

Effects Of Short Form Video Content Marketing on The Purchasing Behavior of Young People in The Chengalpattu District

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Abstract—Marketing has transitioned from conventional approaches to digital platforms as a result of technology progress and evolving consumer behavior. Contemporary tactics indicate that video content marketing, particularly short-form videos on platforms such as YouTube Shorts and Instagram Reels, has proven to be exceptionally effective in impacting the youth demographic. This study investigates the influence of video content marketing on the purchasing decisions of young consumers, identifies favored product categories, and analyzes attractive content aspects. A Chi-Square test ($\chi^2 = 85.86$, $df = 4$, $p < 0.05$) demonstrated a considerable change in replies, suggesting that advertisements substantially affect online shopping behavior. The result indicate that short form video influences the purchasing decision.

I. INTRODUCTION

Every firm needs marketing to connect producers with customers and supply products and services to meet client needs. Technology and customer behavior have changed marketing over time. Businesses used newspapers, television, radio, billboards, and pamphlets for marketing in the past. When customers used offline media, these techniques worked. However, significant digital technological expansion has transformed marketing. Internet, smartphones, and social media have expanded communication. Consumers are increasingly searching for information, watching videos, interacting with companies, and buying online. This change led to digital marketing. SEO, social media, email, influencer, and content marketing are included. One of the most potent is video content marketing. Video content marketing promotes products, services, and businesses on YouTube, Instagram, and Facebook. Visuals, music, motion, and storytelling make a powerful emotional

and informative impact, making it effective. Youth are digitally active and quickly persuaded by video content. Therefore, understanding how video content marketing affects youth buying decisions is crucial. Recently, short-form video content has grown in popularity, especially among youthful people. YouTube Shorts, Instagram Reels, and offer brief, entertaining, and shareable video that grabs viewers' attention quickly. Interactive, relatable information is particularly effective at shaping young attitudes and preferences. Video content marketing increases consumer awareness, trust, and credibility. Influencers and content creators shape opinions through reviews, demonstrations, and personal experiences. This makes material more genuine and persuasive than typical ads.

Modern short-form video marketing distributes captivating 5- to 60-second videos to promote brands, services, and ideas. With the development of TikTok, Instagram Reels, and YouTube Shorts, this type of content is one of the finest ways to get noticed in a fast-paced digital age.

For today's short attention spans, short videos deliver strong information. These engaging movies encourage involvement, sharing, and brand exposure with photos, music, text overlays, and narration. Businesses, influencers, and content creators use short-form video marketing to build brand awareness, engage customers, and reach large audiences. Even small companies can grow naturally and become more visible due to platform algorithms that appreciate video content.

High-impact, low-cost short-form video marketing helps organizations engage audiences quickly, creatively, and effectively in modern media.

II. REVIEW OF LITERATURE

Han, Wanshan (2022) examines short video marketing growth. Short films drive corporate, influencer, and user-based marketing with easy content development, wide dissemination, and high engagement. According to the analysis, content similarities, unregulated suppliers, and poor product disclosure are serious issues. These concerns must be addressed to improve short video marketing. D Stepanova (2024) The poll shows that social media marketing helps digital businesses grow and reach audiences. This study examined Patteri Entrepreneurship Society's short-form video. Qualitative benchmarking and action research showed that well-timed and distributed short videos increased audience engagement but not subscriber numbers. Short videos are great for data-driven marketing. Muhammad Aria Wahyudi (2025) claims trust signs, short-form video marketing, and influencer relatability inspire Generation Z in Indonesia to buy. Multiple linear regression demonstrates that influencer relatability boosts buy intention the highest of the three attributes. These studies illustrate that influencer relationships, engaging short-form content, and trust indicators can transform digitally native audiences' buying habits. This report helps marketers adapt their digital strategy to Generation Z's interests. Huang, Wenyi, Kunhan Wu, and Wen Wang (2026) addresses short-video ad generating challenges. It finds that standard AI systems prioritize language quality over sales results, limiting marketing effectiveness. The study found that sales data-optimized material enhances buy intention and manufacturing efficiency. It concludes that AI-driven frameworks can improve short video marketing by focusing on persuasive and profitable content. Novita (2026) examine how TikTok, Instagram Reels, and YouTube Shorts effect Generation Z Indonesian customers' buy intention for a local culinary business Visually appealing short videos substantially influence consumer behavior and mood. The study found that short-form video content boosts purchase intention, making it an efficient digital marketing tool. Short-form video marketing can increase local brand marketing and attract customer.

OBJECTIVE OF THE STUDY

1. To identify the product categories favored by youth via video content marketing.

2. To analyze the influence of video content marketing on the purchasing decisions of youth.
3. To analyze the elements of video content marketing that appeal to youthful consumers.

III. HYPOTHESIS DEVELOPMENT

NULL HYPOTHESIS H0: There is no significant relationship between video content marketing and youth purchase decision.

ALTERNATE HYPOTHESIS H1: There is a significant relationship between video content marketing and youth purchase decision.

ANALYSIS

CHI SQUARE TEST

Response Category	Observed N	Expected N	Residual
Strongly agree	36	28	8
Agree	59	28	31
Neutral	39	28	11
Disagree	5	28	-23
Strongly disagree	1	28	-27
TOTAL	140		

TEST	VALUE
Chi- Square (χ^2)	85.86
Degree of Freedom	4
Asymp.Sig.(p-value)	0.0000

IV. FINDINGS:

To find out if there is a significant variation in the distribution of replies about how ads affect online buying behaviors, a Chi-Square goodness-of-fit test was run. With $\chi^2(4) = 85.86$ and $p < 0.05$, the results showed that the responses were distributed in a statistically significant manner. So, we can say that the null hypothesis is not true. Since more people agreed or strongly agreed, it's safe to assume that ads have a major impact on people's propensity to buy things online.

V. CONCLUSION

The study found that video content marketing influences Chengalpattu District youth purchase decisions. Video marketing is vital for firms to

communicate with customers as digital technology and social media use develop. Video content is appealing to youth due to its visual appeal, entertainment value, and ease of understanding. Video marketing raises awareness, curiosity, trust, and emotional connection with consumers. Thus, it greatly influences their buying behavior. Influencer marketing, short-form videos, and unique content boost video marketing. Young customers base purchases on internet reviews, demos, and influencer recommendations. The study also emphasizes video authenticity and transparency. Misleading ads can damage brand reputation and consumer trust. Video content marketing is vital in current marketing and has a big impact on youth consumers. Businesses that use video marketing can boost sales, consumer engagement, and long-term success.

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