

A Study on Consumer Engagement through Short-form Video Marketing

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Abstract: *Short-form video marketing has emerged as one of the most influential digital marketing strategies in recent years, driven by the growing popularity of platforms such as Instagram Reels, YouTube Shorts, and TikTok. This study examines the role of short-form video marketing in shaping consumer engagement and understanding how consumers respond to brief, visually appealing, and interactive promotional content. The research focuses on identifying the factors that make short-form videos effective in attracting attention, increasing brand awareness, and encouraging audience interaction. The study is based on primary data collected from 115 respondents through a structured questionnaire. Percentage analysis and graphical representation were used to interpret the responses and evaluate consumer behavior toward short-form video content. The findings reveal that short-form video marketing significantly influences consumer engagement by improving content visibility, increasing entertainment value, and creating stronger emotional and informational connections with viewers. Consumers are more likely to engage with brands when the content is concise, relatable, visually attractive, and aligned with current trends. The research also highlights that short-form videos play an important role in shaping purchase interest, sharing behavior, and brand recall. In a highly competitive digital environment, brands are increasingly using this format to communicate effectively with younger and digitally active audiences. The study concludes that short-form video marketing has become a powerful tool for businesses to enhance consumer engagement and strengthen their digital presence. The findings may be useful for marketers, business owners, and researchers seeking to understand evolving consumer interaction patterns in the digital era.*

Keywords: Short-form video marketing, consumer engagement, digital marketing, social media marketing, brand awareness, consumer behavior, online advertising, content marketing

I. INTRODUCTION

In the rapidly evolving digital environment, marketing communication has undergone a major transformation. Traditional advertising methods such as print media, television commercials, and long-form promotional videos are increasingly being replaced by faster, more engaging, and platform-oriented content formats. Among these, short-form video marketing has emerged as one of the most powerful tools for attracting audience attention and building consumer interaction in the online space. Short-form videos are generally brief, visually dynamic, and designed to deliver a message in a concise yet impactful manner. Popular digital platforms such as TikTok, Instagram Reels, and YouTube Shorts have significantly accelerated the use of this format in modern brand communication [1][2].

The rise of short-form video marketing is closely linked with changing consumer behavior. Today's digital consumers prefer content that is quick to consume, visually stimulating, emotionally engaging, and easy to share. Unlike traditional promotional methods, short-form video content combines visuals, sound, storytelling, trends, and platform algorithms to create a highly immersive user experience. This format is especially effective in capturing attention within the first few seconds, which is critical in an era where consumer attention spans are increasingly fragmented [3][4]. As a result, businesses across industries are using short-form videos not only to promote products and services,



but also to build brand identity, improve audience reach, and maintain continuous engagement with their target consumers.

Consumer engagement refers to the degree of a consumer's cognitive, emotional, and behavioral involvement with a brand or its content. In digital marketing, engagement is often reflected through actions such as viewing, liking, commenting, sharing, saving, clicking, and revisiting content. Compared to static advertisements or text-based promotions, short-form video content provides a more interactive and persuasive communication environment. Research has shown that short-form video advertisements can significantly influence engagement behavior when they include elements such as entertainment, performance expectancy, social connection, and effective sales presentation [5]. This indicates that engagement is not driven merely by the presence of a video, but by how well the content aligns with consumer expectations, emotions, and interests.

One of the major strengths of short-form video marketing lies in its ability to integrate entertainment and promotion within the same content format. Consumers today often do not respond positively to overt advertising, especially when it appears intrusive or repetitive. Short-form videos, however, frequently blur the line between content and advertisement by using humor, storytelling, music, trends, influencer participation, product demonstrations, and relatable situations. This makes branded content feel more natural and enjoyable, thereby increasing the likelihood of consumer interaction and message retention [6]. The effectiveness of such videos depends not only on what is being advertised, but also on how the message is packaged and presented.

Digital platforms increasingly reward engagement by amplifying content that receives higher likes, shares, comments, and watch time. Studies in short video commerce indicate that multimodal content elements such as text, sound, visuals, and presentation style can strongly shape consumer engagement behavior in digital environments [7]. Thus, short-form videos are not merely promotional tools; they are also strategic assets that influence discoverability, audience participation, and online brand growth.

The growing influence of influencers and user-generated content has also strengthened the role of short-form videos in marketing. Consumers often perceive creator-led or peer-like content as more authentic and trustworthy than conventional advertisements. In many cases, short-form videos featuring real experiences, product use demonstrations, or relatable creators can generate higher engagement than polished brand advertisements. Recent research has highlighted that features such as trustworthiness, expertise, attractiveness, authenticity, and brand relevance play a major role in determining the effectiveness of short-form video advertisements [8]. This suggests that authenticity and credibility are central to consumer response in short-form video environments.

