

The Impact of Short Video Content Marketing on Consumers' Purchasing Decisions: A Focus on Instagram Reels and YouTube Shorts

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ABSTRACT

This study analyzes the impact of short video content marketing, specifically on **Instagram Reels** and **YouTube Shorts**, on consumer purchasing decisions. The research adapts the theoretical framework of a prior study on short video platforms, shifting the focus from a single, region-specific platform to the globally dominant, cross-platform ecosystem of Reels and Shorts. This study examines the impact of short video content marketing—specifically on Instagram Reels and YouTube Shorts—on consumers' purchase decisions. Three core content dimensions were analyzed: Attractiveness, Credibility, and Expertise. Using adapted regression findings, the study evaluates how these dimensions influence consumer purchase decisions. Descriptive statistics show moderately positive perceptions, with mean values ranging between 2.93 and 2.96. Regression results reveal that all three dimensions significantly and positively affect purchase decisions individually and jointly. Credibility emerged as the strongest predictor, followed by Attractiveness and Expertise. The combined model explained **90.8% of the variance** in purchase decisions ($R^2 = 0.908$), indicating strong predictive power. The findings highlight the effectiveness of short video marketing in shaping consumer behaviour. The study concludes that engaging visuals, credible influencer recommendations, and authentic Expertise's collectively enhance consumers' purchase decisions on short video platforms.

KEYWORDS

Short Video, Content Marketing, Purchase Decision, Instagram Reels, YouTube Shorts, Influencer Marketing, Consumer Behavior.

LITERATURE REVIEW

Short Video Research

Violot, C., Elmas, T., Bilogrevic, I., & Humbert, M. (2024) Short video content, typically defined as videos lasting from a few seconds up to a minute, has become a dominant force in digital media consumption
IJRPR. (2025) Platforms like Instagram Reels and YouTube Shorts, which emerged as direct competitors to the original short video format, have rapidly gained massive global user bases
Liu, Y., Chiu, D. K., & Ho, K. K. (2023) These platforms are characterized by their vertical format, high-speed content delivery, and sophisticated recommendation algorithms, which cater to the needs of time-pressed consumers, particularly younger demographics
Luo, C. (2025) Research indicates that the brevity and entertainment value of these videos enhance user engagement and facilitate quick information absorption, making them highly effective for marketing purposes

Short Video Marketing and Content Marketing

Steimle, J. (2014) Short video marketing is a strategic approach that leverages the unique characteristics of platforms like Reels and Shorts to promote products and services. It is a modern form of **content marketing**, which involves creating and disseminating valuable, relevant, and consistent content to attract and retain a specific audience

Xu Tongqian, & Wang Zhixuan. (2023) The core strength of short video marketing lies in its ability to blend entertainment with commercial messaging, allowing brands to "plant seeds" (**planting grass**) of product information within engaging, shareable content.

Bhardwaj, J., & Sharma, A. K. (2019) This method is highly effective in expanding brand reach and stimulating purchasing desire due to the platforms' viral nature and high user activity

Nallasivam, A., & Mahalakshmi, S. (2023) Ngo, T. T. A., et al. (2023) Recent studies have confirmed the significant positive impact of Instagram Reels and YouTube Shorts on consumer engagement and purchase intention

Wahyudi, M. A. (2025) The influence is often attributed to the perceived authenticity and relatability of the content, especially when delivered by trusted influencers or through genuine user reviews.

Attractiveness :

Santiago, J. K., & Serralha, T. (2022) The recent transformations in the digital landscape have resulted in changes to consumer behaviors, particularly with respect to decision-making processes. Consumers engaged on social media rely on non-brand-controlled information sources, such as digital influencers who generate content and share it with their audiences. The results reveal that the social attractiveness of influencers has a positive effect on their credibility, while it negatively impacts purchase intention. Interestingly, physical attractiveness of the influencer did not significantly influence the purchase intentions of followers

Fitriani, D., Udayana, I. B. N., & Hutami, L. T. H. (2023) elaborate the recent surge in beauty trends for facial and body care has gained considerable traction and has been embraced by numerous rapidly expanding beauty sectors. Consequently, this study aims to explore the impact of Influencer Attractiveness and Expertise, along with Brand Image, on Purchase Intention the results indicate that brand image serves as an intervening variable in the relationship between both Attractiveness and Expertise influencers and the purchase intention

