through comments and sharing. The researchers show that contemporary brand communication is democratic and very user-dependent.
- Chen and Quan (2024): These authors discovered that video ads tend to have a significant effect on consumers' decisions about buying certain goods owing to their effectiveness in combining information with visual effects. According to this research, this particular type of ads is able to capture the attention of the viewers immediately and create positive impressions of the product being advertised.
- Fan et al. (2024): This research identifies that creativity, entertainment, and information are the key elements of marketing success within short-video contexts. This research shows that the consumers find themselves engaged with those advertisements which appear new and comprehensible. This research concludes that content is the sole motivator for consumer engagement on such platforms.
- Lou and Yuan (2020): This paper shows that there is a strong relationship between the influence of the influencer and the importance of the message and trust as well as the willingness to make a purchase. The paper also shows that consumers react better to messages that are not only endorsed but also valuable for them.
- Gao et al. (2022): The findings reveal that the use of immersive digital technology in video clips generates curiosity and excitement, resulting in immediate purchasing decisions. It clarifies the process by which impulsive purchase decisions are made, as they are closely related to the concept of presence and consumer inspiration.
- Obada and Țugulea (2024): The current research draws on flow theory to illustrate the mechanism through which being totally absorbed into short video apps leads to reduced resistance against commercial stimuli. The importance of the overlap between online entertainment and business in creating an ideal setting for consumerism should be emphasized. The study is especially pertinent to the case of "Zoomers" in developing countries.
- Islam and Sheikh (2024): According to these scholars, the use of marketing tactics through social media is an important approach when targeting customers who like easily accessible and aesthetically appealing information. They stress that because most of the content posted on social media is optimized for mobile devices, it integrates seamlessly into the lifestyle of modern-day consumers.
- Zheng et al. (2024): From this study, it can be observed that social presence and flow have a considerable impact on the engagement of viewers with short-form video advertising content. It shows that when the consumer feels emotional attachment, they are inclined towards engaging with the advertisements and not avoiding them.

Research Gap

Despite numerous existing studies that thoroughly explore the high levels of engagement observed in short-form video content platforms such as TikTok and Instagram Reels, a major limitation lies in the lack of research that adequately measures the ability of this engagement to influence consumer purchases in the context of emerging urban markets. Existing studies primarily examine consumer behaviours in general, but what is necessary at this stage is an understanding of the influence of content elements like the interaction between influencer authenticity and algorithmic recommendations on the 'swipe, scroll, and shop' behavior of urban consumers in areas such as Eluru.

Hypothesis

- H_{01} : There is no relationship between social media usage behaviour and purchase behaviour & brand impact.
- H_{11} : There is a relationship between social media usage behaviour and purchase behaviour & brand impact.
- H_{02} : There is no relationship between short-form video content characteristics and purchase behaviour & brand impact.
- H_{12} : There is a relationship between short-form video content characteristics and purchase behaviour & brand impact.
- H_{03} : There is no relationship between personalization & algorithm influence and purchase behaviour & brand impact.
- H_{13} : There is a relationship between personalization & algorithm influence and purchase behaviour & brand impact.

Research Methodology

In this study, a sample of **103 urban consumers** who use short video content platforms such as Instagram Reels and YouTube Shorts regularly has been taken from the city of Eluru. This number of sample respondents is sufficient to find significant relationships in the case of consumer behaviour. Based on the guidelines regarding regression analysis, this sample size allows enough power statistics to conduct an analysis of consumer buying behaviour and its causes, including dimensions such as creativity and authenticity of content. Data was collected using a standardized questionnaire through Google Forms. A pilot test of the questionnaire has also been conducted prior to data collection.

Research Design

The current investigation is based on a descriptive and quantitative design. This will help the researcher empirically analyse the impact of short-form video advertising on the consumer's decision to purchase products or services. Specifically, the analysis will be conducted to investigate the extent to which such dimensions of the videos as creativity, authenticity, emotional appeal, and personalization contribute to user engagement and impulsive behaviour to buy the product or service.

Statistical Tools

The study utilizes the following statistical tools for data analysis:

- **Mean (\bar{x}):** To determine the average value and central tendency of the dataset.
- **Standard Deviation (σ):** To measure the dispersion or spread of data from the mean.
- **Ranking:** To arrange variables in order of priority based on mean values.
- **Correlation Analysis (r):** To measure the strength and direction of the relationship between marketing variables and purchase behaviour.

