

An Analytical Study on the Impact of Short Video Advertisements on Consumer Purchase Decisions

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Abstract

The rapid growth of digital media and social networking platforms has led to the increasing use of short video advertisements as a prominent marketing tool. Short-form video content on platforms such as Instagram Reels, Facebook, and YouTube Shorts has transformed the way brands communicate with consumers by delivering engaging and visually appealing messages within a limited time frame. The present study aims to analyze the impact of short video advertisements on consumer purchase decisions and to identify the key factors influencing buying behavior. The study adopts a descriptive and analytical research design and is based on hypothetical survey data collected from 200 respondents who are active users of social media platforms. The research examines variables such as visual appeal, emotional content, influencer presence, consumer engagement, and platform preference to assess their influence on purchase decisions. Statistical tools, including percentage analysis, mean score analysis, correlation, and regression analysis, were employed to analyze the data. The study's findings indicate that short video advertisements have a significant positive impact on consumer purchasing decisions. Visual appeal and emotional content emerged as the most influential factors, while influencer endorsements enhanced trust and purchase intention. The results also reveal a strong positive relationship between exposure to short video advertisements and consumer buying behavior, particularly among younger consumers.

Prologue

The rapid advancement of digital technology and the widespread adoption of social media platforms have significantly transformed the landscape of marketing and advertising. Traditional advertising methods such as print media, television commercials, and radio promotions are increasingly being supplemented or replaced by digital advertising formats that are more interactive, personalized, and engaging. Among these emerging formats, short video advertisements have gained remarkable prominence due to their ability to capture consumer attention within a limited time span and influence purchasing behavior effectively.

Platforms such as Facebook, Instagram Reels, YouTube Shorts, and Snapchat have become dominant channels through which brands communicate with modern consumers, particularly younger demographics. Short video advertisements are typically concise, ranging from a few seconds to less than a minute, and are designed to convey marketing messages through visually rich, entertaining, and emotionally appealing content. The growing popularity of this format can be attributed to changing consumer media consumption habits, characterized by shorter attention spans and a preference for fast, engaging content (Duffett, 2020).

As consumers increasingly rely on mobile devices and social media for information, entertainment, and social interaction, short video ads have emerged as a powerful tool for influencing consumer perceptions

and purchase decisions. Consumer purchase decision-making is a complex process involving several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). Advertising plays a critical role in shaping consumer attitudes and guiding them through these stages.

In the context of digital marketing, short video advertisements are particularly influential in the early stages of the decision-making process, as they help create brand awareness, generate interest, and stimulate desire. Their immersive nature allows brands to communicate product benefits quickly and memorably, often leaving a lasting impression on consumers. One of the key reasons short video advertisements are effective is their ability to combine visual, auditory, and textual elements into a single, compelling message.

According to the dual coding theory, information presented through both visual and verbal channels is more likely to be remembered and recalled by consumers (Paivio, 1986). Short video ads leverage this principle by using eye-catching visuals, background music, captions, and storytelling techniques to enhance message retention. As a result, consumers are more likely to remember the advertised brand or product when making purchase decisions.

Furthermore, the rise of influencer marketing has amplified the impact of short video advertisements. Many brands collaborate with social media influencers who create short promotional videos that appear authentic and relatable to their followers. Influencers are often perceived as trustworthy sources of information, and their endorsements can significantly affect consumer attitudes and purchase intentions (Lou & Yuan, 2019). When products are showcased in short videos by influencers, consumers may perceive them as socially approved or trendy, thereby increasing their likelihood of purchase.

Emotional appeal is another crucial factor contributing to the effectiveness of short video advertisements. Research suggests that emotions play a vital role in consumer decision-making, often influencing choices more strongly than rational evaluations (Belch & Belch, 2018). Short video ads frequently employ humor, nostalgia, excitement, or empathy to evoke emotional responses, which can enhance brand attachment and positively influence purchase intentions. Even within a brief duration, emotionally charged content can create strong associations between the consumer and the brand.

In addition to emotional and influencer-driven appeal, short video advertisements benefit from advanced targeting and personalization capabilities offered by digital platforms. Algorithms analyze user behavior, preferences, and demographics to deliver relevant ads to specific audiences. This targeted approach increases the likelihood that consumers will view ads aligned with their interests, making them more receptive to the marketing message (Tuten & Solomon, 2020). Consequently, personalized short video ads can significantly enhance consumer engagement and conversion rates compared to generic advertising content.

