

## THE IMPACT OF SHORT FORM VIDEOS MARKETING ON CONSUMER PURCHASE DECISION: A STATISTICAL APPROACH

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### ABSTRACT

*The Corporate Short-form video marketing has emerged as a leading strategy in the digital marketing influencing consumer behavior and purchase decisions. With the rise of platforms like Instagram Reels, and YouTube Shorts, brands increasingly leverage concise and engaging video content to capture audience attention and drive conversions. This study explores the impact of short-form video marketing on consumer purchase decisions using a statistical approach. we collected data from a respondent who actively engage with short-form video content, by distributing structured survey. The study employed statistical techniques such as one-way Anova analysis to examine key factors influencing consumer purchase decisions by using SPSS software. The analysis revealed that while content matching does not significantly impact purchasing decision, the quality of information and the use of storytelling do. Marketers should prioritize making high-quality, informative content and integrating relatable storytelling to maximize the effectiveness of influencer campaigns. These elements not only enhance consumer trust but also foster emotional connections, which are crucial in driving purchase decisions. This study adds to the increasing form of knowledge on digital marketing by offering direct indication on the effectiveness of short-form video marketing in driving consumer purchase behavior. Future studies could explore cross-platform comparisons and the long-term effects of short-form video marketing on brand loyalty.*

**Keywords:** *Short-Form Video Marketing, Consumer Purchase Decision, Statistical Analysis, Social Media Marketing.*

### 1. INTRODUCTION

In the era of digitalization, consumer decision-making processes have grown significantly due to the rise of social media and innovative marketing strategies. Among these, short-form video marketing has become a potent tool implement for influencing consumer behavior. Platforms like Instagram Reels, and YouTube Shorts have transformed how products involve with customer, leveraging visually concise video content to drive consumer interest and purchase intent (Chen et al., 2023).

Short-form videos are particularly effective in capturing consumer attention due to their engaging format, interactivity, and ability to convey persuasive messages in a limited time span. Unlike traditional advertising, which relies on lengthy narratives, short-form videos rely on rapid storytelling, user-generated content to shape consumer perceptions and purchase decisions (Gupta & Singh, 2022). These videos often integrate influencer endorsements, product demonstrations, and emotional appeal to enhance brand credibility and encourage impulsive purchasing behavior (Zhou & Wong, 2021). Brands leverage short-form videos to communicate their messages in a reliable and relatable manner. Key features such as user-generated content (UGC), music overlays, trends, and interactive elements make these videos more appealing to younger audiences (Deloitte, 2022).

Influencer marketing takes a vital part in enhancing the effectiveness of short-form videos. Studies show that 63% of consumers trust influencer recommendations over traditional advertisements (Deloitte, 2022). Micro and macro influencers use short-form videos to showcase product authenticity, provide personal reviews, and engage with their followers through interactive content (Zhou & Wong, 2021).

The effectiveness of short-form video marketing can be explained through various psychological and behavioral theories. The probability of development Model (Petty & Cacioppo, 1986) suggests that consumers process information through either a central or peripheral route, with short-form videos often triggering the latter due to their entertainment-driven nature. Furthermore, the Stimulus-Organism-Response (SOR) model (Mehrabian & Russell, 1974) highlights how sensory and emotional stimuli in video content influence consumer attitudes and purchase decisions. Fear of Missing Out Effect (Przybylski et al., 2013): Many short-form videos utilize limited-time offers, viral trends, and exclusive content to create urgency and encourage impulsive purchasing decisions.

## **2. REVIEW OF THE LITERATURE**

Hoi & Yin, (2023) This study explores the impact of short clips on consumer with intent to buy using the Stimulus-Organism-Response model. It examines how price level, video quality, and product usefulness influence consumer trust, pleasure, and satisfaction, ultimately affecting purchase behavior. The research suggests that marketers should focus on producing high-quality content rather than relying on price reductions to build trust and drive sales. Wang et al., (2024) This study investigates how mobile short videos

fulfil consumer psychological needs using four influencing dimensions: content material, editor, scenario, and communication. It's exploring the psychological factors driving consumer engagement in mobile short videos. This study has found that High-quality, original short videos significantly enhance consumer engagement. Real-life scenarios and storytelling in short videos foster consumer identification with products. Interactive features, such as likes, shares, and comments, enhance user engagement and stimulate impulse purchases. The study highlights the importance of personalization and authenticity in short video marketing, as these elements stimulus buyers' emotional needs and decision-making. Van Tuan et al., (2023)The study suggests that to enhance purchase intentions among Gen Z in Vietnam, businesses should focus on creating short-form video advertisements that are informative, entertaining, and credible. Additionally, fostering positive user attitudes through encouraging social interaction and offering incentives, while minimizing irritation, can further influence purchasing decisions.