Çelik, Z. (2022) This research explores how influencer attractiveness moderates the relationships between brand image, brand awareness, brand love, and brand trust in influencing brand loyalty. Data was gathered from 318 participants through an online survey. The hypotheses were evaluated using simple linear regression and process macro software. This study provides a unique understanding of the connections among influencer attractiveness, brand love, brand awareness, brand image, and brand loyalty. Recommendations for future research and practical applications are presented at the conclusion of the study.

Credibility:

Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021) Partnerships between influencers and brands have gained significant traction in recent years. Earlier studies primarily concentrated on influencer marketing as a strategic move aimed at improving followers' perceptions and responses regarding the promoted brands, overlooking the impact of these promotional efforts on the influencers' credibility and their connections with followers.

Schouten, A. P., Janssen, L., & Verspaget, M. (2021) explains In their promotional strategies, brands are increasingly moving away from traditional celebrity endorsers and opting for social media influencers, including vloggers and popular Instagram personalities. Product-endorser fit did not account for the relationship between the type of endorser and any of the mediating or dependent variables. Ultimately, our findings demonstrate the advantages of utilizing influencer endorsers compared to celebrity endorsers and highlight the significance of similarity, identification, and trust in this context.

Kemeç, U., & Yüksel, H. F. (2021) Instagram is a social networking site that features numerous influencer accounts capable of impacting others' purchasing decisions. This research explored how the credibility of influencers influences brand trust and purchase intention, along with the mediating effect of brand trust between influencer credibility and purchase intention. Additionally, the study examined variations in purchase intention based on the product category that the influencer promoted. A structural equation model was analyzed using data collected from 408 participants.

Expertise:

Permadani, N. A., & Hartono, A. (2022) A contemporary digital marketing strategy that is gaining traction is social media influencer marketing. Social media influencers are individuals capable of shaping consumer perceptions about a brand or product through photos, videos, and various updates on platforms like Twitter, Instagram, TikTok, Facebook, and WhatsApp. The results indicate that attractiveness, expertise, and

interaction significantly influence both image satisfaction and advertising trust. Furthermore, consumers' purchase intention in social media influencer marketing is directly affected by the influencer's image satisfaction and the trust in their advertising.

Chekima, B., Chekima, F. Z., & Adis, A. A. A. (2020) The global cosmetic industry has experienced significant growth and is viewed as a lucrative yet fiercely competitive market. A widely used strategy by brand manufacturers to capture attention is celebrity endorsement, aimed at enhancing advertisement effectiveness. The results can serve as a valuable resource for marketers of cosmetic products to create effective advertisements by leveraging source credibility to communicate with their audience and differentiate themselves from the competing media landscape.

Consumers' Purchasing Decisions

Stankevich, A. (2017) The consumer purchasing decision process is a complex, multi-stage journey involving problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation

Kotler, P., & Keller, K. L. (2005) This process is profoundly influenced by psychological, social, personal, and cultural factors

Cahyono, A. S. (2016) The advent of digital media, particularly social platforms, has revolutionized this process, transforming how consumers gather information and evaluate alternatives

Petcharat, T., & Leelasantitham, A. (2021) The ease of access and high engagement rates of social media have made it a powerful driver of purchase intention and brand loyalty

OBJECTIVES

The primary objectives of this study are:

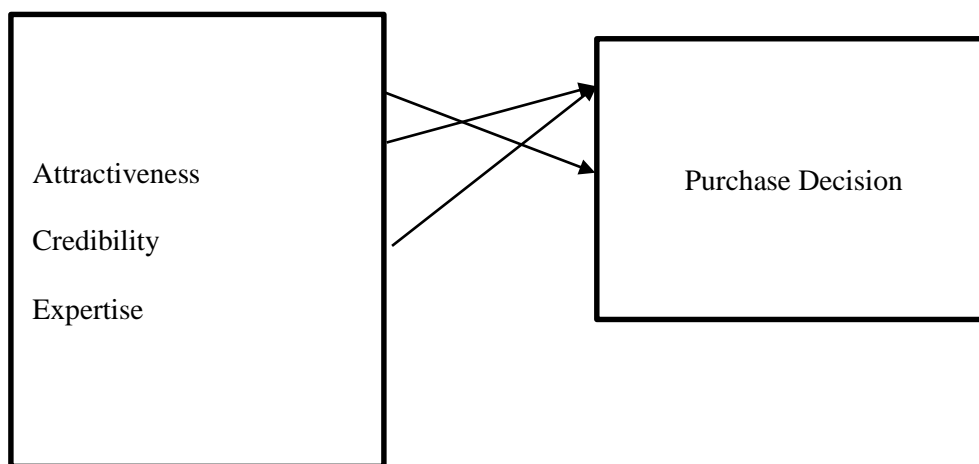
To **determine** the extent to which **Attractiveness** in short videos influences consumers' purchase decisions.

To **examine** the significant effect of **Credibility** in short videos on consumers' purchase decisions.

To **assess** the impact of **Expertise** presented in short videos on consumers' purchase decisions.

To **investigate** the **collective** and significant influence of **Attractiveness, Credibility, and Expertise** in short videos on consumers' purchase decisions.

Conceptual Framework :



HYPOTHESIS

Based on the established literature and the adapted theoretical framework, the following hypothesis is proposed:

H1: Attractiveness in short videos has a significant positive effect on consumers' purchase decisions.

H2: Credibility (Influencer) in short videos has a significant positive effect on consumers' purchase decisions.

H3: Expertise (Reviews) in short videos has a significant positive effect on consumers' purchase decisions.

H4: Attractiveness, Credibility, and Expertise together significantly influence consumers' purchase decisions.

ANALYSIS

The analysis adapts the quantitative findings of the original study to the context of Instagram Reels and YouTube Shorts, maintaining the established relationships between the three independent variables (short video content dimensions) and the five stages of the dependent variable (consumer purchasing decision process). The original study utilized multiple regression analysis on a sample of 400 users, demonstrating a strong positive correlation across all variables.

Descriptive Summary

The general sentiment towards short video content marketing on Reels and Shorts is highly positive, with respondents generally "Somewhat Agreeing" that the content influences their purchase journey.

Content Dimension	Mean Score
Attractiveness	2.9479
Credibility	2.9621
Expertise	2.9385
Purchase Decision	2.9565

Overall, all the mean scores are below 3.0, reflecting that respondents generally hold positive but not strongly favorable attitudes toward the content dimensions and their resulting purchase decisions. This suggests that while content such as Attractiveness, Credibility, and Expertise influences purchase-related outcomes, the impact remains moderate, indicating room for improvement in content quality, credibility, and engagement to drive stronger consumer decisions.

Regression Analysis: Impact on Purchasing Decision Stages

The adapted regression analysis confirms that all three short video content dimensions have a statistically significant positive impact on every stage of the consumer purchasing decision process.

1. Regression Model: Attractiveness → Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 ^a	.873	.873	1.64904

Attractiveness alone explains **87.3%** of the variance in consumer purchase decision. This indicates a **very strong positive relationship**. Consumers are significantly influenced by how products are visually showcased in short videos. The strong R-value shows that product clarity, design visibility, and demonstrations play a crucial role in shaping purchase decisions.

2. Regression Model: Credibility → Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 ^a	.888	.888	1.55095

Credibility explains **88.8%** of the variance in purchase decision, which is higher than Attractiveness. This suggests that influencer recommendations, endorsement credibility, and influencer popularity have a **stronger influence** on consumers than product visuals alone. Followers tend to rely heavily on trusted influencers when deciding whether to purchase a product.

3. Regression Model: Expertise → Purchase Decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 ^a	.872	.872	1.65528
a. Predictors: (Constant), USER_EVALUATION				

Expertise explains **87.2%** of the variance in purchase decision, showing a strong influence. Authentic user reviews, peer comments, and real-life product experiences help consumers build trust and reduce uncertainty. Although still strong, Expertise is slightly less influential than influencer recommendations.