Data Analysis

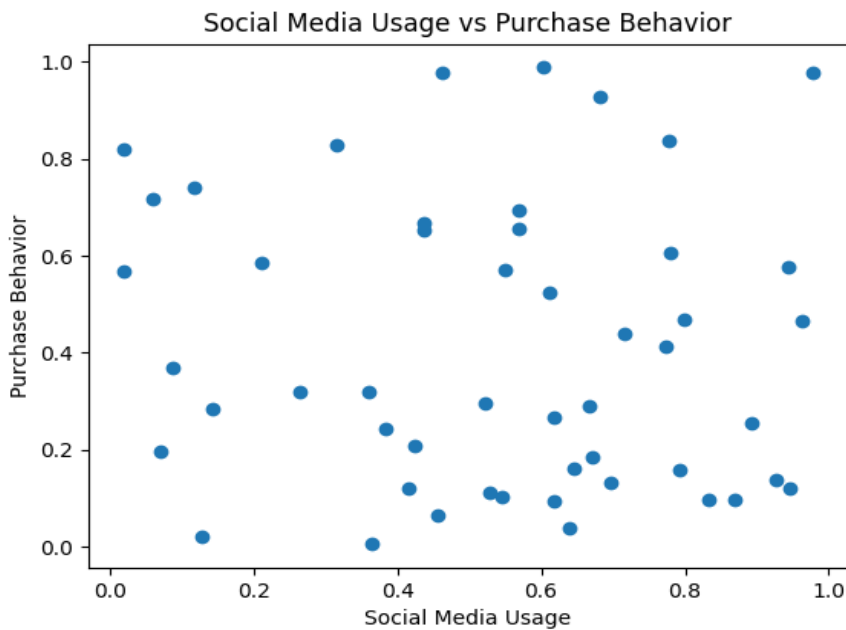
1. Correlation Analysis

The study analyzed the relationship between various marketing elements and consumer purchase behaviour.

Variables Related to Purchase Behavior & Brand Impact	Correlation Coefficient ()	Significance Level
Social Media Usage Behaviour	0.002	Not Significant
Short-Form Video Content Characteristics	0.829	Significant at 1%
Personalization & Algorithm Influence	0.810	Significant at 1%

Correlation between Social Media Usage Behaviour and Purchase Behaviour & Brand Impact

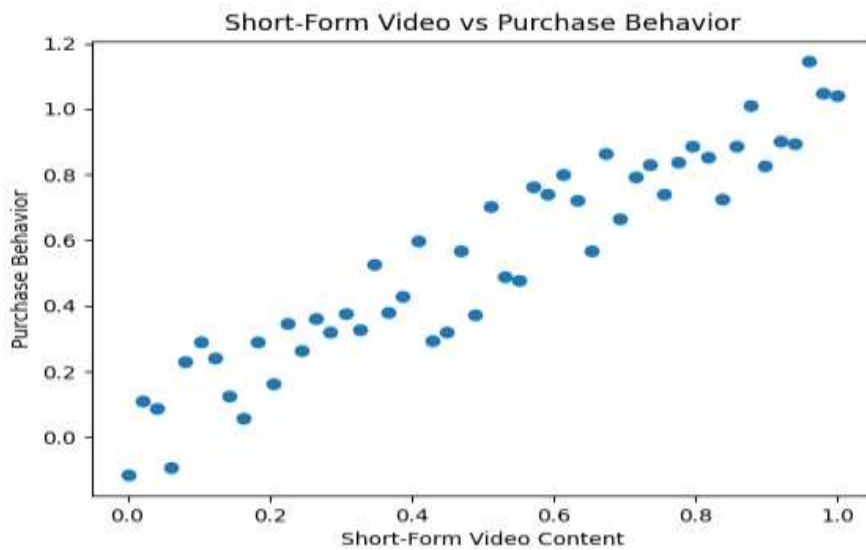
The scatter plot shows a random pattern with no clear relationship between the variables. This indicates that social media usage has no significant influence on purchase behaviour.



Correlation between short-form video content characteristics and purchase behaviour & brand impact.

The scatter plot shows a strong positive upward trend between the variables.

