

Customer Engagement through Short-Form Video Marketing

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Abstract - The speedy adoption of short video platforms such as YouTube Shorts, Instagram Reels have boosted the digital marketing strategy. The recent study examines how people are engaging with relatable contents, interactive components, creativity and fun videos to enhance engagement with consumers. This research paper explores the role of short-form video marketing in enhancing customer engagement by examining its impact on behavioural, emotional, and cognitive engagement dimensions.

This study encompasses areas such as storytelling in a short time span, authenticity, trend-driven content, and activities for viewing and its implications on the involvement of viewers in engaging and recollecting information about the brand. Findings suggest that short-form video content significantly boosts engagement levels, particularly among younger audiences who actively consume digital media. In conclusion, short time span video marketing is not only a trend for an era but not less than a basic requirement for online marketing, especially for young audience.

Keywords: *Short-form video marketing, Customer engagement, Authenticity, Storytelling, Brand recall*

I. INTRODUCTION

Digital marketing has evolved rapidly over time, greatly affecting how brands interact with customers. One major development in brand-consumer interaction has been the emergence of short-form videos as an effective mode of engagement. Short-form video is a type of user-generated content characterized by its short duration (mostly less than 60 seconds) and typically produced and shared via mobile-first applications like TikTok and Instagram Reels (Liu et al., 2022). Brands have turned to short-form videos through TikTok, Instagram Reels, and YouTube Shorts to fundamentally transform their marketing strategy with regard to sharing small, engaging, and highly shareable content. While traditional long-form video requires the viewer to maintain continuous attention throughout the entire length of the video, short-form video allows brands to quickly capture the interest of viewers through concise storytelling, viral content, and interactive

elements. Businesses are adopting short-form video marketing (SFVM) strategies to positively affect their brand awareness, consumer engagement, and conversion rates given the increased preference of social media algorithms for video content.

With visually captivating and easily shareable content, SFVM has become an important tactic utilized on a number of different social media platforms (TikTok, Instagram Reels, and YouTube Shorts). The reason for its rapid adoption is due in part to how it helps advertisers utilize the declining attention spans of consumers through creating short, captivating videos that keep consumers engaged. It also allows brands to increase their appearances across social media, allowing brands to engage with customers, and allow brands to easily link to their e-commerce platforms. Research shows that the use of SFVM helps create an increase in brand exposure and an increased conversion rate by engaging consumers through interestingly designed content, content that is genuine and content that is visually appealing to the consumer (Apasrawirote et al., 2022).

According to Brodie et al. (2011), there are three facets to customer engagement with brands: emotional; cognitive; and behavioural. When brands provide consumers with relatable, creative, and interactive content through short-form video marketing, it enhances customer engagement. Some of the more common components associated with short-form video marketing include: storytelling; authenticity; and trend-based. These encourage viewers to like, share, and comment on the video posts, which ultimately drives up brand awareness and recall (Ashley & Tuten, 2015). Additionally, humorous short-form videos appeal greatly to young people; therefore, when brands are targeting youth, they could utilize short-form videos as a strategic method of reaching their target market. Social media has also been identified as an important aspect of determining how consumers perceive and engage with brands (Kaplan & Haenlein, 2010). Therefore, it

is essential that brands incorporate short-form video marketing into their digital marketing strategies to create strong relationships with consumers and establish a competitive edge within a rapidly changing marketplace.

1.1 Background of the Study:

Digital media's increasing popularity has changed how companies connect with customers. Businesses that formerly only had contact with customers through one-way communication now have the chance to establish two-way communications with their customers. Customer Engagement results from developing an emotional connection, a mental relationship, and a physical attachment to a customer (Brodie et al., 2011). Additionally, social media platforms like YouTube Shorts and Instagram Reels provide different means for customers to engage with companies using Short-Form Videos to market or advertise their products. Brands can build or enhance customer engagement and develop loyalty using fast, fun, and visually appealing content based on ever-changing customer preferences.

The rise of social media has changed how brands communicate with their audience and transformed how brands interact with their customers (Kaplan & Haenlein, 2010). Interactive and entertaining content stimulates consumers to interact with brands and companies (Ashley & Tuten, 2015); Additionally, appealing content (De Vries et al., 2012) will increase brand awareness. Therefore, Short-Form Videos significantly contribute to increasing the amount of customer engagement for brands.