Short-form video marketing is also highly relevant from a business perspective because it supports both awareness-building and conversion-oriented objectives. It allows brands to communicate quickly, adapt to trends rapidly, and maintain frequent contact with consumers at relatively low production costs. At the same time, short-form videos can influence purchase intention, product interest, curiosity, and online shopping behavior. Research comparing short video user-generated content with graphic content has shown that short videos often create stronger purchase intention because they reduce psychological distance and increase perceived value [9]. This makes short-form video marketing an important area of study for businesses seeking to understand how digital content affects consumer decision-making and brand interaction.

In the present competitive market, where consumers are exposed to a large volume of online content every day, understanding the factors that drive engagement has become essential for marketers. Although short-form videos are widely used by brands, there is still a growing need to understand how consumers respond to them, what type of content they prefer, and which content characteristics lead to stronger engagement outcomes. This study therefore focuses on examining the relationship between short-form video marketing and consumer engagement, with special attention to audience behavior, content appeal, and digital interaction patterns.

The present research aims to provide meaningful insight into how short-form video content influences consumers in the digital era. It is expected to contribute to the understanding of emerging marketing practices and offer practical value to marketers, business owners, researchers, and students who are interested in social media marketing and consumer



behavior [10].

II. PROBLEM STATEMENT

In the present digital era, businesses are increasingly shifting their promotional efforts toward short-form video marketing to attract consumer attention and remain competitive in fast-moving online environments. Platforms such as Instagram Reels, YouTube Shorts, Facebook Reels, and TikTok have transformed the way brands communicate with their audiences by promoting content that is brief, visually engaging, and easily shareable. Although short-form video content has become highly popular among marketers and consumers alike, there is still a growing concern regarding how effectively it contributes to meaningful consumer engagement. Many businesses create and publish short videos regularly, yet they often struggle to understand whether such content actually encourages consumers to interact with the brand, develop interest in products, remember the message, or move closer to purchase decisions. In many cases, brands focus more on trends, entertainment, and reach rather than on the actual behavioral and emotional responses of viewers. As a result, there is a lack of clarity regarding which aspects of short-form video content—such as creativity, relatability, informativeness, entertainment value, visual appeal, authenticity, and trend relevance—play the most important role in shaping engagement outcomes. Consumer engagement itself is a multidimensional concept that goes beyond simple likes or views and includes deeper forms of participation such as commenting, sharing, saving, following, trust formation, and brand recall. However, in a highly saturated digital content environment, consumers are exposed to thousands of promotional messages every day, making it difficult for brands to create content that stands out and maintains genuine attention. Furthermore, differences in age, viewing habits, content preferences, and platform usage patterns may influence how consumers respond to short-form videos, yet these factors are often not fully examined in practical business decisions. Therefore, the core problem addressed in this study is the lack of sufficient understanding of the relationship between short-form video marketing and consumer engagement, particularly in terms of how this content format influences consumer attention, interaction, perception, and overall response toward brands. This study seeks to bridge that gap by examining consumer opinions and behavioral patterns related to short-form video marketing, thereby helping marketers and businesses better understand its effectiveness as a modern engagement tool.

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OBJECTIVE

- To study the role of short-form video marketing in influencing consumer engagement.
- To examine consumer preferences and responses toward short-form video content on digital platforms.
- To identify the factors that make short-form video marketing more attractive and engaging to consumers.
- To analyze the impact of short-form video marketing on brand awareness and consumer interaction.
- To evaluate how short-form video content affects consumer interest and purchase-related behavior.

III. LITERATURE SURVEY

1. 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.

2. 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.



3. Paper Name: Boosting online user engagement with short video endorsement content

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.

4. 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.

5. 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.



6. 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

IV. PROPOSED SYSTEM

The proposed system focuses on developing a resilient supply chain framework that enhances business continuity by minimizing disruptions and improving adaptability. This system integrates risk management practices, digital technologies, and strategic planning to ensure smooth and uninterrupted operations even under uncertain conditions. The model is designed to shift traditional supply chains from being efficiency-driven to resilience-oriented, enabling organizations to respond quickly and recover effectively from disruptions. The proposed system is based on a multi-layered approach that combines risk identification, real-time monitoring, adaptive decision-making, and recovery mechanisms. It aims to create a flexible supply chain structure capable of handling both predictable and unpredictable disruptions. The system operates by continuously collecting data from various supply chain components such as suppliers, transportation networks, warehouses, and market demand. This data is analyzed to detect potential risks and trigger appropriate responses. By integrating advanced technologies and strategic planning, the system ensures that business operations remain stable and uninterrupted.

