

A Study on Influence of Short Video Content (Reels/YouTube Shorts) on Purchase Intent of the Consumers with Special Reference to Mysore

Ms. Helenciya Thomson¹, Ms. Karthika Mohan K², Mr. Kalaiyalagan C³, Dr. S. Jesintha⁴

III BBA International Business, Department of Business Administration¹⁻³

(Computer Application and International Business)

Associate Professor, Department of Business Administration (Computer Application and International Business)⁴

Nehru Arts and Science College, Coimbatore

Abstract: *This study explores the influence of short video content such as Instagram Reels and YouTube Shorts on consumer purchase intention in Mysore. The proliferation of short-form videos has revolutionized marketing, especially among young audiences. This research analyzes factors like entertainment, influencer promotions, product demonstrations, creativity, and promotional offers that impact buying behavior. Data was collected from 150 social media users via structured questionnaires. Results indicate that engaging short videos significantly enhance brand awareness, product interest, and impulse buying. Young consumers are highly responsive to visually appealing and relatable video content. Businesses can leverage short-form video marketing to strengthen engagement, trust, and conversion rates.*

Keywords: Short video marketing, Purchase intention, Consumer behavior, Instagram Reels, YouTube Shorts, Digital marketing

