



IMPACT OF SHORT –TERM VIDEO ON CONSUMER BEHAVIOUR

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ABSTRACT

Short-term videos (typically 15 seconds to 3 minutes long) on platforms such as, Instagram Reels and YouTube Shorts have become a major influence on consumer behaviour. These videos, typically lasting from a few seconds to a few minutes, are designed to capture audience attention quickly and deliver engaging messages. These videos deliver information quickly, attract attention, and often affect purchasing decisions. These videos make the process of decision making for consumers. Consumers discover new products and brands through engaging video content. Short videos expose consumers to products and brands they may not actively search for. Short videos demonstrate products in action through reviews, tutorials, and demonstrations. Seeing real-world usage helps consumers understand product benefits quickly. The findings suggest that businesses can leverage short-form video marketing to increase customer engagement, strengthen brand loyalty, and drive sales. As consumer attention spans continue to decrease in the digital age, short-form video content is expected to remain a dominant and effective marketing strategy. This study contributes to the understanding of evolving digital marketing practices and offers insights for marketers seeking to optimize their social media campaigns and influence consumer purchasing behaviour.

KEYWORDS: Short term video, consumer behaviour, positive impact, challenges of short term video.

Research Methodology: This paper is based on the critical study on secondary source.

INTRODUCTION

In recent years, the rapid growth of social media platforms has transformed the way consumers interact with brands and products. One of the most significant developments in digital marketing is the rise of short-term video content, commonly known as short-form videos. Platforms such as Instagram Reels and YouTube Shorts allow users to consume engaging video content within a few seconds or minutes. These videos are designed to capture attention quickly and deliver information in an entertaining and easily digestible format.

Short-term videos have become a powerful marketing tool due to their ability to influence consumer attitudes, perceptions, and purchasing decisions. Through product demonstrations, influencer endorsements, reviews, and user-generated content, short-form videos provide consumers with instant access to product information and social recommendations. As a result, they play an important role in shaping consumer behaviour, increasing brand awareness, encouraging impulse purchases, and influencing purchase intentions.

As businesses increasingly adopt short-form video marketing strategies, understanding the relationship between short-form video content and consumer behaviour has become essential for marketers, researchers, and organizations seeking to influence consumer decision-making in the digital era. This area of study provides valuable insights into how modern consumers interact with online content and how these interactions translate into purchasing actions and brand engagement.

Consumer Behaviour

Consumer behaviour refers to the study of how individuals, groups, or organizations select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs and wants. It examines the decision-making processes consumers follow before, during, and after a purchase. According to Becker and Jaakkola (2020), consumer behaviour is strongly shaped by customer experiences across multiple touchpoints, which influence satisfaction, loyalty, and future purchase intentions. Similarly, Sharma et al. (2023) found that emotions have a major influence on consumer decision-making, altering product evaluation, commitment to the brand, and buying results.

Short Term Video

Short-form video content refers to brief, engaging videos that typically range from a few seconds to a few minutes in length. These videos are designed to capture viewers' attention quickly and deliver information, entertainment, or promotional messages in a concise format.



Short video content marketing, one of the most widely used forms of content marketing in the past few years, offers customers a more engaging experience while watching than conventional words and pictures. It also successfully reduces the shopping journey and decision-making time, which raises the purchase rate of completion (Luo, C., Hasan, N. A. M., Zamri bin Ahmad, A. M. T., & Lei, G. (2025). Brief clips have special qualities that render them very effective at drawing in viewers because of their capacity to communicate ideas succinctly and attractively (Zeng, C. (2023).

Impact of short term video on consumer behaviour

These digital influences affect consumer awareness, attitudes, purchase intentions, and brand loyalty, making the study of consumer behaviour essential for modern marketing success.

Some firms are now unsure of the way standard video marketing influences consumers' purchase decisions, which has an effect on how firms use their funds and thrive in an environmentally friendly and secure manner (Zhao, Y. (2023).

Relative to material provided in the evening, material delivered in the early hours increased the beneficial effects of comfort, enthusiasm, and pleasure on participation among consumers (Dong, X., Liu, H., Xi, N., Liao, J., & Yang, Z. (2024).