1.2 Statement of the Problem:

Although many businesses today utilize short-form video marketing, uncertainty remains regarding its effectiveness in producing significant consumer engagement. Many brands assess effectiveness based on view counts, like counts, and follower counts. However, high volume does not always indicate strong customer relationships or increased sales. One key challenge is that companies often focus on developing "viral content," as opposed to producing valuable content. While a particular video may generate thousands of views, it may not help toward developing trust or creating long-term loyalty. Another challenge is the saturation of content. Customers see countless short-form videos each day, which decreases their attention spans and makes it difficult for brands to gain visibility.

Furthermore, social media algorithms dictate which videos users are shown. The algorithms are updated frequently, creating uncertainty for marketers in predicting outcomes. Companies invest time and resources into short-form video marketing campaigns without a clear understanding of the long-term outcomes. There also seems to be limited academic knowledge focused on understanding how short-form video marketing affects customer engagement behaviors directly, especially for factors such as emotional attachments, trust in the brand, and intentions to repurchase. Given this limited knowledge base, the purpose of this research is to assess the actual relationship between short-form video marketing and customer engagement

1.3 Significance of the Study:

This study is significant because it demonstrates how valuable short-form video marketing has become in the digital age and how it affects customer engagement. This research offers a better understanding of consumer behaviour, emotional responses, and decision-making through short-form videos found on platforms such as Instagram Reels and YouTube Shorts. This will allow marketers to know what type of video (storytelling, product demonstrations, trend-based, etc.) will most effectively capture their target audience's attention.

This study will also help businesses and digital marketers create more effective marketing strategies that are in line with consumer trends. It will also contribute to the existing body of research on digital marketing and customer engagement. Furthermore, this study will provide guidance for marketers to improve content quality and increase brand recall and develop stronger relationships with consumers. Overall, this study suggests that short-form video marketing can be a critical component of a company's competitive strategy and will be especially important for targeting younger, technology-savvy consumers.

II. LITERATURE REVIEW

2.1 Impact of Short-Form Video Platforms on Digital Marketing:

The rise of short video-sharing applications such as TikTok, Instagram Reels, and YouTube Shorts has profoundly impacted the digital marketing environment by providing novel opportunities for engaging with audiences (Song et al., 2021). TikTok, launched in 2016, was the first to introduce the

concept of short videos by integrating easy-to-use editing capabilities with an interactive algorithmic content distribution mechanism (Nguyen & Diederich, 2023). The platform quickly gained massive popularity, reaching more than a billion active users in 2022, making it an ideal platform for launching marketing activities (Ali, 2023). Instagram Reels, launched in 2020, capitalized on the pre-existing user base of Instagram to directly challenge TikTok by providing seamless integration with Instagram's overall functionality, including features like Stories and Shops (Ortis et al., 2019). YouTube Shorts, launched in 2021, brought an additional layer by enabling content creators to reuse content from YouTube's massive existing repository and leverage the platform's pre-existing user base (Kim et al., 2023).

2.2 Role of Algorithms in Short-Form Video Platforms:

The attention-grabbing potential of the platforms has highlighted the value of short-form videos as a dynamic and scalable marketing solution (Nisa et al., 2021). The success of the platforms is inextricably linked to their distinctive algorithmic designs, which enable the personalization of content delivery according to user behavior (Agrawal & Mittal, 2022). The TikTok algorithm, for example, employs a "For You" page that offers personalized video suggestions, leading to a significant level of user engagement and retention (Abousaleh et al., 2021).

2.3 Key Metrics for Short Video Performance:

Engagement metrics such as views, likes, shares, and retention rates are very important for assessing the success of short videos on platforms such as TikTok, Instagram Reels, and YouTube Shorts (Li et al., 2023).

A study conducted by Nguyen and Diederich in 2023 found that content that triggers intense emotions, whether positive or negative, has a higher chance of being shared, which in turn increases its visibility. Moreover, the algorithmic favoring of content on platforms such as TikTok and Instagram increases the reach of shared content exponentially (Li et al., 2016).

As stated by Nisa et al. (2021), videos with a compelling narrative or call-to-action are likely to have a higher retention rate than videos that do not have a structured format. Furthermore, the study conducted by Li et al. (2016) proved that retention

rates are directly linked to conversion rates, as viewers who have engaged with a video are more likely to react favorably to the marketing messages embedded within it.

Visuals, including the use of bright colors, transitions, and high-quality visuals, are able to capture the attention of the audience and create emotional responses (Ladhari et al., 2020). As highlighted by Li et al. (2023), videos that have visually appealing elements are more likely to capture the attention of the audience, thus increasing retention and interaction rates. This is supported by Ali (2023), who highlighted that the application of facial expressions, animations, and storytelling in short videos creates a better emotional connection, thus making the video more memorable and shareable.

