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CUSTOMER ENGAGEMENT THROUGH SHORT-FORM VIDEO CONTENT: A CONCEPTUAL FRAMEWORK AND FUTURE RESEARCH DIRECTIONS.

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Abstract: The proliferation of short-form video platforms, including TikTok, Instagram Reels, YouTube Shorts, and Facebook Reels, has significantly reshaped the digital marketing environment by transforming the ways in which consumers discover, evaluate, and develop relationships with brands. Characterized by highly engaging, visually appealing, and interactive content formats, these platforms enable brands to capture consumer attention and facilitate meaningful interactions within a limited timeframe. Consequently, organizations are increasingly integrating short-form video content into their marketing strategies to enhance customer engagement, strengthen brand awareness, and influence consumers' purchase intentions. However, despite the rapid adoption and growing strategic importance of these platforms, the theoretical foundations and empirical evidence explaining how specific short-form video characteristics contribute to customer engagement and shape subsequent consumer behaviors remain insufficiently explored. This conceptual paper proposes an integrated framework grounded in the Stimulus–Organism–Response (S–O–R) theory to elucidate the mechanisms underlying the relationships between short-form video characteristics, customer engagement, and purchase intention. The framework suggests that key short-form video attributes, including content quality, entertainment value, informativeness, creativity, interactivity, and perceived authenticity, function as external marketing stimuli that shape consumers' internal states by enhancing customer engagement. In turn, heightened customer engagement is expected to influence consumers' purchase intentions. Furthermore, brand authenticity is incorporated as a moderating variable that may strengthen or weaken the relationship between short-form video stimuli and consumer responses, while customer engagement is positioned as the central mediating mechanism within the proposed framework.This paper contributes to the existing marketing literature by synthesizing contemporary developments in digital marketing, consumer engagement, and social media communication within an integrated conceptual framework. By addressing limitations in prior research, the study identifies key theoretical gaps and provides a foundation for future empirical investigations aimed at examining the underlying mechanisms through which digital content characteristics influence consumer responses and behaviors.

Keywords: Short-form video, Customer engagement, Social media marketing, Consumer behavior, Purchase intention, Brand authenticity, Digital marketing, S–O–R Theory.

Introduction

Digital transformation has fundamentally reshaped the marketing communication landscape over the past decade, influencing how organizations interact with consumers and deliver brand messages. Contemporary consumers increasingly demonstrate a preference for visual, interactive, and easily accessible content formats over traditional forms of lengthy advertising communication. This evolving consumption pattern has accelerated the growth of short-form video platforms, where brief video content ranging from a few seconds to approximately one minute has emerged as an influential tool for engaging audiences and communicating marketing messages effectively.The increasing popularity of short-form video content, particularly among Generation Z and Millennial consumers, has encouraged brands to adopt these platforms as strategic components of their digital marketing initiatives. As organizations continue to allocate greater resources toward social media marketing, understanding the factors that enhance customer engagement with short-form video content has become an important area of academic and managerial interest.Short-form videos enable marketers to deliver brand-related information efficiently while promoting interactive consumer behaviors, including likes, comments, shares, saves, and user-generated content creation. These forms of digital interaction represent key dimensions of customer engagement, which has been widely acknowledged as an important determinant of customer loyalty, brand advocacy, and purchase intention. Therefore, understanding the mechanisms through which short-form video content stimulates engagement is essential for developing effective digital marketing strategies. Despite the increasing adoption of short-form video marketing by organizations, existing research has primarily concentrated on areas such as influencer marketing, electronic word-of-mouth, and social media advertising effectiveness. Comparatively limited attention has been given to examining the combined influence of short-form video characteristics on customer engagement and subsequent consumer behavioral outcomes. This represents an important research gap, particularly as brands increasingly rely on short-form video platforms to establish meaningful relationships with consumers.

In today's highly competitive digital environment, consumers are continuously exposed to an overwhelming volume of online content, making consumer attention and engagement critical challenges for marketers. Although short-form videos have become an integral part of brand communication strategies, further investigation is required to understand how consumers respond to this content, which attributes generate greater appeal, and which characteristics contribute to stronger engagement outcomes. Accordingly, this study seeks to examine the relationship between short-form video marketing characteristics and consumer engagement, with particular emphasis on audience responses, content attributes, and patterns of digital interaction. The present research aims to provide deeper insights into the role of short-form video content in shaping consumer behavior within the digital era. By developing a comprehensive understanding of the relationship between video characteristics, customer engagement, and behavioral outcomes, this study contributes to emerging digital marketing literature and offers practical implications for marketers, business practitioners, researchers, and students interested in social media marketing and consumer behavior.

