

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

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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

I. INTRODUCTION

Digital technology and social media have transformed consumer engagement, with short-form video content emerging as one of the most effective marketing tools. Platforms such as Instagram Reels and YouTube Shorts capture attention with concise, entertaining, and visually appealing formats. Short videos combine audio-visual storytelling, influencer endorsements, and interactive features to increase purchase intention. Mysore, a growing urban center in Karnataka, has high smartphone and internet penetration, particularly among students and young professionals. This study investigates the role of short video content in influencing consumer purchase behavior and the factors that enhance its effectiveness.

II. REVIEW OF LITERATURE

Luo et al. (2025) – Short video content's characteristics—entertainment, ease of use, and perceived usefulness—positively impact consumer trust, which mediates purchase intention.

Shen & Wang (2024) – Personalized short videos aligned with user persona and values strongly influence consumer attitudes and buying decisions.

Liu & Wang (2023) – Informative and entertaining short videos increase perceived product value, enhancing purchase intention.

Kapoor et al. (2022) – Short-form video ads lead to higher brand recall and engagement than static social media posts.

Kumar & Singh (2021) – Influencer promotions in short videos generate social proof, increasing purchase likelihood among younger consumers.

Chung & Lee (2022) – Entertainment value in video marketing improves emotional connection with the brand, affecting impulse buying.



Zhang et al. (2023) – Repeated exposure to short video content strengthens brand familiarity and trust, positively impacting buying behavior.

Hassan et al. (2021) – Interactive features like polls, swipe-ups, and links in short videos enhance engagement and conversion rates.

Dwivedi et al. (2020) – Algorithm-driven personalized recommendations increase the relevance of short video content for individual users.

Sharma & Jain (2022) – Discounts and limited-time offers displayed in short videos create urgency, boosting purchase intention.

Patel & Mehta (2021) – Short video content is more effective than long-form videos in capturing attention in high-content-consumption environments.

Raghavan & Pillai (2022) – Authentic reviews in short videos improve credibility, trust, and consumers' willingness to purchase.

Chaffey & Ellis-Chadwick (2019) – Digital video marketing is crucial for engaging mobile-first audiences.

Kotler & Keller (2016) – Effective short video campaigns combine entertainment, information, and persuasive messaging to influence behavior.

NEED OF THE STUDY

With the growing popularity of short-form videos, businesses need insights into how Reels and Shorts impact consumer behavior. Understanding their influence on purchase intention helps marketers optimize digital campaigns and enhance ROI.

PROBLEM STATEMENT

While short video content is widely consumed, its direct effect on purchase intention among Mysore consumers is unclear. Marketers lack empirical evidence on factors that make videos persuasive and the demographic groups most responsive.

SCOPE OF THE STUDY

The scope of this study is limited to consumers residing in Mysore city, focusing specifically on their interactions with short-form video content, namely Instagram Reels and YouTube Shorts. It aims to examine how such content influences consumer behavior, engagement with brands, brand awareness, and ultimately, purchase intention. By analyzing these factors, the study provides insights into the effectiveness of short video marketing in shaping consumer decisions within a growing urban market, highlighting trends and preferences among active social media users.

LIMITATIONS OF THE STUDY

The study has certain limitations that should be considered when interpreting the results. The sample is limited to 150 respondents from Mysore city, which may not fully represent consumer behavior across India. Additionally, the data collected is self-reported, which introduces the possibility of response bias or inaccuracies in participants' answers. Furthermore, the study focuses only on two short-video platforms—Instagram Reels and YouTube Shorts—excluding other emerging platforms that might also influence consumer purchase intentions. These limitations suggest that while the findings provide valuable insights, they should be interpreted within the context of the study's scope and sample.

RESEARCH GAP

Most existing studies on short video marketing focus on global trends or metropolitan cities, leaving smaller urban markets underexplored. There is limited research on how platforms like Instagram Reels and YouTube Shorts influence consumer purchase intention in tier-2 Indian cities. Mysore, with its growing digital-savvy population, represents such an under-studied market. Consumer behavior, engagement patterns, and purchase drivers in these smaller cities may



differ from larger urban centers. This study aims to fill this gap by specifically examining the impact of short video content on purchase intention in Mysore.

RESEARCH OBJECTIVES

- Analyze the impact of short videos (Reels/Shorts) on purchase intention.
- Identify key factors influencing purchase decisions through short videos.
- Examine consumer trust towards products promoted via short videos.

RESEARCH DESIGN

The population for this study comprises social media users in Mysore who actively watch Instagram Reels or YouTube Shorts. Data was collected using both primary and secondary sources. Primary data was gathered through structured questionnaires distributed online and offline to capture consumer behavior and purchase intention. Secondary data was obtained from journals, research articles, company websites, and online databases to support the study. The sample design included 150 respondents selected using convenience and snowball sampling techniques, focusing on individuals aged 18 and above, active on Instagram or YouTube, and residing in Mysore. For data analysis, SPSS was used for quantitative evaluation, while Microsoft Excel facilitated tabulation and simple percentage analysis.