2.4 Influence of Audio and Visuals on Engagement:

Research by Chawla et al. (2002) brings to light the importance of music tempo and type in shaping the viewer's emotions and perceptions. For example, fast music is linked to positive emotions and viewer engagement, while slower music may trigger introspection or nostalgia. Song et al. (2021) also support the importance of audio-visual synchronization, stating that synchronized soundtracks enhance audience recall and brand recall (Jun et al., 2019). Moreover, voice-overs provide an element of personalization, which is essential in establishing trust and viewership, especially in influencer-based content (Gedamu et al., 2023).

A study conducted by Ortis et al. (2019) showed that videos that featured both colorful visuals and engaging audio resulted in a 65% higher engagement rate than videos that did not feature either. Additionally, Kim et al. (2023) found that this is especially true in the context of story telling content, where the combination of audio and visuals has the ability to immerse the viewer in the story.

Influencers on social media platforms have become an essential part of digital marketing campaigns, and their categorization as micro, macro, and celebrity influencers has made it possible to reach different segments of the audience (Vasireddi et al., 2022). Micro-influencers have a following ranging from 1,000 to 100,000 people and are recognized for their specialization and engagement levels (Bielski & Trzcinski, 2018).

2.5 Consumer Behaviour in Mobile-Centric Marketing:

Research carried out by Müller et al. (2020) and Brinberg et al. (2020) shows that the adoption of 5G technology has resulted in a 45% rise in video viewing on mobile devices, especially in developing countries where internet speed was a constraint. Moreover, the development of 5G technology has made it possible for consumers to engage in real-time communication, such as live streaming and interactive advertisements, which have become an essential part of mobile marketing (Ohme et al., 2016). This technological development has enabled marketers to create dynamic content that meets the expectations of consumers.

Knowledge of the behavioral patterns of smartphone users is essential for the success of mobile marketing campaigns. Smartphone users are known to consume content in short bursts and prefer content that is visually stimulating and easy to digest (Boase & Humphreys, 2018).

Research carried out by Campbell (2013) and Hedstrom & Irwin (2017) indicates that the peak engagement periods tend to coincide with commuting times, lunch breaks, and late nights, giving marketers a clue about when to optimize content distribution. Moreover, the emergence of multitasking behaviors, such as video viewing while browsing or shopping online, has presented marketers with opportunities to develop cross-platform marketing strategies (SchnauberStockmann & Karnowski, 2020). Nevertheless, marketers are faced with challenges such as ad fatigue and privacy issues, which affect the users' willingness to accept mobile advertisements (Ohme et al., 2020). By synchronizing marketing strategies with user behaviors and preferences, marketers can optimize the effectiveness of their marketing campaigns in the ever-increasing mobile-centric environment.

2.6 Cross-Platform Short Video Marketing:

A good example of how technology has the ability to change the way people engage with brands digitally is the combination of algorithmic personalization and data-driven marketing within short videos. The use of algorithms to provide users with customized experiences enables platforms to not only increase satisfaction but also increase consumer consumption of content (Hedstrom & Irwin, 2017).

The majority of literature currently focuses on the technological side of branding such as algorithms and metrics, and does not address the cognitive and emotional impacts of being exposed to short videos (Grewal et al., 2016). Ohme and colleagues (2016) conducted research that emphasizes the need to understand how content variables (e.g., frequency, length, emotional value) affect how consumers perceive and make decisions about brands.

As stated by Campbell (2013), understanding these variables will assist brands in implementing the most effective marketing strategies and maintaining sustainable growth within the highly competitive digital landscape. Marketers must also focus on optimizing their cross-platform short video marketing campaigns due to the trend of using multiple platforms (e.g., TikTok, Instagram Reels, YouTube Shorts) (Ohme et al., 2020).

Otto et al. (2021) and Campbell (2013) found that it is challenging for brands to maintain consistent messaging, while also adapting the content of their short videos in order to meet the requirements of different algorithms.

2.7 Trends in Global Social Media Adoption:

Sustainability principles related to short video marketing are under-researched. This gap can be attributed to consumers becoming increasingly aware of both environmental and ethical concerns, and companies needing to take responsibility for their marketing efforts as such (Hedstrom & Irwin, 2017).