Rajendran et al., (2024) This study confirms that short-form content drives higher engagement compared to long-form content. Additionally, major findings indicate that long-form content released after the introduction of short-form content on a particular platform has experienced a decline in engagement, whereas long-form content published before this shift remained relatively unaffected. (Zhang & Landicho, n.d.) The growing popularity of short videos can be attributed to their brief period, high entertainment value, ease of production and sharing, improved network speeds. As a result, short video marketing has emerged as a dominant tool for businesses, offering strong audience engagement, high promotional efficiency, cost-effectiveness, and an enhanced user experience. Optimizing the efficacy of short video marketing has emerged as a crucial topic of focus in this context. In particular, this study investigated how customer brand perception is affected by social media short video marketing. The results show that user involvement, engagement, immersive scene-based experiences, and interesting content all have a favorable impact on brand attitude. The findings indicate that engaging content, immersive scene-based knowledges, user contribution, and communication influence brand attitude. Additionally, brand perception serves as a mediating factor between short video marketing.

Fu (2023) This study conclude that the short video has now caused a huge impact on people's consumption habits. In the future, this impact will continue to increase. This is caused by the general trend of progress in the internet information age. The powerful propaganda effect brought by the short video has greatly enhanced its economic development. In the future, short videos will face more problems, such as the crisis of trust, the

false propaganda brought by virtual synthetic goods, etc. Once these crises are overcome, then short videos will have a very effective positive impact.

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(Manic, 2024) Looking ahead, short-form video will play an increasingly vital role in marketing strategies. With the integration of e-commerce, augmented reality, and interactive features, these videos will go beyond traditional marketing to become direct sales channels and immersive brand experiences, providing a strong competitive edge. As AI and emerging technologies continue to evolve, they will further revolutionize this space, solidifying short-form video as an essential tool for digital marketers.

### 3. CONCEPTUAL FRAMEWORK

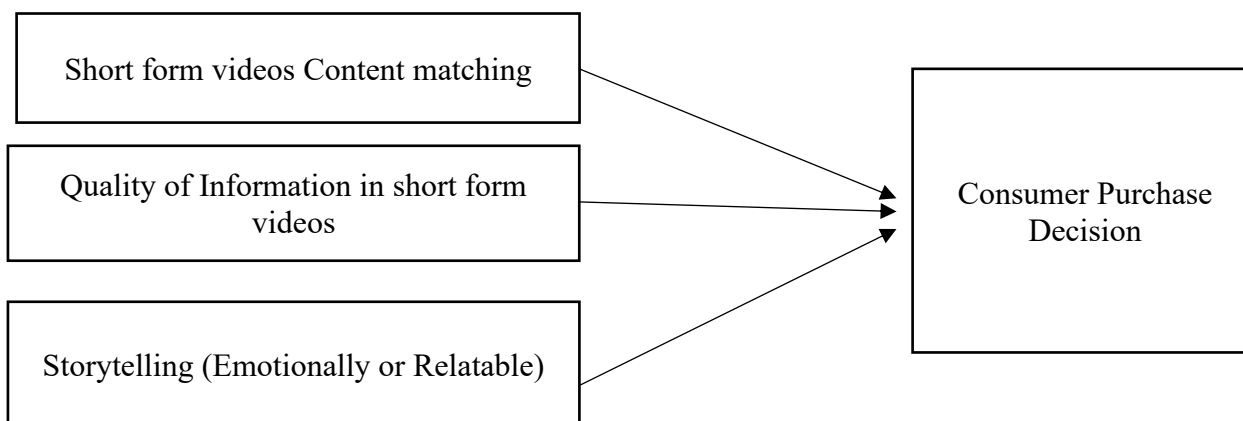


Fig. 1. Conceptual Framework of the Study

H1: Factor related to the content matching positively impact consumer purchase decision.

H2: Factor related to quality of information in short form videos significantly impact consumer purchase decision.

H3: Factor related to storytelling (Emotionally or Relatable) positively impact consumer purchase decision.