Background of the Study

The rapid advancement of digital technologies, including the widespread adoption of smartphones, high-speed internet connectivity, and algorithm-based recommendation systems, has significantly transformed the way consumers access, process, and engage with digital media content. Among various digital communication formats, short-form videos have emerged as one of the most widely consumed forms of online content due to their accessibility, visual appeal, interactive nature, and high potential for sharing and dissemination across social media platforms.Organizations across diverse industries, including retail, tourism, healthcare, education, banking, and fashion, have increasingly incorporated short-form video marketing strategies into their digital communication efforts to enhance consumer interaction, strengthen brand visibility, and influence consumer decision-making processes. These platforms provide businesses with opportunities to deliver concise brand messages, encourage audience participation, and establish more personalized connections with consumers. Despite the growing adoption of short-form video marketing, several critical questions remain insufficiently addressed within existing academic literature. In particular, further investigation is required to determine which specific content characteristics most effectively stimulate customer engagement, whether increased engagement translates into stronger purchase intentions, and how perceived authenticity influences the relationship between short-form video content and consumer responses.Addressing these research questions is essential for advancing theoretical understanding of digital consumer behavior while also providing practical guidance for organizations seeking to optimize their short-form video marketing strategies. Therefore, examining the mechanisms through which short-form video characteristics influence customer engagement and purchase intention represents an important area of inquiry within contemporary marketing research.

Problem Identification and Research Justification

Despite the rapid adoption of short-form video marketing across digital platforms, empirical evidence remains fragmented regarding the mechanisms through which specific video characteristics influence customer engagement and subsequent purchasing behavior. Existing studies have predominantly examined individual factors, such as entertainment value, influencer credibility, or electronic word-of-mouth, while providing limited insight into the combined effects of multiple content attributes within an integrated theoretical framework. Furthermore, the mediating role of customer engagement and the moderating influence of brand authenticity remain relatively underexplored in the context of short-form video marketing. In the contemporary digital environment, organizations are increasingly shifting their promotional strategies toward short-form video platforms to capture consumer attention and maintain competitiveness in rapidly evolving online marketplaces. Platforms such as TikTok, Instagram Reels, YouTube Shorts, and Facebook Reels have transformed brand communication by enabling the creation and distribution of concise, visually appealing, interactive, and highly shareable content. Although these platforms have gained substantial popularity among both marketers and consumers, questions remain regarding their effectiveness in generating meaningful consumer engagement and influencing behavioral outcomes.Many organizations invest considerable resources in developing short-form video content; however, they often face challenges in determining whether such content effectively encourages consumers to interact with brands, develop product interest, retain brand messages, and progress toward purchase decisions. In many cases, marketing strategies emphasize trends, entertainment, and content reach, while comparatively less attention is devoted to understanding the emotional, cognitive, and behavioral responses generated among viewers. Consequently, there remains uncertainty regarding which short-form video characteristics—such as creativity, relatability, informativeness, entertainment value, visual appeal, authenticity, and trend relevance—are most influential in shaping consumer engagement outcomes.

Customer engagement represents a multidimensional construct that extends beyond basic indicators such as views, likes, or impressions. It encompasses deeper forms of consumer involvement, including commenting, sharing, saving content, following brands, developing trust, and forming stronger brand associations. However, in an increasingly saturated digital content landscape where consumers encounter numerous promotional messages daily, achieving sustained attention and meaningful engagement has become a significant challenge for marketers. Additionally, variations in consumer demographics, media consumption habits, content preferences, and platform usage behaviors may influence responses to short-form video content, yet these factors require further investigation.Therefore, the central research problem addressed in this study is the limited understanding of how short-form video marketing characteristics influence consumer engagement and subsequent behavioral responses toward brands. Specifically, this study seeks to examine how consumers perceive and respond to short-form video content by investigating the relationships among content characteristics, customer engagement, brand authenticity, and purchase intention. By addressing these gaps, the study aims to contribute to the growing body of digital marketing literature while providing practical insights for marketers and organizations seeking to enhance the effectiveness of short-form video marketing as a contemporary customer engagement strategy.

Research Objectives

1. To examine the influence of content quality on customer engagement.
2. To investigate the effect of entertainment value on customer engagement.
3. To determine the effect of creativity on customer engagement.
4. To investigate the relationship between customer engagement and purchase intention.
5. To develop an integrated conceptual framework explaining customer engagement through short-form video marketing.

