

# A Study on the Role of Snackable Content in Shaping Consumer Attention, Engagement, and Buying Intent in Digital Marketing at Hirehappie, Bangalore

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## ABSTRACT

The study focuses on the role of snackable content in shaping consumer attention, engagement, and buying intent in digital marketing with special reference to Hire Happi, Bangalore. Snackable content such as reels, short videos, memes, and carousels has become an important digital marketing strategy due to changing consumer preferences and reduced attention span.

The study was conducted using primary data collected from 130 respondents through a structured questionnaire. Statistical tools such as Percentage Analysis, Chi-Square Analysis, and Correlation Analysis were used for data interpretation.

The findings reveal that snackable content significantly improves consumer engagement and positively influences buying intention. The study concludes that creative, visually attractive, and audience-oriented snackable content strategies help businesses improve brand visibility, customer interaction, and marketing effectiveness in the digital environment.

## KEYWORDS

Snackable Content, Digital Marketing, Consumer Attention, Consumer Engagement, Buying Intent, Social Media Marketing, Reels, Short-form Content, Consumer Behavior, Influencer Marketing

## INTRODUCTION OF THE STUDY

The rapid growth of social media and digital platforms has transformed modern marketing practices. Consumers are continuously exposed to large amounts of online content through platforms such as Instagram, YouTube, Facebook, and LinkedIn. Due to this increasing digital exposure, consumer attention span has reduced considerably, creating challenges for businesses to attract and retain audience attention effectively.

To overcome this challenge, marketers have adopted snackable content as an important digital marketing strategy. Snackable content includes short, visually engaging, and easy-to-consume formats such as reels, short videos, memes, carousels, and bite-sized informational posts.

These formats are designed to quickly capture user attention, improve interaction, and increase audience engagement across social media platforms. The growing popularity of short-form content has also encouraged brands and influencers to focus more on creative and interactive communication methods.

Snackable content not only improves consumer engagement but also influences buying intention and online behavior. Attractive visuals, relatable messaging, and entertaining content encourage users to interact through likes, comments, shares, and saves, thereby improving digital visibility and brand reach. In addition, short-form promotional content helps consumers understand products and services quickly, which positively influences purchase decisions. Therefore, this study focuses on analyzing the role of snackable content in shaping consumer attention, engagement, and buying intent in digital marketing.

## STATEMENT OF THE PROBLEM

In the current digital marketing environment, businesses and influencers heavily depend on social media platforms to attract and engage consumers. Due to the increasing volume of online content and reduced consumer attention span, capturing audience attention has become a major challenge for marketers. To address this issue, organizations increasingly use snackable content formats such as reels, short videos, memes, and carousels to improve visibility and engagement. However, despite receiving high levels of likes, views, and shares, many brands struggle to convert audience engagement into meaningful business outcomes such as customer inquiries, leads, and purchase decisions. Therefore, this study focuses on analyzing the role of snackable content in shaping consumer attention, engagement, and buying intent in digital marketing.

## REVIEW OF LITERATURE

**Sharma and Gupta (2025)** examined the influence of short-form content among Indian social media users and found that reels and short videos are highly effective in capturing immediate audience attention. The study highlighted that visually engaging and quick-consumption content improves consumer interaction on digital platforms.

**Karthika Mohan and Vishal Gupta (2024)** studied the effectiveness of influencer-based snackable content in digital marketing. The researchers concluded that influencer promotions and relatable short-form content increase consumer trust, audience engagement, and purchase intention among social media users.

## Research Gap

Limited studies have examined the combined influence of snackable content on consumer attention, engagement, and buying intent in digital marketing. In addition, there is a lack of research focusing on the effectiveness of different snackable content formats such as reels, memes, carousels, and short videos in influencing consumer behavior.

## OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

1. To analyze the role of snackable content in capturing consumer attention in digital marketing.
2. To examine the effectiveness of snackable content in improving consumer engagement on social media platforms.
3. To study the influence of snackable content on consumer buying intent and purchasing behavior.