#### **4. METHODOLOGY**

This research employed a quantitative approach using primary data collected through a structured questionnaire. The questionnaire was distributed to respondents via online platforms, ensuring convenient accessibility. A total of 70 responses were collected and analyzed. To ensure the reliability of the collected data, a Cronbach's Alpha validity test was conducted. This test assessed the internal consistency of the questionnaire items, confirming the data's reliability for further analysis. The collected data were analyzed using SPSS software. Descriptive Frequency Analysis was conducted to examine the geographical distribution of the respondents and to summarize the basic features of the data. To test the hypothesis one-way ANOVA was performed. This method allowed for the comparison of means across different groups to identify any statistically important alterations.

#### **5. DATA ANALYSIS AND RESULTS**

This study employed the widely used statistical software, SPSS, to analyse the collected empirical data. To measure the consistency of the item scale variables, Cronbach's  $\alpha$  was used, serving as a standard measure for assessing the internal reliability of the scale. In modest terms, it helps determine how strictly connected group of substances are as a whole, indicating whether they reliably measure the same original concept. A high Cronbach's  $\alpha$  (generally above 0.7) shows that the scale is reliable, meaning the results from the data are more trustworthy. The Cronbach alpha results of the measured variables are shown in Table I and II below.

Table I

Cronbach's Alpha

Case Processing Summary (CP)			
		N	%
Cases	Valid	70	84.3
	Excluded <sup>a</sup>	13	15.7
	Total	83	100.0

Table II

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.951	.951	6

#### Demographics of Respondents:

The survey was conducted online. Seventy proper responses were collected after data cleaning and verification, ensuring the data's reliability. In order to better understand customer opinions and preferences about e-commerce short videos, stakeholders including e-commerce platforms, academics, and policymakers can benefit greatly from the outcomes of the data analysis. Descriptive statistics have been provided in TABLE III to give a summary of the sample's characteristics. These statistics include relevant measures of central tendency and dispersion that help clarify the distribution of the sample's responses.

Table III

DEMOGRAPHICS OF RESPONDENTS

Age					
		Frequency (F)	Percent (%)	Valid Percent	Cumulative Percent
Valid	Under 18	4	4.8	5.7	5.7

	18 - 24	40	48.2	57.1	62.9
	25 - 34	14	16.9	20.0	82.9
	35 - 44	7	8.4	10.0	92.9
	45+	5	6.0	7.1	100.0
	Total	70	84.3	100.0	
Missi ng	Syste m	13	15.7		
Total		83	100.0		

<b>Gender</b>					
		Frequen cy (F)	Percen t (%)	Valid Percent	Cumulative Percent
Valid	Fema le	46	55.4	65.7	65.7
	Male	24	28.9	34.3	100.0
	Total	70	84.3	100.0	
Missi ng	Syste m	13	15.7		
Total		83	100.0		

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	Male	24	28.9	34.3	100.0
	Total	70	84.3	100.0	
Missi ng	Syste m	13	15.7		
Total		83	100.0		

<b>Education Level</b>					
		Frequency (F)	Percent (%)	Valid Percent	Cumulative Percent
Valid	High School	5	6.0	7.1	7.1
	Bachelor's degree	19	22.9	27.1	34.3
	Master's Degree	29	34.9	41.4	75.7
	Ph.D. or higher	17	20.5	24.3	100.0
	Total	70	84.3	100.0	
Mis sing	System	13	15.7		
Total		83	100.0		

#### Hypothesis Testing:

The hypothesis was tested using the One-Way ANOVA. In order to compare two or more independent groupings means and identify whether there is a likelihood that the related population means differ significantly, this statistical procedure is often used.

Table IV					
One-Way ANOVA RESULTS FOR HYPOTHESIS 1					
	Sum of Squares (SS)	Df	Mean Square (MS)	F	Sig.

Have you ever purchased a product after watching a short-form marketing video?	Between Groups	1.389	4	.347	1.448	.228
	Within Groups	15.596	65	.240		
	Total	16.986	69			
Short-form video content often match my interests and preferences.	Between Groups	5.968	4	1.492	2.007	.104
	Within Groups	48.318	65	.743		
	Total	54.286	69			
Personalized recommendations in short-form videos influence my purchase decisions.	Between Groups	10.686	4	2.671	2.286	.069
	Within Groups	75.957	65	1.169		
	Total	86.643	69			