REVIEW OF EXISTING RESEARCH

a) Paper Name: Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective
Year: 2023
Publication: Elsevier
Journal Name: *Journal of Retailing and Consumer Services*
Author Name: L. Xiao et al.
This study is one of the most relevant and foundational works in the area of short-form video advertising and consumer engagement. The paper investigates the major factors that influence how consumers engage with short-form video advertisements on digital platforms. The researchers focused on engagement in terms of consumer actions such as likes, comments, and sharing behavior, which are considered important indicators of online marketing effectiveness. Using a big data approach, the authors analyzed real-world short-form video advertising content rather than relying only on questionnaire-based perception studies. This gives the research strong practical significance because it reflects actual consumer behavior in digital environments. The study identified several key variables that shape engagement, including performance expectancy, entertainment value, tie strength, and sales approach. The results revealed that when consumers perceive short-form videos as useful, entertaining, and socially relevant, they are more likely to interact with them positively.
b) Paper Name: The impact of content characteristics of Short-Form video ads on consumer purchase behavior: Evidence from TikTok
Year: 2024
Publication: Elsevier
Journal Name: *Journal of Business Research*
Author Name: Lu (Monroe) Meng, Sining Kou, ShenDuan, and YongyueBie
This paper focuses on the content-related dimensions of short-form video advertisements and examines how these characteristics influence consumer purchase behavior. The researchers argue that while short-form video advertising is growing rapidly, many brands still fail to design content that captures consumer trust and attention effectively. To address this gap, the authors conducted a mixed-method investigation that first identified important content characteristics and then tested their impact using real TikTok data. The study analyzed 2,578 short-form videos from 128 TikTok users, making it highly relevant for current digital marketing practice. The research identified five major content characteristics that shape consumer response: trustworthiness, expertise, attractiveness, authenticity, and brand heritage. The findings showed that some of these characteristics directly encourage positive consumer behavior, while others influence consumer reactions in more complex, non-linear ways.
c) Paper Name: Boosting online user engagement with short video endorsement content Journal
Year: 2024
Publication: Elsevier
Journal Name: *Journal of Retailing and Consumer Services* Author Name: M. D. Haq et al.
study examines the role of influencer-led short video endorsement content in enhancing online user engagement. In the current social media environment, a large share of short-form marketing is driven by creators, influencers, and content endorsers rather than traditional brand advertisements. This paper specifically explores how the image and popularity of influencers affect engagement outcomes in short-form video settings. The authors used Social Identity Theory and Trust Transfer Theory as the theoretical foundation and collected data from 801 TikTok users to analyze how users respond to

endorsement-based content. The results indicate that the positive image of an influencer can transfer to the platform and the promoted product, thereby strengthening user engagement and improving the perceived value of the content. The study also found that influencer popularity intensifies these effects, especially when the audience already perceives the influencer as credible and attractive.

d) Paper Name: The impact of multimodal information features of short video commerce on consumer engagement behaviors

Year: 2025 Publication: Elsevier

Journal Name: *Electronic Commerce Research and Applications*

Author Name: Q. Xiao et al.

This paper explores short-form video marketing from a multimodal communication perspective, emphasizing that consumer engagement is shaped by the combined effect of text, audio, and visual features. Unlike traditional advertisements, short-form videos communicate multiple signals at the same time, often within a very short duration. The authors argue that this multimodal nature makes short-form video commerce fundamentally different from other digital marketing formats. To investigate this, the study collected and analyzed 4,292 short sales videos from Douyin, one of the largest short-video platforms. The findings show that textual sentiment, audio spectrum, and visual effects all contribute significantly to consumer engagement behaviors such as liking, commenting, and sharing. The study also found that different combinations of these features can produce strong engagement outcomes, suggesting that there is no single formula for effective short-form video marketing.

e) Paper Name: Exploring user engagement behavior with short-form video advertising on short-form video platforms: visual-audio perspective

Year: 2024

Publication:Emerald Publishing

Journal Name: *Internet Research*Author

Name: [As listed by the publication; article metadata available via publisher page]

This paper investigates short-form video advertising specifically through the lens of visual and audio design, which are two of the most critical elements in determining how audiences respond to video-based content. The study focuses on features such as the number of shots, image complexity, screen orientation, speech rate, and audio characteristics, and examines how these elements influence user engagement on short-form video platforms. The researchers conducted a field study based on 2,511 promotional TikTok videos posted by sellers over a defined time period. The study found that both visual and audio variables significantly influence engagement performance, confirming that consumer interaction depends heavily on the way information is structured and delivered within the video.