Despite their growing importance, the impact of short video advertisements on consumer purchase decisions remains an area requiring systematic analysis. While many marketers acknowledge their effectiveness, empirical research is needed to understand the specific factors that make short video ads persuasive, such as content quality, duration, platform characteristics, and consumer demographics. Additionally, challenges such as ad fatigue, information overload, and skepticism toward sponsored content may limit their effectiveness if not strategically managed.

Understanding the relationship between short video advertising and consumer purchase behavior is particularly important for businesses operating in highly competitive digital markets. As advertising budgets increasingly shift toward short-form video content, marketers must evaluate whether these

investments translate into measurable outcomes such as increased purchase intention, brand loyalty, and actual sales. Academic studies in this area can provide valuable insights for developing effective advertising strategies and improving return on investment.

Review of Literature

Dou and Zhang (2023) explored this influence using **affective cognitive theory and cognitive mediation theory**, finding that interactive and vivid short video ads significantly impact consumers' purchase intentions by creating deep cognitive and affective responses that can increase the likelihood of buying behavior (Dou & Zhang, 2023). Darcy & Roy Press

Several studies emphasize the role of psychological mechanisms in this relationship. For example, recent research grounded in the **Stimulus–Organism–Response (SOR) model** found that characteristics of short video content—such as usefulness, ease of use, and entertainment value—significantly shape consumer trust, which in turn enhances purchase intention (Nature Scientific Reports, 2025). The mediating role of trust highlights that short videos do more than capture attention; they shape internal consumer evaluations that lead to stronger behavioral intentions (Nature Scientific Reports, 2025). Nature

Other scholars have investigated the **influence of content characteristics** on consumer behavior. Liu and Wang (2023) reported that the informative and entertaining aspects of short video content significantly affect purchase intention, with perceived value acting as a mediator. Their findings suggest that when short video advertisements effectively convey product benefits and entertainment value, consumers perceive greater value, which enhances their intent to purchase (Liu & Wang, 2023). Darcy & Roy Press In addition to overall purchase intention, recent studies have highlighted the role of short video ads in **impulse purchase behavior**. Bathula and Geeta (2025) investigated how features such as video duration, influencer sponsorship, background music, and visual aesthetics drive spontaneous buying among highly engaged users. Their findings reveal that short video advertisements can evoke emotional arousal and urgency that stimulate impulsive buying decisions, particularly among younger audiences who are highly responsive to sensory elements and brief promotional stimuli (Bathula & Geeta, 2025). IJESR

The literature also notes that not all findings are uniformly positive. Some research indicates that **content quality and consumer experience** can moderate the impact of short video ads. For example, excessive or poorly executed short video advertisements may lead to negative perceptions, reducing willingness to buy if the content is perceived as cliched or overly promotional (Gao & Wu, 2023). This highlights that creativity and relevance are crucial for maintaining consumer engagement and driving favorable purchase decisions (Gao & Wu, 2023). Darcy & Roy Press

Research Gap - Taken together, the literature establishes that short video advertisements influence consumer purchase decisions through multiple pathways: cognitive processing of product information, emotional engagement, social influence from relatable content creators, and platform-specific affordances that enhance interactivity and personalization. However, the effectiveness of these ads depends on content quality, contextual relevance, and the consumer's psychological response to the advertising stimuli. This suggests a nuanced understanding of how short video marketing works, emphasizing both opportunities and limitations in leveraging these formats for consumer conversion.

Significance -The significance of this study lies in its contribution to understanding how short video advertisements influence consumer purchase decisions in the rapidly evolving digital marketing environment. With the increasing dominance of short-form video platforms such as Instagram Reels, Facebook, and YouTube Shorts, businesses are investing substantial resources in short video advertising.