## SCOPE OF THE STUDY

1. The study focuses on analyzing the role of snackable content in influencing consumer attention and engagement in digital marketing.
2. The study examines the effectiveness of short-form content formats such as reels, memes, carousels, and short videos on social media platforms.

3. The study aims to understand how snackable content influences consumer buying intent and online purchasing behavior.

## RESEARCH METHODOLOGY & DESIGN

The present study adopts a descriptive research design to analyze the role of snackable content in shaping consumer attention, engagement, and buying intent in digital marketing. The study is based on both primary and secondary data. Primary data was collected through a structured questionnaire from social media users, while secondary data was collected from journals, books, websites, and research articles related to digital marketing and consumer behavior.

The sampling technique used for the study is simple random sampling, and the sample size selected for the research is 130 respondents. Statistical tools such as Percentage Analysis, Chi-Square Analysis, and Correlation Analysis were used to interpret the collected data and derive meaningful findings.

### Tools Used for Analysis

The collected data was analyzed using statistical tools such as Percentage Analysis, Chi-Square Analysis, and Correlation Analysis with tables and graphical representations.

1. To analyze the role of snackable content in capturing consumer attention in digital marketing.
2. To examine the effectiveness of snackable content in improving consumer engagement on social media platforms.
3. To study the influence of snackable content on consumer buying intent and purchasing behavior.

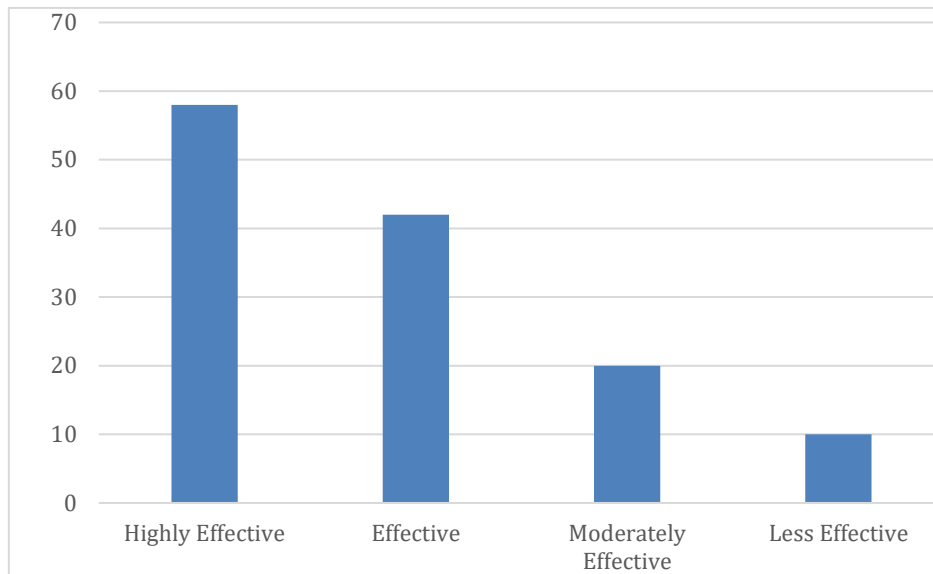
Gender	Frequency	Percentage
Male	72	55.4%
Female	52	40.0%
Prefer not to say	6	4.6%
<b>Total</b>	<b>130</b>	<b>100%</b>

### Interpretation

The study reveals that 55.4% of respondents are male, while 40% are female. This indicates that snackable content is actively consumed by audiences across different gender groups on digital platforms.

### Overall Effectiveness of Snackable Content

Response	Respondents	Percentage
Highly Effective	58	44.6%
Effective	42	32.3%
Moderately Effective	20	15.4%
Less Effective	10	7.7%
<b>Total</b>	<b>130</b>	<b>100%</b>



### Interpretation

The study shows that 44.6% of respondents consider snackable content highly effective, while 32.3% believe it is effective in influencing consumer attention and engagement. This indicates that short-form digital content plays a significant role in modern digital marketing strategies.

### CORRELATION ANALYSIS

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between time spent on social media and engagement with snackable content.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between time spent on social media and engagement with snackable content.