The impact of short-form video content extends beyond awareness and engagement. It also affects consumer attitudes, purchase intentions, impulse buying behaviour, and brand loyalty. Personalized content algorithms further strengthen this influence by exposing consumers to products and services that match their interests and preferences. As a result, short-form video has become a powerful marketing tool that shapes consumer perceptions and drives purchasing decisions in the digital marketplace.

Positive impact on consumer behaviour

Short-form videos (such as TikTok, Instagram Reels, and YouTube Shorts) have significantly influenced consumer behaviour by enhancing engagement, improving product discovery, increasing purchase intention, and strengthening brand-consumer relationships.

1. Increased Product Awareness

Short-form videos help consumers discover new products, services, and brands quickly. Visual demonstrations make it easier to understand product features and benefits.

2. Facilitates Faster Decision-Making

Short videos present product information in a concise and easy-to-understand format. Consumers can quickly evaluate features, benefits, and usage scenarios, reducing information-search costs and accelerating purchase decisions (Wang, Z., & Chi, H. (2026).

3. Improves Purchase Intention

Studies consistently show that exposure to short-form video content positively influences consumers' willingness to purchase products. Entertaining, informative, and credible content can significantly increase buying intentions, especially among Gen Z consumers (Gorai, S., Sahay, P., & Roy, P. (2026).

4. Builds Consumer Trust

Short-form videos often feature influencers, user-generated content, demonstrations, and authentic product experiences. Trustworthiness and expertise communicated through videos positively affect purchase behaviour (Meng, L., Kou, S., Duan, S., & Bie, Y. (2024).

5. Increases Consumer Engagement

Short-form videos are highly interactive and visually appealing, encouraging consumers to like, comment, share, and engage with brands. Entertainment value, social interaction, and concise messaging increase consumer involvement with marketing content (Wang, X., et al. (2023).

6. Creates Social Influence and Community Participation

Short-form video platforms encourage sharing, commenting, liking, and content creation. These interactions create social proof, which influences consumer attitudes and purchasing behaviour. Consumers often rely on peer recommendations and creator communities when making decisions (Shen, X., & Wang, J. (2024).

7. Increases Perceived Value and Customer Satisfaction

Research suggests that entertainment, informativeness, and perceived usefulness of short-form videos increase perceived value, which subsequently enhances consumer engagement and purchase intention (Boukerch, Y., Zemouri, R. Z., & Bouchiara, A. (2026).

Challenges of short term video

While short-form video content offers many benefits, it also presents several challenges for consumers and marketers.

1. Increased Impulse Buying Behaviour

The engaging and emotionally appealing nature of short-form videos can encourage spontaneous purchasing decisions. Product demonstrations, limited-time offers, and influencer endorsements often trigger impulse purchases without extensive evaluation (Gupta, S., Singh, A., & Kapoor, A. (2026).



2. Misinformation and Deceptive Content

The rapid spread of video content makes it difficult to verify information before it reaches large audiences. Misleading product reviews, exaggerated claims, and fake demonstrations can negatively affect consumer decision-making (Venkatagiri, S., Schafer, J. S., & Prochaska, S. (2023).

3. Digital Addiction and Excessive Screen Time

Personalized recommendation algorithms encourage continuous scrolling and prolonged engagement. Studies indicate that algorithm-driven content can contribute to compulsive usage patterns and digital dependency (Efendioğlu, İ. H. (2025).

4. Privacy and Data Collection Concerns

Short-form video platforms rely heavily on user data to personalize content. This extensive collection and analysis of consumer behaviour raises concerns regarding privacy, data security, and transparency (Yang, J. (2026).

5. Content Saturation and Information Overload

Consumers are exposed to an enormous volume of short videos daily. The abundance of content can make it difficult to identify credible information and may overwhelm users with excessive choices (Pereira, M. C., & Bacalhau, L. M. (2026).

6. Impact on Academic and Work Productivity

Excessive short-video consumption can distract users from educational and professional tasks. Emerging research links frequent short-video use with reduced self-control, procrastination, and lower academic performance among younger users (David, M. E., & Roberts, J. A. (2025).

CONCLUSION

Short-form video is a potent marketing tool in the digital age since it generally has a favourable effect on consumer behaviour. In order to optimize customer interaction while upholding transparency and authenticity, businesses must concentrate on producing authentic, educational, and captivating short-form video content as social media platforms and technology continue to advance. Future studies could examine the long-term impacts of short-form video viewing on brand loyalty and customer decision-making.

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