f) Paper Name: Harmonizing Sight and Sound: The Impact of Auditory Emotional Arousal, Visual Variation, and Their Congruence on Consumer Engagement in Short Video Marketing

Year:2025 Publication:MDPI

Journal Name: *Journal of Theoretical and Applied Electronic Commerce Research*

Author Name: Qiang Yang, Yudan Wang, Qin Wang, Yushi Jiang, and Jingpeng Li

This paper examines how the interaction between sound and visuals affects consumer engagement in short video marketing. The researchers focus on two important concepts: auditory emotional arousal and visual variation, and they study how the alignment between these two dimensions influences audience response. The paper argues that short-form videos are not effective simply because they are short, but because they create a coordinated sensory experience that can intensify emotional engagement. Using a marketing and electronic commerce perspective, the authors show that short videos with stronger congruence between what consumers hear and what they see are more likely to generate positive interaction and attention. The study adds depth to the understanding of how emotional stimulation can enhance consumer response in digital marketing contexts.

Conceptual Framework

The proposed system presents a comprehensive resilient supply chain framework designed to enhance business continuity by reducing vulnerability to disruptions and improving organizational adaptability. The framework integrates risk management strategies, advanced digital technologies, and strategic planning mechanisms to enable supply chains to maintain operational stability and recover effectively under uncertain and dynamic conditions. Unlike traditional supply chain models that primarily emphasize efficiency, cost reduction, and optimization, the proposed framework adopts a resilience-oriented perspective by focusing on preparedness, responsiveness, and recovery capabilities.The proposed system is developed based on a multi-dimensional approach that incorporates risk identification, real-time monitoring, adaptive decision-making, and disruption recovery mechanisms. The primary objective is to establish a flexible and agile supply chain structure capable of managing both anticipated and unforeseen disruptions while ensuring continuous business operations. The framework continuously gathers and processes data from critical supply chain elements, including suppliers, transportation systems, inventory facilities, and market demand channels. Through advanced data analysis and intelligent decision-support mechanisms, potential risks can be identified at an early stage, enabling organizations to implement proactive and corrective measures.By integrating technological capabilities with strategic resilience practices, the proposed system aims to strengthen supply chain visibility, enhance responsiveness, and improve long-term operational sustainability. The framework enables organizations to transition from reactive disruption management toward proactive resilience planning, thereby ensuring greater stability and competitiveness in uncertain business environments.

A. Resilient Supply Chain Framework Design

The proposed resilient supply chain framework provides a structured approach for developing robust and adaptive supply chain systems capable of sustaining operations during disruptive events. The framework emphasizes the integration of risk assessment, operational flexibility, and adaptive planning into fundamental supply chain processes. Rather than focusing exclusively on efficiency-based supply chain strategies, the proposed model prioritizes preparedness and the ability to anticipate, absorb, and recover from disruptions. The framework incorporates several resilience-enhancing strategies, including supplier diversification, strategic inventory management, safety stock optimization, and alternative logistics planning. These mechanisms reduce dependency on single suppliers, transportation routes, or operational resources, thereby minimizing the potential impact of supply chain interruptions. Additionally, the framework encourages continuous monitoring and evaluation of supply chain performance to identify vulnerabilities and emerging risks before they significantly affect business operations.

Through the application of data-driven analysis and proactive risk management practices, organizations can strengthen supply chain reliability and improve their capacity to respond to uncertain conditions. This approach not only enhances operational continuity but also supports sustainable supply chain development by enabling businesses to remain flexible and competitive in rapidly changing environments.

B. Digital Transformation-Based Recovery Framework

The second major component of the proposed system focuses on the integration of advanced digital technologies to improve supply chain decision-making, monitoring, and recovery capabilities. Technologies such as artificial intelligence, real-time tracking systems, cloud-based platforms, and predictive analytics are incorporated to facilitate continuous data collection, analysis, and intelligent decision support.These technologies enhance supply chain visibility by providing real-time information regarding supplier performance, transportation conditions, inventory levels, and market fluctuations. By analyzing this information, the system generates actionable insights that enable managers to make timely and informed decisions during both routine operations and disruption scenarios.Furthermore, the proposed framework incorporates an adaptive recovery mechanism that is activated when disruptions occur. This mechanism supports dynamic operational adjustments, including shipment rerouting, supplier substitution, inventory redistribution, and resource reallocation, to minimize disruption impacts and accelerate recovery. Through technology-enabled responsiveness, organizations can reduce operational downtime, improve supply chain reliability, and maintain customer satisfaction during periods of uncertainty.Overall, the proposed technology-driven decision and recovery system strengthens supply chain resilience by combining predictive capabilities, real-time intelligence, and adaptive response strategies. The integration of these elements enables organizations to achieve greater continuity, flexibility, and sustainability within increasingly complex global supply chain environments.