Some studies show that short-form video marketing can work effectively when executed creatively; for example, Duffett & Maraule's study demonstrated that humorous and interactive ads (via stickers or hashtags), using TikTok to market to Gen Z people in South Africa, increased their likelihood of buying these products by a notable margin. However, evidence suggests that it depends primarily upon creative execution and product relevance.

The most significant change within social media has been its growth in terms of users—over 4.9 billion worldwide, a 9.2% increase over the previous year (We Are Social and Hootsuite, 2021). Access to mobile devices coupled with improved internet connectivity has also dramatically changed how people use social media. Smartphones allow users to easily access their accounts and use features at any place or time.

2.8 Challenges in Short-Form Video Marketing:

Mobile technology has had a positive influence on how social media is utilizing video content (Meyer et al., 2019). With the advent of smartphones and the faster connectivity of the Internet, people now have the ability to record and share video immediately using live streaming techniques. Because of this instant gratification, users are encouraged to interact with videos at the time of their release.

In addition, social media companies feature video as part of their core offerings (Fuchs et al., 2019). For instance, videos in your feed that will automatically play (for you to view), metrics that measure viewer engagement on your videos (time spent on your video), and metrics that measure how many people viewed your video (number of people that viewed your videos) are all embedded in your social media site's video features. By providing users with these various video features, social media has made it easy for users to consume and share video content. Marketers are now utilizing short-form as one of the most significant forms of content to reach younger audiences. Unlike standard long-form style videos, which can be created fairly simply and with minimal effort from both the viewer and the marketer, short-form videos offer a much more engaging experience with their use of visual and aural elements.

III. RESEARCH METHODOLOGY

This study adopts a quantitative research approach to examine customer engagement through short-form video marketing on platforms such as Instagram Reels and YouTube Shorts. The methodology focuses on collecting structured data to analyse consumer behaviour, preferences, and engagement patterns.

3.1 Research Design:

A descriptive research design is used to understand and interpret consumer perceptions, engagement levels, and the impact of short-form video content on decision-making.

3.2 Population and Sampling:

The target population includes digitally active users, particularly young consumers who frequently engage with short-form video platforms. A sample size of 100 respondents is selected using convenience sampling, ensuring ease of data collection and relevance to the study.

3.3 Data Collection:

Primary data is collected through a structured google form questionnaire distributed online.

- It included demographic questions such as name, occupation, and gender.
- Questions were designed to compare engagement between traditional content and short-form videos.
- It captured data on the type of short-form content influencing buying decisions.
- It examined how consumers discover new brands through algorithm-based recommendations.
- It included questions on preferred duration of short-form videos.
- It assessed consumer perception of improvement in brand content based on engagement trends.
- The collected data was used for analysis to understand customer engagement patterns.

3.4 Research Objectives:

1. To examine the impact of short-form video marketing about customer engagement that can be generated from YouTube Shorts and Instagram Reels.
2. Analyse the effects of engaging, creative, and entertaining content on interactions.
3. To identify the impact of relatable, creative, and interactive content on audience participation.
4. To study the effectiveness of storytelling, authenticity, and trend-driven content in improving brand recall.

3.5 Statement of Hypothesis:

Hypothesis:

1. Traditional content vs engagement on short-form video platforms like Instagram Reels, YouTube Shorts, and TikTok?

- Null Hypothesis (H_0): Short-form videos do not increase engagement compared to traditional content.
- Alternative Hypothesis (H_1): Short-form videos increase engagement compared to traditional content.

2. Which type of short-form content most influences buying decision?

- Null Hypothesis (H_0): No specific type of short-form content significantly influences consumers' buying decisions.
- Alternative Hypothesis (H_2): A specific type of short-form content significantly influences consumers' buying decisions.

3.6 Research questions:

1. Traditional content vs engagement on short-form video platforms like Instagram Reels, YouTube Shorts, and TikTok?
2. Which type of short-form content most influences buying decision?
3. To what extent do consumers discover new brands through algorithm-recommended short-form videos?
4. What is the preferred duration of short-form video content among consumers?
5. To what extent do consumers perceive that brands improve their short-form video content quality over time based on engagement trends?