A. Resilient Supply Chain Framework Design

The proposed system introduces a structured framework that focuses on building resilience within the supply chain to ensure uninterrupted business operations. It emphasizes the integration of risk identification, flexibility, and adaptive planning into the core supply chain processes. Instead of relying solely on efficiency-driven models, the framework is designed to anticipate disruptions and prepare the system to respond effectively. It incorporates multiple layers such as supplier diversification, safety stock management, and alternative logistics planning to reduce dependency on a single source or pathway.

Furthermore, the framework promotes continuous monitoring and evaluation of supply chain activities to detect vulnerabilities at an early stage. By using data-driven insights, organizations can identify weak points and implement corrective measures before disruptions escalate. This approach not only strengthens the overall structure of the supply chain but also ensures that businesses can maintain operational stability even in uncertain and rapidly changing environments.

B. Technology-Driven Decision and Recovery System

The second key aspect of the proposed system focuses on leveraging modern technologies to enhance decision-making and recovery processes. Advanced tools such as artificial intelligence, real-time tracking systems, and cloud-based platforms are utilized to collect and analyze supply chain data. These technologies enable organizations to gain better visibility into their operations, monitor performance continuously, and respond quickly to any irregularities. The system



provides actionable insights that help managers make informed decisions during both normal operations and crisis situations.

In addition, the system includes a recovery mechanism that activates immediately when a disruption occurs. It supports dynamic adjustments such as rerouting shipments, switching to backup suppliers, and reallocating resources to minimize the impact. This technology-driven approach ensures faster recovery, reduces downtime, and enhances the overall efficiency of the supply chain. As a result, businesses can sustain continuity, improve reliability, and maintain customer satisfaction even during challenging conditions.

V. RESEARCH METHODOLOGY

A. Research Design

The present study adopts a descriptive and analytical research design to examine the influence of short-form video marketing on consumer engagement.

The descriptive aspect of the study helps in understanding consumer behavior, digital content preferences, and the role of short-form video platforms such as Instagram Reels, YouTube Shorts, and TikTok.

The analytical aspect is used to evaluate how short-form video content affects consumer interaction, brand awareness, purchase interest, and online engagement behavior.

This research design is suitable because it enables the researcher to study consumer opinions, responses, and engagement patterns in a systematic and meaningful way.

The study is non-experimental in nature, as it does not involve manipulation of variables, but rather focuses on collecting and interpreting consumer responses regarding short-form video marketing.

B. Research Approach

The study follows a quantitative research approach supported by interpretative analysis.

Quantitative analysis is used to measure consumer responses toward short-form video marketing using a structured questionnaire.

The study also includes limited qualitative interpretation to understand the reasons behind consumer engagement, preferences, and attitudes toward short-form video content.

This combined approach helps in generating both numerical findings and practical understanding of consumer behavior in the digital marketing environment.

The research approach is appropriate because consumer engagement can be effectively studied through measurable indicators such as views, likes, shares, comments, brand recall, and purchase intention.

C. Sampling

The sampling method used in this study is non-probability sampling, specifically convenience sampling.

This method is chosen because the study focuses on collecting responses from individuals who actively use social media and short-form video platforms.

The respondents are selected based on their accessibility, availability, and relevance to the topic of the study.

The sample includes:

Consumers who regularly watch short-form video content

Social media users familiar with online brand promotions

Individuals belonging to different age groups and educational backgrounds

The sample size for the study is 115 respondents.

The selected sample is considered suitable for understanding general consumer opinions and engagement behavior related to short-form video marketing.

This sampling approach helps in collecting focused and relevant data aligned with the objectives of the research.



D. Data Collection Methods

The study relies primarily on primary data, supported by selected secondary data sources. The following methods and sources are used for data collection:

1. Primary Data – Questionnaire Method

Primary data is collected through a structured questionnaire prepared specifically for the study.

The questionnaire is designed to gather information about consumer behavior, content preferences, viewing habits, engagement level, and purchase-related responses toward short-form video marketing.

The questions include both multiple-choice and close-ended questions, making it easier to analyze the responses statistically.

The questionnaire is circulated among 115 respondents who are active users of social media platforms.

The collected responses form the core basis of the study and help in understanding how short-form video marketing influences consumer engagement.