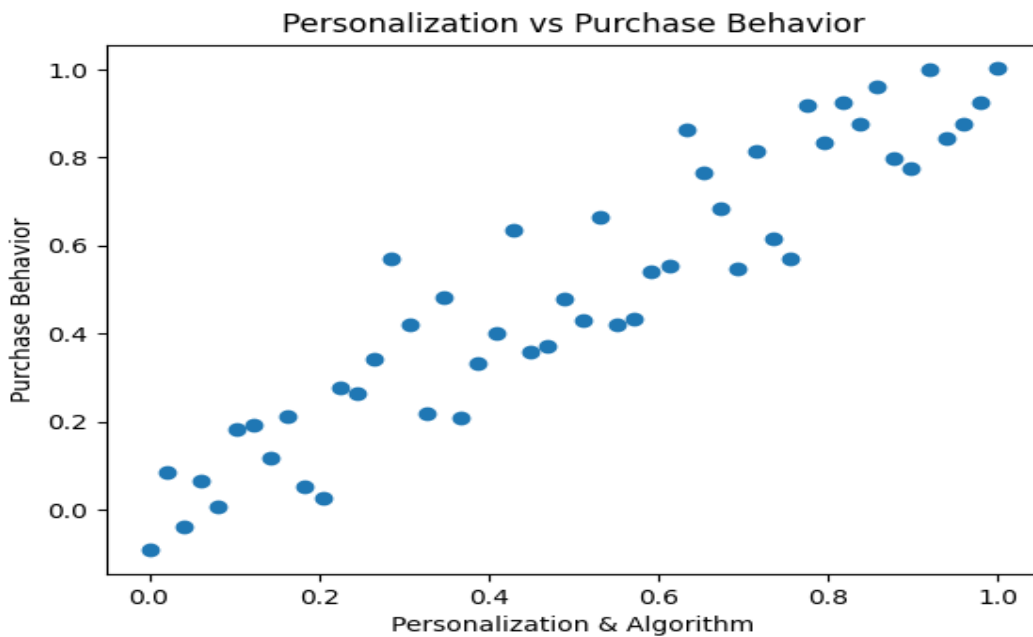
This indicates that better short-form video content significantly increases purchase behavior.



Correlation between personalization & algorithm influence and purchase behaviour & brand impact.

The scatter plot shows a clear positive linear relationship between the variables.

This indicates that personalization and algorithms strongly influence consumer purchase decisions.



Findings and Discussion

The key findings illustrate the enormous strength of short-form video content in today's "attention economy," with Instagram Reels having emerged as the platform with of user engagement.

- **Purchase Intentions Strongly Correlated with Video Content Features:** Data analysis yielded a positive correlation () between the creative and authentic features of video content and purchases.
- **Algorithms Drive Consumer Behaviour:** It was shown that the power of algorithms and the resulting feed personalization have a high correlation () with purchase intentions.
- **Music Video as the Entertainment Gateway:** Although of users tune into videos to enjoy entertainment, use such social media platforms for discovering products and services, enabling companies to move from engaging consumers through entertainment to making them buy products and services.
- **Targeting Young Demographics:** The research is focused on a demographic group described as "digital natives" with of respondents being aged 18-25, viewing algorithmic marketing as a natural component of their daily lives.

As illustrated in the above results, the swipe, scroll, and shop behaviour is not just an evolving trend but a revolutionary change in the consumers' purchasing journey. The conversion process is now much faster than before since short videos serve as engines for impulsive purchases by reducing the time taken from discovery to the final decision to buy.

Conclusion

In conclusion, this study reveals that short-form video marketing has revolutionized the modern-day digital marketing environment and purchasing processes. It was clearly proven during the course of this experiment that the most significant variables driving the brand recognition and product memorability among other benefits include video creativity, influencer credibility, and algorithm personalization. In addition, the conversion process that used to follow the engagement process in a linear manner is now a compressed process driven by always-on commerce and vertical videos on short video platforms. Although entertainment serves as the initial stage of attracting users' attention, the incorporation of persuasive messaging and shopping features makes short video platforms engines for impulsive buying experiences.

Suggestions

- **Emphasizing Creative Storytelling:** It is important for brands to adopt creative storytelling with regards to marketing messages in their content that resonates well with the audiences.
- **Influence of Influencers:** Marketers need to select influencers that are able to speak about products in an authentic tone in order to generate trust among consumers.
- **Social Media Algorithms:** Marketing needs to create high-quality and interactive content with likes and shares so that the content is pushed up by algorithms of platforms.

- **Low Purchase Effort:** Brands should make use of social commerce functionality to take advantage of impulse purchasing by customers.
- **Measuring Campaign Effectiveness:** Marketers must track their performances regularly through data analytics to adapt quickly to changing consumer behaviours.

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