III. DATA ANALYSIS AND INTERPRETATION

Table 1: Frequency of Watching Short Videos

Frequency	Respondents	Percentage
Daily	95	63%
3–4 times/week	35	23%
1–2 times/week	15	10%
Rarely	5	4%
Total	150	100%

The table shows that a majority of respondents (63%) watch short videos daily, indicating high engagement with platforms like Instagram Reels and YouTube Shorts. About 23% view videos 3–4 times a week, while only a small portion (10%) watch 1–2 times weekly and 4% rarely. This suggests that short video content is a regularly consumed medium among most consumers in Mysore. Frequent viewing implies strong potential for influencing purchase intentions through these platforms.

Table 2: Age Distribution of Viewers

Age Group	Respondents	Percentage
18–25	80	53%
26–30	40	27%
31–40	20	13%
41+	10	7%
Total	150	100%

The table indicates that the majority of short video viewers are young adults, with 53% in the 18–25 age group and 27% in the 26–30 range. Only 13% of viewers are aged 31–40, and 7% are 41 and above. This shows that short video content primarily appeals to younger consumers. Marketers can target these age groups more effectively for influencing purchase decisions.

Table 3: Influence of Short Videos on Purchase Decision

Response	Respondents	Percentage
Influenced	102	68%
Not influenced	48	32%



Total	150	100%
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The table shows that 68% of respondents reported being influenced by short video content in their purchase decisions, while 32% indicated no influence. This suggests that a significant majority of consumers are responsive to marketing through Reels and YouTube Shorts. Short videos therefore play a key role in shaping buying behavior. Marketers can leverage this influence to drive sales and engagement.

Table 4: Factors Increasing Purchase Intention

Factor	Respondents	Percentage
Attractive visuals & music	85	57%
Influencer promotion	70	47%
Discounts & offers	60	40%
Product demonstration	75	50%
Entertainment & creativity	80	53%

The table indicates that multiple factors in short videos influence consumer behavior. Attractive visuals and music (57%) and entertaining, creative content (53%) are highly effective in capturing attention. Product demonstrations (50%) and influencer promotions (47%) build trust and credibility, while discounts and offers (40%) motivate purchase decisions. Overall, a combination of visual appeal, information, and promotions drives engagement and purchase intent.

Table 5: Preference – Short vs Long Ads

Type	Respondents	Percentage
Short videos	120	80%
Long videos	30	20%
Total	150	100%

The table shows a strong preference for short video content among respondents, with 80% favoring short videos over long videos (20%). This indicates that consumers prefer quick, engaging, and easily digestible content. Short videos are more effective in capturing attention and sustaining interest. Marketers should focus on creating concise content to maximize engagement and influence purchase behavior.

Table 6: Impact of Repeated Exposure

Response	Respondents	Percentage
Increased recall & buying interest	95	63%
No effect	55	37%
Total	150	100%

The table indicates that 63% of respondents reported increased brand recall and buying interest after watching short videos, while 37% felt no effect. This suggests that short video content effectively enhances memory of the product and motivates purchase behavior. The high impact highlights the persuasive power of visually engaging and concise marketing formats. Marketers can leverage this to strengthen brand awareness and drive sales.

Table 7: Trust in Product Reviews in Short Videos

Response	Respondents	Percentage
Trust authentic reviews	105	70%
Do not trust	45	30%
Total	150	100%

The table shows that 70% of respondents trust authentic reviews presented in short videos, while 30% do not. This highlights the importance of credibility and genuine content in influencing consumer purchase decisions. Trustworthy reviews enhance consumer confidence and can significantly impact buying behavior. Therefore, marketers should prioritize authentic and transparent content in short video campaigns.



IV. FINDINGS

The findings indicate that daily viewers, particularly in the 18–25 age group, are the most engaged with short video content. Short videos effectively enhance product awareness, with elements like attractive visuals, music, and entertaining content capturing attention and boosting engagement. Influencer promotions and product demonstrations play a key role in shaping purchase decisions and building consumer trust. Additionally, repeated exposure to short videos strengthens brand recall, while discounts and offers stimulate impulse buying. Overall, consumers show a clear preference for short-form videos over traditional long-form advertisements, and authentic reviews are critical in fostering trust and influencing purchase intentions.

V. SUGGESTIONS

To maximize the impact of short video marketing, brands should focus on creating content that is creative, entertaining, and informative. Collaborating with influencers who resonate with the target audience can enhance credibility and reach, while including product demonstrations and clear information helps consumers make informed decisions. Highlighting promotional offers can drive conversions, and maintaining authenticity strengthens trust among viewers. Consistent posting ensures sustained visibility, with particular attention to the preferences of young, active social media users. Additionally, monitoring audience feedback and optimizing content based on engagement patterns allows brands to continuously improve their short video strategies.

VI. CONCLUSION

Short video content, particularly Instagram Reels and YouTube Shorts, is a highly effective digital marketing tool for influencing consumer purchase intention in Mysore. Engaging visuals, music, influencer promotions, product demos, and limited-time offers enhance brand awareness, trust, and impulse buying behavior. Young consumers are the most responsive segment. Businesses can leverage short-form video marketing to improve engagement, brand recall, and sales. Authenticity, creativity, and repeated exposure are key to successful campaigns.

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