2. Research Papers and Academic Journals

Academic journals and research papers are used as an important secondary source of information.

These sources provide theoretical understanding, conceptual frameworks, and prior findings related to consumer engagement, digital marketing, and short-form video advertising.

Relevant and recent research studies are referred to in order to support the introduction, literature review, and interpretation of findings.

Information extracted from these sources includes:

Consumer engagement concepts

Digital content behavior

Social media marketing effectiveness

Short-form video advertising impact

3. Websites and Online Sources

Trusted websites, business articles, digital marketing reports, and online resources are used to gather updated information about short-form video trends and platform usage.

These sources help in understanding current developments in digital marketing and the increasing popularity of short-form content.

Care is taken to use only reliable and relevant online sources that support the research topic.

Such information is useful in explaining the practical relevance of short-form video marketing in the present business environment.

4. Social Media Platform Observation

General observation of popular platforms such as Instagram Reels, YouTube Shorts, Facebook Reels, and TikTok is also considered as part of the study context.

This helps in understanding the type of content consumers are exposed to and the nature of brand promotions used in short-form video marketing.

It also supports the interpretation of consumer responses related to engagement behavior and content appeal.

5. Data Collection Process

Data is collected in a systematic and organized manner through questionnaire distribution.

The responses are reviewed carefully to ensure completeness and relevance.

After collection, the data is categorized into different themes such as:

Consumer attention toward short videos

Brand engagement through short-form content

Content preferences

Purchase influence

Consumer interaction behavior



The organized data is then used for percentage analysis and graphical representation.

6. Data Validation

To ensure reliability, the responses are checked for consistency and completeness before analysis.

Secondary data is cross-verified using multiple reliable sources wherever necessary.

This validation process helps improve the credibility, accuracy, and trustworthiness of the study findings.

Only relevant and meaningful responses are included in the final analysis.

E. Tools Used for Data Analysis

The collected data is analyzed using percentage analysis.

The findings are presented through tables, bar charts, pie charts, and graphical representations for better understanding.

These tools help in identifying consumer response patterns and interpreting the relationship between short-form video marketing and consumer engagement.

The use of graphical presentation makes the data easier to understand and improves the clarity of the analysis.

F. Limitations of the Study

The study is limited to a sample size of 115 respondents, which may not represent the opinions of all consumers.

The findings are based mainly on consumer perceptions and self-reported responses, which may vary from person to person.

Since the study focuses mainly on short-form video marketing, other forms of digital marketing are not analyzed in detail.

Consumer engagement may differ depending on platform usage, age, interests, and content exposure, which may affect the generalization of results.

The digital marketing environment changes rapidly, and new trends or platform features may influence future consumer behavior differently.

VI. DATA ANALYSIS AND RESULTS

The collected data from 115 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.

1. Frequency of Watching Short-Form Video Content

Table 1: Frequency of Watching Short-Form Videos

Response	Number of Respondents	Percentage
Daily	52	45%
Frequently	34	30%
Occasionally	20	17%
Rarely	9	8%
Total	115	100%



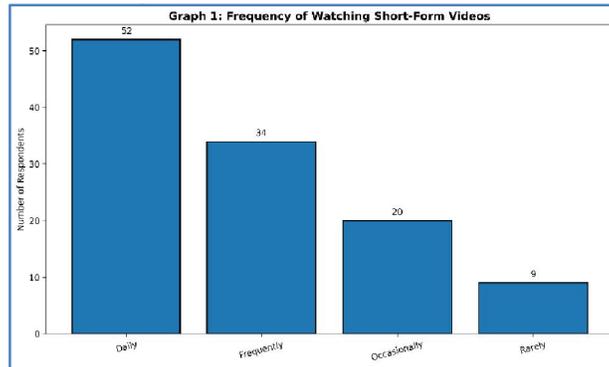


Fig 1: Graph 1

Discussion:

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.

2. Preferred Platform for Watching Short-Form Videos

Table 2: Most Preferred Platform for Short-Form Video Content

Response	Number of Respondents	Percentage
Instagram Reels	41	36%
YouTube Shorts	29	25%
TikTok	24	21%
Facebook Reels	13	11%
Others	8	7%
Total	115	100%

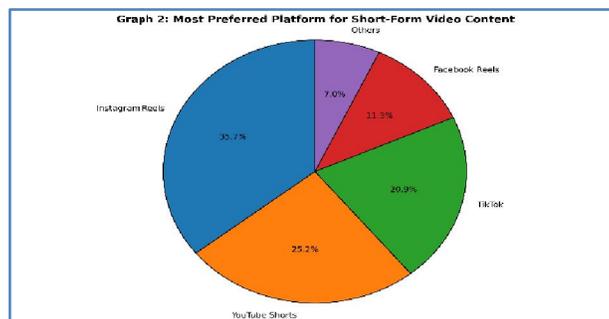


Fig 2: Graph 2



Discussion:

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.

