

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

V.Aarthi
Research scholar
Department of Business Administration
Annamalai University

Dr.K.Rukmani
Associate Professor
Department of Business Administration
Annamalai University

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:

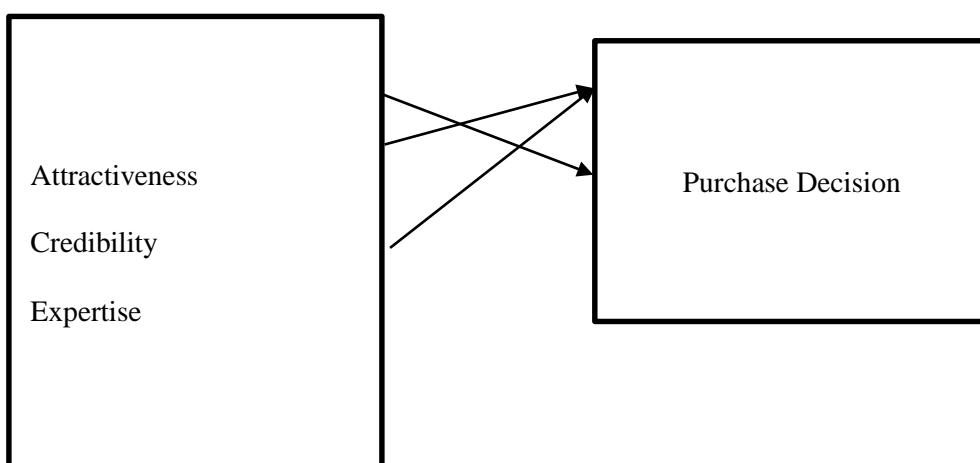
To **determine** the extent to which **Attractiveness** in short videos influences consumers' purchase decisions.

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 Expertise adds 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.

REFERENCES

Stankevich, A. (2017). Explaining the consumer decision-making process: Critical literature review. *Journal of international business research and marketing*, 2(6), 7-14. https://www.researchgate.net/publication/321827793_Content_Marketing_Elements_for_Search_Advertising

Kotler, P., & Keller, K. L. (2005). *Marketing Management*. 12th ed. Prentice-Hall of India Private Limited, New Delhi.

Cahyono, A. S. (2016). The Influence of Social Media on Social Changes in Indonesian Society. *Journal of Social and Political Sciences, University of Tulungagung*, 142.

Petcharat, T., & Leelasantitham, A. (2021). A retentive consumer behavior assessment model of the online purchase decision-making process. *Heliyon*, 7(10), 1-18.

Violot, C., Elmas, T., Bilogrevic, I., & Humbert, M. (2024). Shorts vs. Regular Videos on YouTube: A Comparative Analysis of User Engagement and Content Creation Trends. In *Proceedings of the 16th ACM Web Science Conference* (pp. 213-223).

IJRPR. (2025). The Instagram Reels and YouTube Shorts Phenomenon. *IJRPR*, 6(3). <https://ijrpr.com/uploads/V6ISSUE3/IJRPR40383.pdf>

Liu, Y., Chiu, D. K., & Ho, K. K. (2023). Short-form videos for public library marketing: performance analytics of Douyin in China. *Applied Sciences*, 13(6), 3386.

Luo, C. (2025). Influence of short video content on consumers purchase intention. *Nature Scientific Reports*, 15(1). <https://www.nature.com/articles/s41598-025-94994-z>

Steimle, J. (2014). What is content marketing?. *Forbes*. <https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/?sh=533ab70310b9>

Xu Tongqian, & Wang Zhixuan. (2023). The influence mechanism of short video of planting grass on consumers' purchase intention. *Journal of South-Central University for Nationalities: Humanities and Social Sciences Edition*, 43(8), 151-158.

Bhardwaj, J., & Sharma, A. K. (2019). How video marketing in E-commerce can boost sales. *IME Journal*, 14(1), 90-96.

Nallasivam, A., & Mahalakshmi, S. (2023). Sustainable Influence of Instagram and Its Linkages on Gen Z's Purchase Intention. *Digital Transformation for Business and Society*. Springer.

Ngo, T. T. A., et al. (2023). Short video marketing factors influencing the purchase intention of Generation Z in Vietnam. *Journal of Marketing*. https://www.researchgate.net/publication/372923112_Short_video_marketing_factors_influencing_the_purchase_intention_of_Generation_Z_in_Vietnam

Wahyudi, M. A. (2025). The Impact of Short-Form Video Marketing, Influencer Relatability, and Trust Signals on Generation Z's Purchase Intention in Indonesia. *International Journal of Business, Law, and Education*, 6(2). <https://ijble.com/index.php/journal/article/view/1108>

ResearchGate. (2025). Impact of Reels Video Marketing on Customers' Purchase Intention. https://www.researchgate.net/publication/372270925_Impact_of_Reels_Video_Marketing_on_Customers'_Purchase_Intention

IJRPR. (2025). The Impact of Instagram Reels on Consumer Engagement. <https://ijrpr.com/uploads/V6ISSUE6/IJRPR48401.pdf>

Santiago, J. K., & Serralha, T. (2022). What more influences the followers? The effect of digital influencer attractiveness, homophily and credibility on followers' purchase intention. *Issues in Information Systems*, 23(1).

Fitriani, D., Udayana, I. B. N., & Hutami, L. T. H. (2023). The effect of influencer attractiveness and expertise on increasing purchase intention with brand image as an intervening variable:(case study of consumers of Scarlett whitening products in Yogyakarta city). *Journal of Management and Islamic Finance*, 3(1), 62-76.

Çelik, Z. (2022). The moderating role of influencer attractiveness in the effect of brand love, brand trust, brand awareness and brand image on brand loyalty. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 21(43), 148-167.

Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 102585.

Schouten, A. P., Janssen, L., & Verspaget, M. (2021). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. In *Leveraged marketing communications* (pp. 208-231). Routledge.

Kemeç, U., & Yüksel, H. F. (2021). The Relationships among Influencer Credibility, Brand Trust, and Purchase Intention: The Case of Instagram. *Journal of Consumer & Consumption Research/Tüketicili ve Tüketim Araştırmaları Dergisi*, 13(1).

Permadani, N. A., & Hartono, A. (2022). Analysis of the effect of attraction, expertise, interaction, image satisfaction, and advertising trust on purchase intention in social media influencer marketing on Erigo consumers in Indonesia. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 10555-10562.

Chekima, B., Chekima, F. Z., & Adis, A. A. A. (2020). Social media influencer in advertising: The role of attractiveness, expertise and trustworthiness. *Journal of Economics and Business*, 3(4).