3.7 Research Instrument:

Question	Question Type	Variable Measured
1. What is your name?	Open-ended	Respondent identification
2. What is your occupation?	Categorical (Nominal)	Occupation
3. What is your Age?	Categorical (Nominal)	Age
4. Traditional content vs short-form engagement	Multiple choice (Ordinal)	Perceived engagement level
5. Type of content influencing buying decision	Multiple choice (Nominal)	Content preference
6. Brand discovery through algorithm videos	Multiple choice (Ordinal)	Brand discovery frequency
7. Preferred video duration	Multiple choice (Ordinal)	Content duration preference
8. Improvement in brand content quality	Likert scale (Ordinal)	Perception of content improvement

3.8 Analysis tool and Techniques:

- Google Forms were used for data collection, with the data then organized and analysed in either Microsoft Excel or Google Sheets.
- Descriptive statistics such as percentages and frequency distribution are used to summarize the responses from the participant's survey results.
- Visual representations of the data collected include pie charts and bar graphs.
- The study analysed the data for any correlation or comparative analysis, which helps identify any relationship between engagement, content type and consumer behaviour.

3.9 variables of the study:

Variable Type	Variables Measured
Independent	Content type, Video duration, Creativity, Trends
Dependent	Customer engagement (behavioural, emotional, cognitive)
Demographic	Age, Occupation

3.10 Scope of the Study:

The purpose of this research is to examine customer engagement through short-form video marketing. This will be studied on Instagram Reels and YouTube

Shorts with a focus on understanding consumer behaviour and emotional responses as they relate to the different types of short-form video content (product demonstrations, influencer reviews, storytelling and trendy videos) being created by brands. The objective of this research is to determine what level of consumer engagement occurs with short-form video marketing through behavioural (likes/shares/comments) emotional (interested/enjoyment) and cognitive (recall/awareness) expressions. The target demographic for this survey has been limited to younger, digitally active users who utilise short-form video content frequently. This research will use a sample of participants and will not reflect trends on a global scale. This research will also exclude consideration for past trends in digital marketing and any potential changes or new technologies that could influence digital marketing in the future.

3.11 Limitations of the Study:

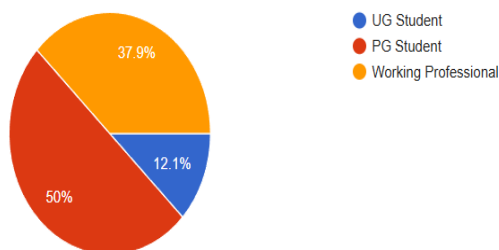
The sample size of this research is 100 respondents, which is insufficient enough to be representative of the wider population. The research is specifically targeting users of social media platforms such as Instagram Reels and YouTube Shorts. The data collection process relies upon self-reported data from

respondents; therefore, there could be bias or misinterpretation of the data. The primary focus of this study is young, digital consumers; therefore, results are not generalizable to older populations. This research does not include industry- or brand-specific behaviors, but rather the general behaviors of consumers. Finally, because of time limitations, this research focused only on the current trends and behaviors associated with short-form video marketing rather than the long-term effects of such marketing.

IV. DATA ANALYSIS AND INTERPRETATION

The study uses a quantitative data analysis method to evaluate responses collected from 100 participants. Data was processed using Microsoft Excel and analysed through descriptive statistics such as percentages and frequency distribution. Additionally, comparative and correlation analysis were applied to examine relationships between variables like content type, engagement level, and purchase influence. Visual tools such as charts and graphs were used to simplify interpretation and present findings clearly.

Fig 4.1 Occupation

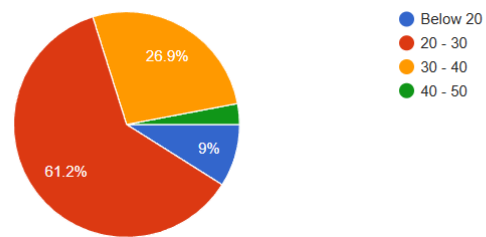


Interpretation

The data shows that the majority of respondents are PG students (50%), indicating that postgraduate learners form the largest group in the study. Working professionals account for 37.9%, showing a significant portion of respondents with practical industry exposure. In contrast, UG students make up only 12.1%, representing the smallest segment.

This suggests that the responses are more influenced by individuals with higher education levels and some professional experience, which may lead to more informed and practical opinions in the study.

Fig 4.2 Age

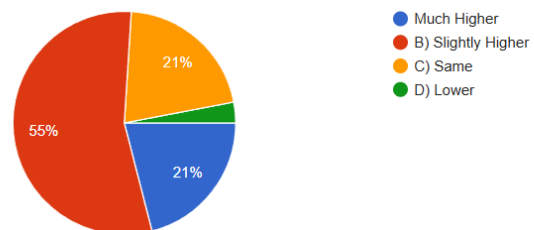


Interpretation

Among the 100 people surveyed, the vast majority of respondents (61.2 percent) are in the 20 to 30 year old age bracket and constitute the largest proportion of all respondents in this study. Thus, those individuals aged 20-30 make up the primary target population for this research project. The 30 to 40 year old age group is represented at a moderate level at 26.9 percent, suggesting that there is a considerable number of respondents who have lived beyond their 30s. Very few individuals, only 9% are under 20; moreover, so few fall into the 40 to 50 years old bracket.