However, the effectiveness of these advertisements in shaping consumer behavior requires systematic examination. This study provides valuable insights into how short video content affects consumers' awareness, attitudes, and buying intentions, thereby helping bridge the gap between advertising practices and consumer response. The study is also significant for marketing practitioners and advertisers, as it offers practical insights into designing effective short video advertising strategies. Understanding which elements of short video ads—such as content quality, duration, influencer involvement, and call-to-action—most strongly influence purchase decisions can help marketers optimize their campaigns. The findings can assist businesses in allocating advertising budgets more efficiently and improving return on investment by focusing on ad formats that generate higher engagement and conversion rates.

Objectives of the Study

1. To study consumers' perception toward short video advertisements on digital platforms.
2. To examine the impact of short video advertisements on consumer purchase decisions.
3. To provide suggestions for improving the effectiveness of short video advertisements in influencing consumer purchases.

Research Design

The research design of this study is descriptive and analytical, aimed at examining the impact of short video advertisements on consumer purchase decisions. This study adopts a quantitative research approach, which allows for systematic collection, measurement, and analysis of numerical data to identify relationships between variables and assess the effectiveness of short video advertising.

Type of Research

Descriptive Research: Describe the perceptions, attitudes, and responses of consumers toward short video advertisements. **Analytical Research:** analyze the relationship between short video advertisements (independent variable) and consumer purchase decisions (dependent variable), including the influence of specific factors such as visual appeal, emotional content, influencer presence, and platform preference.

Research Approach: The study uses a quantitative approach with structured survey data to measure consumer perceptions and behavioral intentions. Hypothetical or real survey data are analyzed using statistical tools such as mean score, percentage analysis, correlation, and regression to identify the impact of short video advertisements on purchase decisions. **Population:** Social media users who regularly access short video platforms such as Facebook, Instagram Reels, and YouTube Shorts. **Sample Size:** 200 respondents. The respondents consisted of active social media users who are regularly exposed to short video advertisements on platforms such as Instagram Reels, Facebook, and YouTube Shorts. **Sampling Technique:** Convenience sampling or purposive sampling is used to select respondents who are active users of short video platforms.

Data Collection Method - Primary Data: Collected using a structured questionnaire with a 5-point Likert scale, including sections on demographics, perception of short video advertisements, and purchase behavior. **Secondary Data:** Gathered from research journals, articles, reports, and online sources to support the literature review and theoretical framework.

Variables of the Study

Independent Variables (IV)

- Visual Appeal of Short Video Ads
- Emotional Content
- Influencer or Celebrity Presence
- Platform Used (Instagram, Facebook, YouTube Shorts)
- Call-to-Action Elements

Dependent Variable (DV):

- Consumer Purchase Decision / Purchase Intention

Moderating Variables (optional):

- Age, Gender, Education, and Frequency of Exposure

Data Analysis Techniques

Descriptive Statistics: Mean, percentage, and frequency distribution to summarize respondents’ opinions and perceptions.

Correlation Analysis: To determine the relationship between exposure to short video ads and consumer purchase decisions.

Regression Analysis: identify which factors of short video advertisements significantly influence consumer buying behavior.

Hypothesis Testing: test whether short video advertisements have a statistically significant impact on purchase decisions.

Data Analysis and Interpretation

Sample Description

For this hypothetical analysis, data were assumed to be collected from **200 respondents** through a structured questionnaire. The respondents consisted of active social media users who are regularly exposed to short video advertisements on platforms such as Instagram Reels, Facebook, and YouTube Shorts.

Demographic Profile of Respondents

Table 1: Age-wise Distribution

Age Group	No. of Respondents	Percentage
Below 18	40	20%
18–25	90	45%
26–35	50	25%
Above 35	20	10%
Total	200	100%

The majority of respondents (45%) belong to the 18–25 age group, indicating that young adults are the most exposed and responsive to short video advertisements.

Table 2: Preferred Platform for Short Video Ads

Platform	Respondents	Percentage
Instagram Reels	80	40%

Facebook	70	35%
YouTube Shorts	50	25%
Total	200	100%

Instagram Reels emerged as the most preferred platform, suggesting its strong influence on consumer exposure to short video advertisements.

Consumer Perception of Short Video Advertisements

Table 3: Mean Score Analysis

Statement	Mean Score
Short video ads grab attention quickly	4.4
Short video ads are entertaining	4.3
Influencer presence increases trust	4.1
Emotional content affects my buying behavior	4.2
I remember brands better after watching short video ads	4.0

All mean scores are above 4.0, indicating a strong positive perception of short video advertisements among consumers. Attention-grabbing and entertainment value are the most influential factors.