3. Main Reason for Engaging with Short-Form Video Content

Table 3: Primary Reason for Watching Short-Form Videos

Response	Number of Respondents	Percentage
Entertainment	39	34%
Product Information	26	23%
Trend Following	21	18%
Brand Awareness	17	15%
Influencer Recommendations	12	10%
Total	115	100%

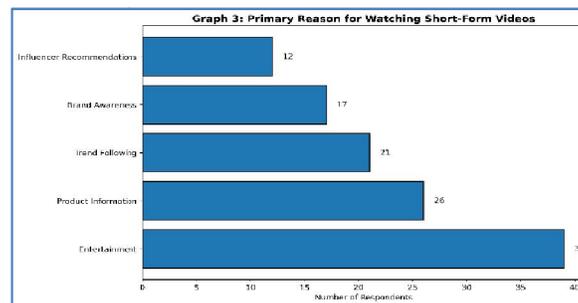


Fig 3: Graph 3

Discussion:

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.



4. Influence of Short-Form Videos on Brand Awareness

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

Response	Number of Respondents	Percentage
Highly Influential	47	41%
Moderately Influential	38	33%
Slightly Influential	19	17%
Not Influential	11	9%
Total	115	100%

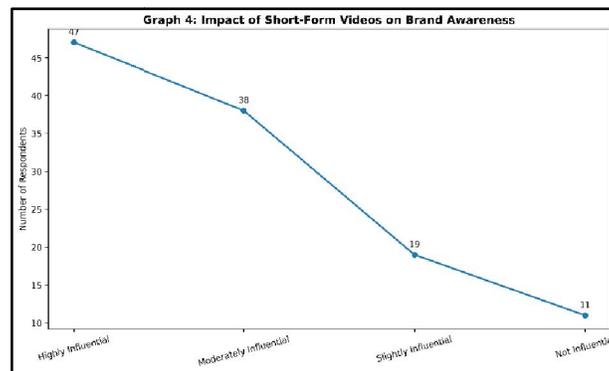


Fig 4: Graph 4

Discussion:

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. The results confirm that short-form videos are valuable not only for entertainment and engagement but also for strengthening brand visibility and recall.

5. Consumer Interaction with Brand-Related Short-Form Videos

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

Response	Number of Respondents	Percentage
Like	33	29%
Share	21	18%
Comment	16	14%
Save	18	16%
Watch Fully Without Interaction	27	23%
Total	115	100%



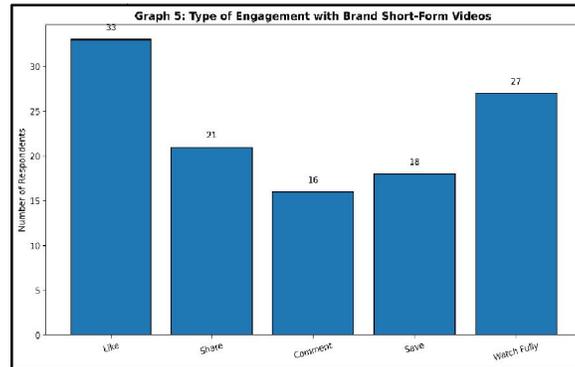


Fig 5: Graph 5

Discussion:

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.

6. Influence 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	36	31%
Moderately Influenced	33	29%
Slightly Influenced	28	24%
Not Influenced	18	16%
Total	115	100%

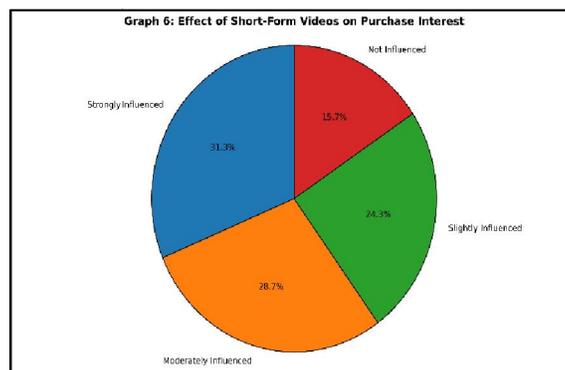


Fig 6: Graph 6



Discussion:

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.

VII. 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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