Overall, because of the respondents' age ranges, and the fact that the demographic that was surveyed is largely young adults (digitally engaged) and therefore have expressed more of an interest in consuming and participating in short form video trends.

Fig 4.3 Traditional content vs engagement on short-form video platforms.



Interpretation

The data shows that most respondents experience higher engagement with short-form video content. About 55% reported slightly higher interaction, while 21% experienced significantly higher engagement, totalling 76% who find it more engaging than traditional media. Meanwhile, 21% felt engagement remained the same, and very few reported lower interaction. This indicates that short-form videos are more effective in capturing attention and improving audience engagement compared to traditional content.

4.3.1 Hypothesis Testing:

Step 1: Objective:

Test whether responses (e.g., engagement levels) are uniformly distributed or significantly different.

Hypothesis:

- H_0 (Null Hypothesis): Responses are equally distributed (no impact)
- H_1 (Alternative Hypothesis): Responses are not equally distributed (there is an impact)

Step 2: Observed Data (O):

Category	Observed (O)
Much Higher	50
Slightly Higher	30
Same	15
Lower	5
Total (N)	100

N = Total observations = 100

Step 3: Expected Values (E)

$E = k/N = 100/4 = 25$

(k = number of categories = 4)

Category	Expected (E)
Much Higher	25
Slightly Higher	25
Same	25
Lower	25

Step 4: Chi-Square Calculation Table

Category	O	E	(O - E)	(O - E) ²	(O - E) ² / E
Much Higher	50	25	25	625	25
Slightly Higher	30	25	5	25	1
Same	15	25	-10	100	4
Lower	5	25	-20	400	16
Total					46

Step 5: Formula Used

$$X^2 = \sum \frac{(O-E)^2}{E}$$

$$X^2 = 25 + 1 + 4 + 16 = 46$$

Calculated Chi-Square Value = 46

Step 6: Degrees of Freedom (df)

$$df = k - 1 = 4 - 1 = 3$$

Step 7: Critical Value (from Chi-Square Table)

At 5% significance level ($\alpha = 0.05$) and $df = 3$:

Critical Value = 7.815

Step 8: Decision Rule

- If χ^2 calculated $> \chi^2$ critical $\rightarrow$ Reject H_0
- If χ^2 calculated $\leq \chi^2$ critical $\rightarrow$ Accept H_0

Step 9: Comparison

$$46 > 7.815$$

Step 10 : Final Decision

Since calculated value is much greater than table value, we reject the null hypothesis (H_0)

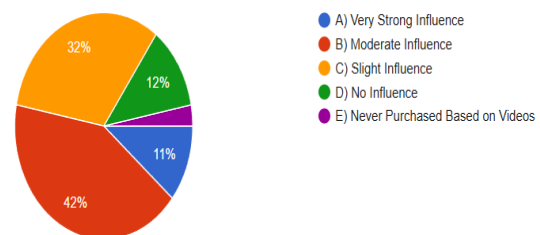
Step 11: Interpretation

Based on the data we observe that there are unequal distributions of response types, indicating a larger difference between the expected and actual observed values. Therefore the factor being examined (i.e. short-form videos) is shown to be significant towards engagement. The chi-square calculated value of 46 is greater than our critical value of 7.815 using a significance level of 5% and 3 degrees of freedom i.e. as such we reject the null hypothesis. This conclusion indicates that there is an apparent statistically significance in response distribution differences. Therefore, we can conclude that the factor being studied has a substantial effect on engagement.

Critical value = 7.815

The null hypothesis stating that short-form videos do not increase engagement is rejected, and the alternative hypothesis is accepted, as most respondents reported higher engagement. Reject H_0 .

Fig 4.4 Short form content most influences buying decision



Interpretation:

Recent data reveals that short-form videos have a measurable and direct impact on consumer purchasing behaviour. While a significant majority (85%) of respondents reported feeling "somewhat influenced" by these videos, about 11% felt either extremely influenced or barely influenced at all. Conversely, roughly 12% of individuals stated that short-form content did not affect their buying decisions. Ultimately, the analysis concludes that featuring products in short-form videos actively drives and alters consumer action.