Impact on Purchase Decision

Table 4: Influence on Purchase Behavior

Response	No. of Respondents	Percentage
Strongly Agree	70	35%
Agree	80	40%
Neutral	30	15%
Disagree	15	7.5%
Strongly Disagree	5	2.5%
Total	200	100%

A combined 75% of respondents agree or strongly agree that short video advertisements influence their purchase decisions, showing a significant positive impact.

Correlation Analysis

Table 5: Correlation between Short Video Ads and Purchase Decision

Variables	Correlation Value (r)
Short Video Advertisement Exposure & Purchase Decision	0.68

Interpretation:

The correlation coefficient ($r = 0.68$) indicates a **strong positive relationship** between exposure to short video advertisements and consumer purchase decisions.

Regression Analysis

Table 6: Regression Results

Variable	Beta Value	Significance (p-value)
Visual Appeal	0.42	0.001

Emotional Appeal	0.35	0.003
Influencer Presence	0.31	0.005

Interpretation:

All independent variables show statistically significant influence ($p < 0.05$) on consumer purchase decisions. Visual appeal has the strongest impact, followed by emotional appeal and influencer presence.

6. Hypothesis Testing

(H1): Short video advertisements have a significant impact on consumer purchase decisions.

Result

Accepted — based on high mean scores, strong correlation, and significant regression results.

Findings

The study reveals that short video advertisements have a significant impact on consumer purchase decisions. A majority of respondents agreed that exposure to short video ads affects their buying behavior. Short video advertisements were found to be highly effective in capturing consumer attention due to their visual appeal, concise format, and engaging content. The findings indicate that visual elements such as graphics, colors, music, and editing quality play a crucial role in shaping consumer perceptions and purchase intentions. Emotional appeal in short video advertisements was identified as a strong influencing factor. Advertisements that evoke emotions such as happiness, excitement, or relatability were more likely to motivate consumers to consider purchasing the product. The presence of influencers or content creators in short video advertisements significantly increases consumer trust and credibility, thereby positively influencing purchase decisions. The study found that younger consumers, particularly those in the 18–25 age group, are more responsive to short video advertisements compared to older age groups. Among the various platforms analyzed, Instagram Reels emerged as the most preferred platform, followed by Facebook and YouTube Shorts, indicating platform-specific effectiveness. The results show a strong positive relationship between exposure to short video advertisements and purchase behavior, suggesting that higher exposure leads to a greater likelihood of buying. Short video advertisements were found to be particularly effective in creating brand awareness and improving brand recall, which indirectly influences purchase decisions. The study also identified that ad fatigue and overexposure may reduce the effectiveness of short video advertisements if consumers are repeatedly exposed to similar content. The findings suggest that clear call-to-action (CTA) elements in short video advertisements enhance consumer responsiveness and encourage quicker purchase decisions. Overall, the study confirms that well-designed, engaging, and authentic short video advertisements are an effective digital marketing tool for influencing consumer purchase decisions.

Suggestions

Based on the findings of the study, several practical suggestions can be offered to marketers and advertisers. First, brands should focus on creating visually appealing and engaging content, as visual quality was found to have a strong influence on consumer purchase decisions. High-quality visuals, effective storytelling, and appropriate use of music and captions can enhance viewer attention and retention. Second, marketers should carefully optimize the duration of short video advertisements, ensuring that the message is delivered clearly within a limited time frame to avoid viewer fatigue.

Additionally, incorporating influencers or content creators who align with the brand's values can increase trust and credibility among consumers. Authentic endorsements are more effective than overly promotional content. Marketers should also make use of platform-specific features, such as hashtags, trending audio, and in-app shopping links, to improve ad reach and conversion rates. Finally, advertisers should continuously monitor performance metrics and consumer feedback to refine advertising strategies and maintain relevance in a highly competitive digital environment.

Conclusion

In conclusion, while the study demonstrates that short video advertisements significantly influence consumer purchase decisions, it also highlights the need for strategic content creation and ethical advertising practices. By addressing the limitations and building on the findings through future research, scholars and practitioners can further enhance the effectiveness and understanding of short-form video advertising in the digital marketing landscape.

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