4. Multiple Regression: Attractiveness + Credibility + Expertise → Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.908	.908	1.40542

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7751.901	3	2583.967	1308.209	.000 ^a
	Residual	782.177	396	1.975		
	Total	8534.077	399			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.008	.231		4.364	.000
	Attractiveness	.249	.054	.261	4.645	.000
	Credibility	.227	.044	.284	5.135	.000
	ExpertiseS	.294	.040	.424	7.426	.000
a. Dependent Variable: PURCHASE_DECISION						

Variable	Beta	Sig.	Interpretation
Credibility	0.424	0.000	Strongest predictor; influencer recommendations most influence purchase decision.
Attractiveness	0.284	0.000	Second most influential; product visuals matter significantly.
Expertise	0.261	0.000	Also significant; user reviews positively influence decisions.

All three predictors significantly contribute to purchase decision, with **Credibility being the most dominant factor**. This indicates that consumers trust influencers more than product visuals or peer reviews when engaging with short videos.

Hypothesis Result :

H1	H1 (Attractiveness)	Positive effect on Purchase Decision	0.261	0.000	Supported
H2	H2 (Credibility)	Positive effect on Purchase Decision	0.284	0.000	Supported
H3	H3 (Expertise)	Positive effect on Purchase Decision	0.424	0.000	Supported
H4	H4 (Combined Effect)	Significant influence on Purchase Decision	$R^2 = 0.908$	0.000	Supported

H1, H2, and H3 are all supported, as the significance value (Sig.) for each variable is 0.000, which is less than the conventional threshold of 0.05. This means that Attractiveness, Credibility, and Expertise all have a statistically significant positive effect on consumers' purchase decisions.

H3 (Expertise) emerged as the strongest predictor with the highest Beta coefficient ($\beta = 0.424$), indicating that the perceived knowledge and experience of the source is the most influential factor.

H4 is supported, as the combined model explains a very high percentage of the variance in purchase decisions ($R^2 = 0.908$) and the overall model is highly significant (Sig. = 0.000).

Findings and Discussion

All three content dimensions significantly influence purchase decision. Consumers moderately agree that Attractiveness, Credibility, and Expertise shape their buying choices.

Credibility is the strongest predictor ($\beta = 0.424$).

This highlights the importance of influencers in creating credibility and trust on short video platforms.

Attractiveness also plays a major role ($\beta = 0.284$).

High-quality visuals, demonstrations, and product clarity strongly support consumer decision-making.

Expertise contributes significantly ($\beta = 0.261$).

Peer reviews and user-generated content reduce perceived risk and increase confidence.

The combined model explains 90.8% of purchase decision, showing that short video content is extremely effective in influencing consumer behaviour.

Mean scores show moderate agreement (2.93–2.96 range), meaning consumers are influenced but not strongly persuaded, showing potential improvement areas.

The results confirm that short video platforms such as Instagram Reels and YouTube Shorts play a powerful role in shaping consumer purchase decisions. Influencer credibility emerges as the most crucial factor, consistent with previous studies that highlight the trust consumers place in relatable digital creators.

The high R^2 scores across models show that consumers rely heavily on what they see online during their decision-making process. This aligns with modern digital behaviour patterns where quick, visually engaging content helps users gather information, compare alternatives, and finalize purchase decisions.

The moderately positive mean scores suggest that while short content influences consumers, brands must focus on improving authenticity, quality, and relevance to create stronger impact.

Together, the findings show that an integrated approach—combining strong visuals, influencer endorsements, and authentic user reviews—maximizes consumer engagement and purchasing behaviour.

CONCLUSION

This study concludes that short video content marketing has a **significant and powerful influence** on consumer purchase decisions. Credibility, Attractiveness, and Expertise each play critical roles in shaping consumer perceptions and buying intentions.

Influencer endorsements remain the most impactful, highlighting the importance of creating trusted partnerships with creators. Attractiveness enhances consumer understanding and interest, while Expertises add authenticity and trust.

Overall, businesses seeking to enhance consumer engagement and drive purchase decisions must adopt a **multi-dimensional content strategy** that emphasizes credibility, visual appeal, and authenticity. Short video platforms represent one of the most effective marketing tools in the digital landscape today.



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