RESEARCH METHODOLOGY

Section	Description
A. Research Design	The study adopts a **descriptive and analytical research design** to examine the influence of short-form video marketing on consumer engagement. The descriptive component focuses on understanding consumer behavior, digital content preferences, and the role of short-form video platforms such as Instagram Reels, YouTube Shorts, and TikTok. The analytical component evaluates the impact of short-form video content on consumer interaction, brand awareness, purchase interest, and online engagement behavior. The study follows a **non-experimental research design**, as it does not involve manipulation of variables but focuses on analyzing consumer responses and perceptions.
B.Research Approach	The study follows a **quantitative research approach supported by interpretative analysis**. Quantitative methods are used to measure consumer responses through a structured questionnaire. Limited qualitative interpretation is included to understand consumer preferences, motivations, and attitudes toward short-form video content. The approach enables the study to examine measurable engagement indicators such as views, likes, shares, comments, brand recall, and purchase intention.
C. Sampling Method	The study uses a **non-probability sampling method**, specifically convenience sampling. This method is selected because the research focuses on active users of social media and short-form video platforms. Respondents are selected based on accessibility, availability, and relevance to the research topic.
Sample Characteristics	The sample consists of: • Consumers who regularly watch short-form video content • Social media users familiar with online brand promotions • Individuals from different age groups and educational backgrounds
Sample Size	The study includes **120 respondents**. The selected sample is considered appropriate for understanding general consumer opinions, engagement patterns, and behavioral responses related to short-form video

	marketing.
DataCollection Method	The study uses both **primary and secondary data sources** to collect relevant information.
1.Primary Data – Questionnaire Method	Primary data is collected using a structured questionnaire developed specifically for the study. The questionnaire examines consumer behavior, content preferences, viewing habits, engagement levels, and purchase-related responses toward short-form video marketing. The questionnaire consists of multiple-choice and close-ended questions to facilitate statistical analysis. Responses from 115 active social media users form the primary basis of the research analysis.
2.ResearchPapers andAcademic Journals	Academic journals and research papers are used as secondary sources to provide theoretical foundations, conceptual frameworks, and previous research findings related to digital marketing, consumer engagement, social media marketing, and short-form video advertising.
3.Websites and Online Sources	Reliable websites, digital marketing reports, business articles, and online resources are reviewed to understand current trends, platform developments, and the growing relevance of short-form video marketing in the digital business environment.
4.SocialMedia Platform Observation	Observation of platforms such as Instagram Reels, YouTube Shorts, Facebook Reels, and TikTok is included to understand content formats, consumer exposure patterns, and brand promotional strategies used in short-form video marketing.
5.DataCollection Process	Data is collected systematically through questionnaire distribution. Responses are reviewed for completeness and categorized into key themes, including consumer attention toward short videos, brand engagement, content preferences, and interaction patterns.
6. Data Validation	Data reliability is ensured by checking responses for consistency and completeness. Secondary information is cross-verified using reliable sources to improve the accuracy, credibility, and validity of the research findings.
D. Tools Used for Data Analysis	The collected data is analyzed using **percentage analysis**. Findings are presented through tables, bar charts, pie charts, and graphical representations to identify consumer response patterns and explain the relationship between short-form video marketing and consumer engagement.
E. Limitations of the Study	• The study is limited to 120 respondents, which may restrict generalization of findings. • Data is based primarily on self-reported consumer perceptions, which may vary among individuals. • The study focuses mainly on short-form video marketing and does not extensively analyze other digital marketing formats. • Consumer engagement may vary based on age, platform usage, interests, and content exposure. • Rapid changes in digital platforms and marketing trends may influence future consumer behavior differently.