4.4.1 Hypothesis testing

Short-form content influences buying decision

Step 1: State Hypothesis

- H_0 (Null Hypothesis): Short-form video content does not influence buying decisions (responses are equally distributed)
- H_1 (Alternative Hypothesis): Short-form video content does influence buying decisions.

Step 2: Observed Frequencies (O)

sample size = 100

Category	%	Observed (O)
Very Strong	11%	11
Moderate	42%	42
Slight	32%	32
No Influence	12%	12
Never	3%	3
Total	100%	100

Step 3: Expected Frequencies (E)

Equal distribution:

$$E = 100/5 = 20$$

Step 4: Formula

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Step 5: Calculation Table

Category	O	E	(O-E)	(O-E) ²	(O-E) ² / E
Very Strong	11	20	-9	81	4.05
Moderate	42	20	22	484	24.20
Slight	32	20	12	144	7.20
No Influence	12	20	-8	64	3.20
Never	3	20	-17	289	14.45
Total χ^2					53.10

Step 6: Degree of Freedom

$$df = n - 1 = 5 - 1 = 4$$

Step 7: Critical Value

At 5% significance level:

$$\chi^2 (0.05, 4) = 9.488$$

Step 8: Decision

- Calculated $\chi^2 = 53.10$
 - Critical $\chi^2 = 9.488$
- $$53.10 > 9.488$$

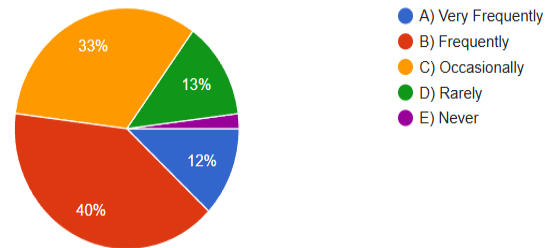
Step 9: Interpretation

Reject H_0

Since the calculated Chi-square value (53.10) is greater than the critical value (9.488), the null hypothesis is rejected. Therefore, short-form video

content has a statistically significant influence on consumer buying decisions. This indicates that consumers are influenced at different levels, with a majority showing moderate to strong impact. It also highlights the growing importance of short-form videos as an effective marketing tool in shaping consumer preferences and purchase behaviour.

Fig. 4.5 Consumers discover new brands to a significant extent through algorithm-recommended short-form videos.

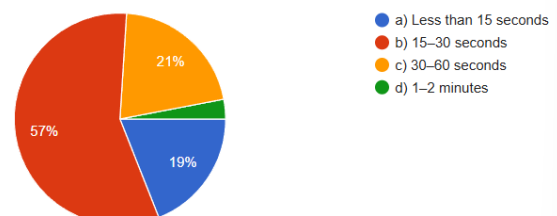


Interpretation

A majority of respondents (40% of respondents) have said that they experience new brands or product categories via short-format video at least "frequently" (33%) or "occasionally." Those who say they do so are fewer: 12% say they discover these types of new products "very frequently," while only 13% say they do so "rarely," and 2% report never discovering new products (or brands) through this type of video content. Algorithmically driven content would appear to play an important role in the way people discover brands through short-format video content, allowing them to find and learn about new products and brands naturally and frequently.

Hypothesis: The null hypothesis is rejected because most respondents discovered new brands through short-form videos, supporting the alternative hypothesis. Reject H_0 .

Fig. 4.6 The preferred duration of short-form video content varies among consumers.



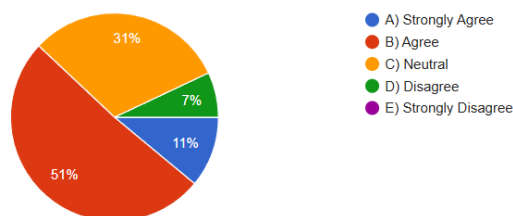
Interpretation

According to the data shown, short-form content ranging from 15 to 30 seconds is preferred by the majority. The results show that 57% of all participants opted for the 15 to 30-second time range

while the second-highest preference for 30 to 60 seconds had only 21%. The next highest category was 19% of respondents that preferred viewing content less than 15 seconds long and the lowest preference was 1 to 2 minutes (3%). It can be concluded that most viewers enjoy seeing brief, exciting pieces of media. Keeping media short and interesting helps keep viewer interest and encourages more viewer interaction.

Hypothesis: The null hypothesis is rejected since a majority preferred shorter video durations, accepting the alternative hypothesis. Reject H_0 .