Variables	Time Spent on Social Media	Engagement Level
Time Spent on Social Media	1	0.684**
Engagement Level	0.684**	1

### Interpretation

There is a strong positive correlation between time spent on social media and engagement with snackable content. The correlation value (.684) indicates that increased social media usage positively influences consumer interaction with short-form digital content.

### FINDINGS

Based on the analysis and interpretation of data collected from 130 respondents regarding the role of snackable content in shaping consumer attention, engagement, and buying intent in digital marketing, the following findings were identified:

#### Demographic Findings

- The majority of respondents (47.7%) belong to the age group of 21–25 years, indicating that young audiences are highly active consumers of snackable content on digital platforms.
- Male respondents constitute 55.4% of the sample, while female respondents account for 40%, showing active participation from different gender groups.

- Most respondents (44.6%) are undergraduate students, reflecting higher social media usage among educated young consumers.
- Around 53.8% of respondents are students, indicating that younger audiences are more engaged with reels, short videos, and other snackable content formats.

#### Findings on Snackable Content and Consumer Engagement

- About 60% of respondents stated that they prefer short-form content over long-form digital content.
- Approximately 44.6% of respondents preferred reels and short videos compared to other snackable content formats.
- Around 58.5% believed that visual appeal has a high impact on capturing audience attention.
- Nearly 49.2% of respondents considered entertainment highly important for improving engagement with snackable content.
- About 41.5% of respondents stated that relatable messaging plays an important role in improving audience interaction.

These findings indicate that snackable content plays a significant role in improving consumer attention and engagement on digital platforms.

#### Consumer Buying Intent Findings

- Around 32.3% of respondents stated that they sometimes explore products after watching snackable content.
- Approximately 29.2% of respondents believed that content quality strongly influences their buying decisions.
- Nearly 36.9% of respondents stated that influencer recommendations affect their purchasing behavior.
- About 44.6% of respondents considered snackable content highly effective in influencing audience attention and engagement.

These findings show that snackable content positively influences consumer buying intention and online product exploration behavior.

#### Statistical Findings

- Correlation analysis revealed a positive relationship (0.684) between time spent on social media and engagement with snackable content.
- The findings indicate that increased social media usage positively influences consumer interaction with short-form digital content.

These statistical findings confirm that snackable content plays an important role in shaping consumer attention, engagement, and buying intent in digital marketing.

#### SUGGESTIONS

- Businesses should create more creative and visually attractive snackable content to improve consumer attention and reduce content skipping behavior.
- Brands should focus on relatable storytelling techniques to increase emotional connection and audience engagement on digital platforms.

- Organizations should avoid repetitive and overly promotional content, as it negatively affects consumer interest and trust.
- Digital marketers should use platform-specific content strategies for Instagram, YouTube, and other social media platforms to improve reach and visibility.
- Companies should focus on high-quality visuals, editing, and presentation styles to increase viewer engagement and interaction.
- Businesses should maintain consistency in content posting to improve audience retention and brand recall.
- Marketers should regularly analyze consumer preferences and trending formats to improve the effectiveness of snackable content strategies.
- Influencer collaborations and user-generated content should be utilized to improve consumer trust and purchase intention.
- Organizations should include strong call-to-action techniques in digital content to improve product exploration and conversion rates.
- Businesses should provide informative, entertaining, and value-oriented content instead of focusing only on promotional activities.

## CONCLUSION

The study concludes that snackable content plays a significant role in shaping consumer attention, engagement, and buying intent in digital marketing. Consumers prefer short, visually attractive, and easily consumable content over lengthy promotional advertisements. The findings reveal that reels, short videos, and relatable content formats effectively improve audience interaction and digital engagement on social media platforms. The study also identified that visual appeal, entertainment value, and relatable messaging positively influence consumer behavior and online purchasing intention. Furthermore, the correlation analysis confirmed a positive relationship between social media usage and engagement with snackable content. Therefore, businesses and digital marketers should focus on creative, trend-based, and audience-oriented snackable content strategies to improve engagement, brand visibility, and marketing effectiveness in the competitive digital environment.

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