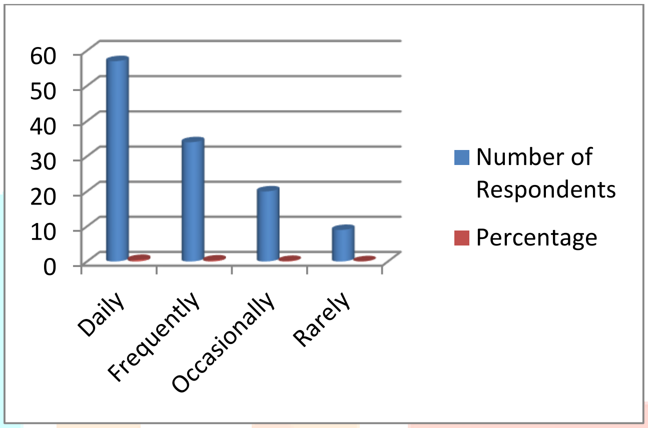
DATA ANALYSIS AND RESULTS

The collected data from 120 respondents was analyzed using percentage analysis and graphical representation to understand the role of short-form video marketing in influencing consumer engagement. The findings are presented through tables and charts to clearly illustrate the distribution of responses. The analysis focuses on key aspects such as consumer viewing habits, engagement levels, content preference, brand influence, purchase intention, and overall effectiveness of short-form video marketing.

Frequency of Watching Short-Form Video Content

Table 1: Frequency of Watching Short-Form Videos

Response	Number of Respondents	Percentage
Daily	57	45%
Frequently	34	30%
Occasionally	20	17%
Rarely	9	8%
Total	120	100%



Insights:

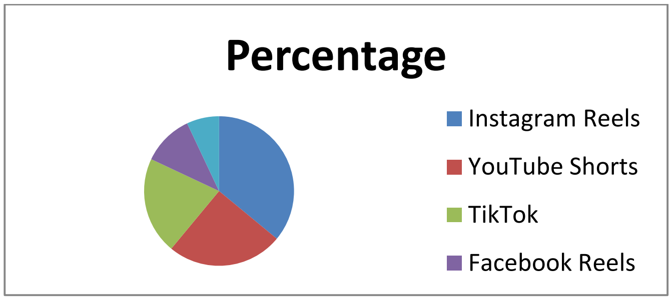
The analysis shows that a significant proportion of respondents, 45%, watch short-form videos on a daily basis, while 30% engage with such content frequently. This indicates that short-form video platforms have become a regular part of consumers' digital routines. The high level of daily exposure suggests that this content format has become deeply integrated into the online behavior of modern consumers, especially those who are active on social media platforms.

Only 17% of respondents watch short-form videos occasionally, and a relatively small portion (8%) do so rarely. This reflects the widespread popularity and accessibility of short-form video content. The findings suggest that brands using short-form video marketing have a strong opportunity to reach consumers regularly and build consistent engagement through repeated content exposure.

Short-Form Video Content Consumption Channels

Table 2: Short-Form Video Consumption Channels

Response	Number of Respondents	Percentage
Instagram Reels	41	36%
YouTube Shorts	29	25%
TikTok	24	21%
Facebook Reels	13	11%
Others	8	7%
Total	120	100%



Insights:

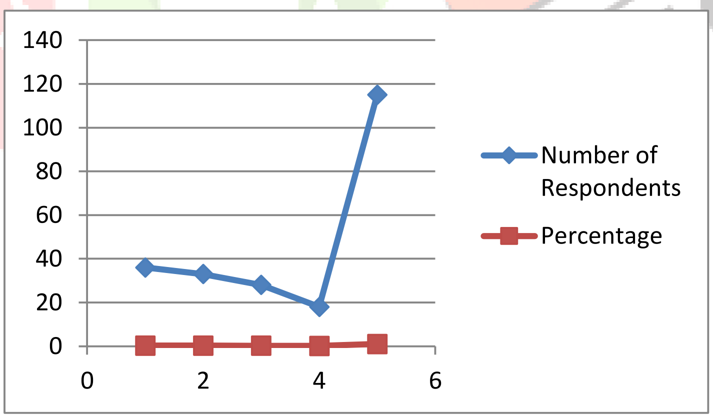
The data reveals that Instagram Reels is the most preferred platform among respondents, with 36% of users selecting it as their primary source for short-form video content. This suggests that Instagram continues to play a dominant role in visual and brand-driven engagement. YouTube Shorts follows with 25%, indicating its growing relevance among consumers who prefer short and informative content.

Platforms such as TikTok (21%) and Facebook Reels (11%) also contribute to the short-form content ecosystem, though to a comparatively lesser extent in this sample. The results indicate that consumer engagement through short-form videos is strongly platform-dependent, and marketers should choose their platforms strategically based on where their target audience is most active.