Fig. 4.7 Consumers perceive that brands improve their short-form video content quality over time to varying extents based on engagement trends.



Interpretation

According to the results, the majority of survey participants feel that brands have improved their short-form video content over the short term due to engagement trends. 62% of survey respondents who said they agree (51%) or strongly agree (11%) represents a significant percentage of positive responses to this statement. Another 31% felt neutral on this statement, while only 7% disagreed - and practically no one said they strongly disagreed with this statement. Thus, respondents to this survey suggest that consumers see evidence of brands' continual improvement in their content, and are responding by altering their content creation strategies in relation to the way that consumers engage with them and provide feedback.

Hypothesis: The null hypothesis is rejected as most respondents agreed that brands improve content over time, supporting the alternative hypothesis. Reject H_0 .

V. FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Findings:

This analysis of the response data from 100 participants culminates in six key findings:

1. A significant 76% of participants indicated that they experienced greater engagement with short-

form videos compared to traditional content formats, suggesting that these videos are particularly effective in engaging users meaningfully.

2. Short-form videos were found to influence the purchasing decisions of 85% of participants, with product demonstration and trend-oriented short-form videos being the most influential.

3. The discovery of content by consumers was significantly impacted by algorithm-driven recommendations for short-form videos, with 85% of participants reporting that they learned about new brands through this format.

4. The ideal length for short-form videos, as preferred by 57% of participants, is between 15 and 30 seconds.

5. A total of 62% of participants expressed the belief that brands utilize their engagement metrics over time to enhance their short-form video content.

6. The majority of participants in the study were young adults aged 20 to 30, primarily belonging to the Digital Generation, including postgraduate students and employed professionals, indicating a substantial presence of digitally engaged audiences.

Overall, the evidence indicates that short-form video marketing has a major effect on how consumers behave. When combining all of the data gathered for this study, it appears that short-form video marketing contributes to greater levels of meaningful engagement, leads to increased levels of brand discovery, and directly impacts the purchasing decisions of a large majority of all consumers. Thus, the conclusions drawn from this research conclude that using digital short-form video conversions is one of the most effective ways to create engagement, increase brand awareness, and ultimately influence purchase decisions.

5.2 Conclusion:

In conclusion, this study illustrates how short-form video has become an exceptionally effective method of online marketing, particularly for the demographic of young and active social media users. A significant number of respondents reported utilizing short-form video content far more frequently than traditional online marketing methods, primarily because such content is easy to consume, entertaining, and quick to complete.

Moreover, short-form video has been shown to have an equal or even greater influence than traditional online marketing in driving purchases, especially when the content features product demonstrations or aligns with current trends.

Another key finding is that a considerable number of users discover new brands through recommendations generated by the algorithms of their social media platforms (e.g., Reels & Shorts); thus, brand visibility on these platforms is significantly amplified. Furthermore, most consumers surveyed expressed a preference for short-form video content lasting between 15 to 30 seconds, indicating a clear demand for brand marketers to create engaging, clear, and concise short-form video content. As consumers interact with brands and their short-form video offerings, they perceive that brand marketers have enhanced their content based on feedback derived from consumer engagement patterns.

Overall, The research suggests that short-form video marketing will not only remain a viable approach for engaging with consumers but will also continue to serve as a highly effective strategy for building relationships with consumers, fostering brand awareness, and influencing purchasing decisions. Brands that harness creativity, relevance, and customer engagement will be better equipped to thrive in the rapidly evolving digital marketplace.

5.3 Recommendation

According to the results of this research, brands ought to concentrate on producing short-form video content that is captivating, pertinent, and easily comprehensible. Given that most users favour videos lasting between 15 and 30 seconds, it is essential to keep the content succinct while conveying a clear and impactful message. Emphasis should be placed on product demonstrations and trend-oriented content, as these have the most significant effect on consumer purchasing choices. To boost brand visibility, brands should adeptly utilize platform algorithms by integrating trending hashtags, popular audio tracks, and adhering to a consistent posting routine. Regular evaluation of performance indicators such as views, likes, and shares can assist in determining which types of content are most effective and facilitate ongoing enhancement.

Furthermore, incorporating strong visuals, narrative techniques, and emotional components can render content more attractive and unforgettable for viewers. Partnering with influencers, particularly micro-influencers, can additionally aid in establishing trust and engaging with target demographics. Timing the posting of content appropriately is also vital to optimize reach and interaction. In summary, by

aligning content strategies with consumer preferences and behaviours, brands can improve engagement, increase brand visibility, and effectively sway purchasing decisions.

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