Table V  
One-Way ANOVA RESULTS FOR HYPOTHESIS 2

		Sum of Squares (SS)	df	Mean Square (MS)	F	Sig.
I trust product recommendations in short-form videos when they	Between Groups	15.054	4	3.763	3.060	.023
	Within Groups	79.932	65	1.230		
	Total	94.986	69			

include detailed explanations.						
The inclusion of product reviews in short-form videos positively influences my purchase decision.	Between Groups	13.854	4	3.463	3.046	.023
	Within Groups	73.918	65	1.137		
	Total	87.771	69			
Short-form video marketing increases my confidence in purchasing a product.	Between Groups	14.182	4	3.546	3.124	.021
	Within Groups	73.761	65	1.135		
	Total	87.943	69			

Table VI  
One-Way ANOVA RESULTS FOR HYPOTHESIS 3

		Sum of Squares (SS)	df	Mean Square (MS)	F	Sig.
Emotional or relatable storytelling in short-form videos makes me more likely to consider a purchase.	Between Groups	13.939	4	3.485	2.547	.048
	Within Groups	88.932	65	1.368		
	Total	102.871	69			
Short-form video marketing	Between Groups	14.182	4	3.546	3.124	.021

increases my confidence in purchasing a product.	Within Groups	73.761	65	1.135		
	Total	87.943	69			

**H1:** Factor related to the content matching positively impact consumer purchase decision.

F=1.448, Sig=0.228 are the findings of the hypothesis testing that was done for the first hypothesis. Table IV shows that the alternative hypothesis is not supported in considering these findings.

**H2:** Factor related to quality of information in short form videos significantly impact consumer purchase decision.

The p-value for this hypothesis was determined to be.023. This implies that the data shown in Table VI do support the researcher's hypothesis. The findings derived from this hypothesis show that Sig=0.023 and F=3.060.

**H3:** Factor related to storytelling (Emotionally or Relatable) positively impact consumer purchase decision. F=2.547, Sig=0.048 are the findings of the hypothesis testing that was done for the third hypothesis. Table VI shows that the alternative hypothesis is supported in as a result of these findings.

## **6. DISCUSSION**

The results of this study provide valuable insights into the factors influencing consumer purchase decisions through influencer marketing, particularly within the framework of short-form videos. The hypotheses were tested using one-way ANOVA. The first hypothesis (H1) posited that content matching positively impacts consumer purchase decisions. However, the results (F=1.448, Sig=0.228) indicate that this factor does not have a statistically significant effect. This suggests that while content relevance may seem central in theory, consumers might be influenced by other variables elsewhere just alignment with their interests. This could include the trustworthiness of the influencer, the perceived authenticity of the content, or even external factors like brand reputation. The second hypothesis (H2) proposed that the quality of information in short-form videos significantly impacts consumer purchase decisions. The analysis produced a p-value of 0.023 and F=3.060, indicating a relationship that is statistically relevant. This highlights the importance of providing accurate, clear, and valuable information in influencer marketing content. Consumers are likely to be more convinced when the information presented is perceived as trustworthy and informative, reinforcing the critical role of content quality in marketing strategies. The third hypothesis (H3) suggested that

storytelling, whether emotionally driven or relatable, positively impacts consumer purchase decisions. The findings ( $F=2.547$ ,  $Sig=0.048$ ) show a statistically significant effect, although slightly. Storytelling likely raises a deeper connection between the influencer and the audience, making the promoted products more appealing. Overall, the findings indicate that while content matching alone may not significantly impact consumer decisions, the quality of information and the emotional of storytelling play pivotal roles. These results align with existing literature emphasizing the importance of trust, authenticity, and emotional engagement in influencer marketing.

## **7. CONCLUSION**

This study investigated the influence of various factors in influencer marketing on consumer purchase decisions, focusing on short-form video content. The analysis revealed that while content matching does not significantly impact purchasing behavior, the quality of information and the use of storytelling do. Marketers should prioritize making high-quality, informative content and integrating relatable storytelling to maximize the effectiveness of influencer campaigns. These elements not only enhance consumer trust but also foster emotional connections, which are crucial in driving purchase decisions. Future research could explore additional variables such as influencer credibility, audience demographics, and platform-specific dynamics to provide a more comprehensive understanding of the mechanisms behind influencer marketing effectiveness. Moreover, expanding the sample size and including diverse geographical regions could offer more generalizable insights. In conclusion, this study underscores the nature of influencer marketing, highlighting the significance of content quality and storytelling in shaping consumer behavior. Marketers and influencers should leverage these findings to design more effective and engaging marketing strategies that resonate with their target audiences.

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