Key Drivers of Short-Form Video Content

Table 3: Key Drivers of Short-Form Video Content

Response	Number of Respondents	Percentage
Entertainment	44	34%
Product Information	26	23%
Trend Following	21	18%
Brand Awareness	17	15%
Influencer Recommendations	12	10%
Total	120	100%



Insights:

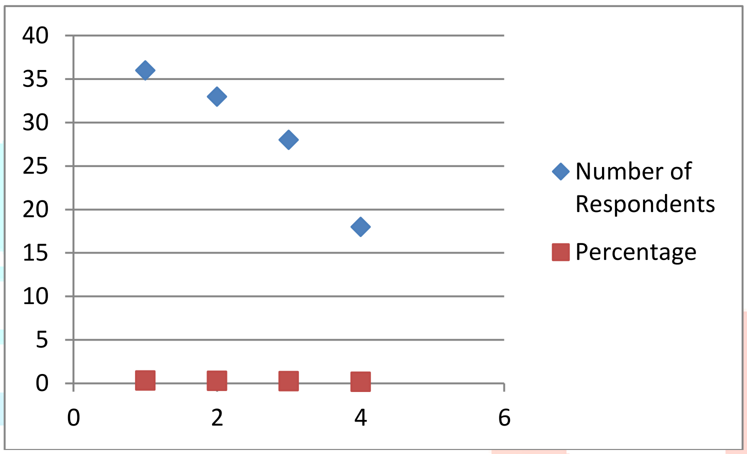
The majority of respondents (34%) reported that entertainment is the main reason they engage with short-form videos. This shows that consumers are more likely to interact with content that is enjoyable, engaging, and emotionally appealing. Entertainment remains one of the strongest elements in attracting and retaining audience attention on digital platforms.

At the same time, 23% of respondents watch short-form videos to gain product information, while 18% use them to follow current trends. This indicates that short-form video marketing is not limited to amusement alone but also serves as an effective tool for information sharing and trend-based communication. The findings highlight that brands can create stronger engagement when their content balances both entertainment and informative value.

Impact of Short-Form Videos on Brand Awareness

Table 4: Impact of Short-Form Videos on Brand Awareness

Response	Number of Respondents	Percentage
Highly Influential	52	41%
Moderately Influential	38	33%
Slightly Influential	19	17%
Not Influential	11	9%
Total	120	100%



Insights:

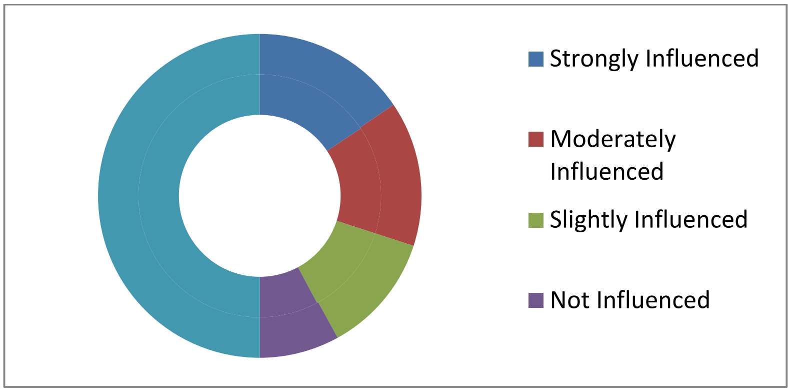
The data indicates that 41% of respondents believe short-form videos are highly influential in increasing brand awareness, while 33% consider them moderately influential. This suggests that short-form video marketing is highly effective in helping consumers notice, recognize, and remember brands in a crowded digital environment.

Only 9% of respondents felt that short-form videos are not influential in building brand awareness. This low percentage demonstrates that most consumers acknowledge the role of short-form video content in shaping brand familiarity. Theresults confirm that short-form videos are valuable not only for entertainment and engagement but also for strengthening brand visibility and recall.

Consumer Interaction with Brand-Related Short-Form Videos

Table 5: Type of Engagement with Brand Short-Form Videos

Response	Number of Respondents	Percentage
Like	38	29%
Share	21	18%
Comment	16	14%
Save	18	16%
Watch Fully Without Interaction	27	23%
Total	120	100%



Insights:

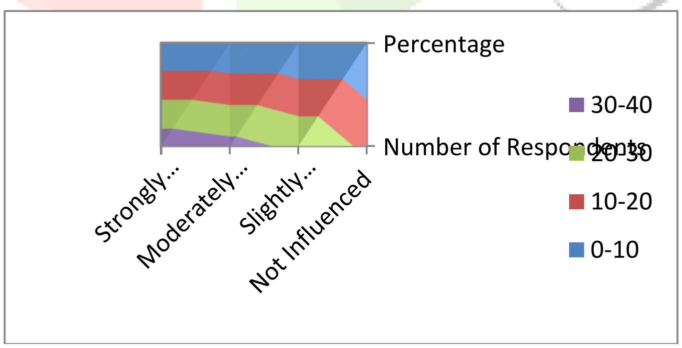
The findings reveal that liking content (29%) is the most common form of engagement with brand-related short-form videos. This suggests that consumers are willing to express appreciation for content they find relevant or appealing. A notable percentage of respondents also reported that they watch the videos fully without direct interaction (23%), which indicates passive engagement that still reflects interest and attention.

Other forms of active engagement such as sharing (18%), saving (16%), and commenting (14%) also show that short-form video content can stimulate consumer participation beyond simple viewing. This demonstrates that consumer engagement through short-form videos can occur in multiple ways, ranging from visible interaction to silent content consumption.

Effect of Short-Form Video Marketing on Purchase Interest

Table 6: Effect of Short-Form Videos on Purchase Interest

Response	Number of Respondents	Percentage
Strongly Influenced	41	31%
Moderately Influenced	33	29%
Slightly Influenced	28	24%
Not Influenced	18	16%
Total	120	100%



Insights:

The analysis shows that 31% of respondents are strongly influenced by short-form video marketing when it comes to purchase interest, while 29% are moderately influenced. This indicates that short-form videos have considerable persuasive power and can encourage consumers to explore or consider products and services promoted through engaging content.

Although 16% of respondents stated that they are not influenced by such videos, the majority show at least some level of purchase-related impact. This suggests that short-form video marketing can play an important role not only in consumer engagement but also in shaping buying curiosity and decision-making. Businesses can therefore use this format effectively to create interest and drive consumer action.

CONCLUSION

The present study clearly shows that short-form video marketing has become an important and highly effective tool for influencing consumer engagement in the digital era. With the rapid growth of platforms such as Instagram Reels, YouTube Shorts, TikTok, and Facebook Reels, consumers are increasingly exposed to short, visually appealing, and interactive content in their everyday online activities. The findings of this study reveal that a large number of respondents regularly watch short-form videos and actively engage with such content in different ways, including liking, sharing, saving, and watching brand-related videos with interest. This indicates that short-form videos are not just a source of entertainment but also a strong communication channel through which brands can build meaningful connections with their audience. In today's competitive online environment, where users are constantly exposed to digital content, short-form videos help businesses deliver their message quickly and effectively. Another important conclusion drawn from the study is that short-form video marketing can influence consumer perceptions and purchase-related behavior. Overall, the study concludes that consumer engagement through short-form video marketing is both relevant and impactful in the modern marketing landscape. Businesses that understand consumer preferences and create content that aligns with audience expectations are more likely to succeed in attracting attention and maintaining engagement. Therefore, short-form video marketing should be considered an essential strategy for brands seeking to strengthen their digital presence and improve consumer interaction in a fast-changing online market.

FUTURE SCOPE

The present study offers useful insights into the relationship between short-form video marketing and consumer engagement, but it also opens the way for further research in this growing field. As digital marketing continues to evolve, the role of short-form video content is expected to become even more important across industries and consumer segments. Future studies can expand this research by examining a larger sample size and including respondents from different age groups, professions, cities, and regions in order to gain a broader understanding of consumer behavior. Further research can also compare the effectiveness of short-form video marketing across different social media platforms, such as Instagram Reels, TikTok, YouTube Shorts, and Facebook Reels. Since each platform has unique content styles, audience behavior, and algorithmic patterns, comparative studies can help marketers understand where and how engagement is strongest. In addition, future studies may explore how platform-specific features such as filters, music, trends, hashtags, and creator collaborations affect consumer interaction. Another important area for future scope is the study of industry-specific short-form video marketing. Researchers can examine how this marketing format performs in sectors such as fashion, cosmetics, food delivery, electronics, education, healthcare, and e-commerce. This will help identify whether consumer engagement differs depending on the nature of the product or service being promoted. Future studies can also analyze the role of influencers, brand storytelling, emotional appeal, and authenticity in increasing consumer trust and engagement Moreover, future research can investigate the long-term impact of short-form video marketing on brand loyalty, repeat purchases, and customer retention. While the present study mainly focuses on engagement and immediate response, there is significant scope to understand whether repeated exposure to short-form video content can create lasting consumer relationships. As technology, consumer behavior, and digital platforms continue to change, short-form video marketing will remain a highly relevant area for academic research and business strategy.

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