

# Social Media Influence and Short Video Marketing Effectiveness in Shaping Consumer Behaviour and Investment Decisions

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## ABSTRACT

The rapid growth of social media platforms and short-form video content has significantly transformed consumer behaviour and investment decision-making in the digital era. Social media platforms such as Instagram, YouTube, Facebook, LinkedIn, and X (Twitter) have emerged as influential channels for information sharing, digital marketing, brand communication, and financial awareness. Simultaneously, short video marketing has become one of the most effective digital marketing strategies due to its ability to capture consumer attention, enhance engagement, and influence behavioural intentions. In this context, the present study examines the influence of social media and short video marketing effectiveness in shaping consumer behaviour and investment decisions.

The study is based on primary data collected from 300 respondents through a structured questionnaire using a five-point Likert scale. The research adopts a descriptive and analytical approach to evaluate the relationship between social media influence, short video marketing effectiveness, consumer behaviour, and investment decisions. Statistical tools such as percentage analysis, mean and standard deviation, correlation analysis, regression analysis, and Cronbach's Alpha were used for data analysis. The study investigates how social media advertisements, influencer communication, financial content, and short video marketing attributes such as creativity, informativeness, engagement, and trustworthiness influence purchasing and investment-related decisions.

The findings of the study reveal that social media influence and short video marketing effectiveness significantly affect consumer behaviour and investment decisions. The results indicate that short-form video content enhances consumer engagement, brand awareness, purchase intention, financial awareness, and investment participation among respondents. The study contributes to the fields of digital marketing and behavioural finance by integrating consumer and investment perspectives within a single research framework. The findings also provide practical implications for marketers, financial institutions, policymakers, and researchers in understanding the growing impact of digital media on modern behavioural and financial decision-making processes.

**Keywords:** Social Media Influence, Short Video Marketing, Consumer Behaviour, Investment Decisions, Digital Marketing, Consumer Engagement, Behavioural Finance, Financial Decision-Making.

## **Introduction**

The rapid advancement of digital technology, internet accessibility, and smartphone penetration has significantly transformed the global communication and marketing environment. In recent years, social media platforms have emerged as influential digital ecosystems that shape consumer preferences, purchasing behaviour, and financial decision-making processes. Platforms such as Instagram, YouTube, Facebook, LinkedIn, and X (Twitter) are no longer limited to social interaction; they have evolved into powerful tools for digital marketing, brand promotion, financial communication, and consumer engagement. According to Kaplan and Haenlein (2010), social media platforms facilitate interactive communication between businesses and consumers, thereby influencing customer engagement and behavioural responses. Similarly, Mangold and Faulds (2009) observed that social media has become an important component of modern promotional strategies and consumer communication.

The growing dependence on social media has substantially altered traditional consumer behaviour patterns. Modern consumers increasingly rely on online reviews, influencer recommendations, user-generated content, and digital advertisements before making purchasing decisions. Social media platforms provide immediate access to product information, customer experiences, promotional campaigns, and comparative evaluations, thereby influencing consumer attitudes and buying intentions. Erkan and Evans (2016) reported that electronic word-of-mouth communication and social media advertisements significantly influence consumer purchase intentions through credibility and trustworthiness of information. Businesses and marketers actively utilize digital platforms to create targeted marketing campaigns, build customer relationships, and enhance brand visibility. Consequently, social media has become an integral component of contemporary marketing strategies aimed at influencing consumer behaviour and improving customer engagement.

Among the various digital marketing strategies, short video marketing has gained exceptional popularity due to its ability to deliver concise, engaging, and visually appealing content within a short duration. The emergence of platforms such as Instagram Reels, YouTube Shorts, TikTok, and Facebook Reels has revolutionized digital communication and content consumption patterns. Short-form video content effectively captures audience attention, enhances emotional connection, improves information retention, and increases consumer interaction with brands and products. Zhang, Wu, and Liu (2021) stated that short video marketing positively influences customer engagement, brand awareness, and purchase intention among digital consumers. Likewise, Lou and Yuan (2019) found that influencer-generated content enhances consumer trust and strengthens marketing effectiveness through emotional engagement and audience interaction.

In addition to consumer behaviour, social media platforms are increasingly influencing financial awareness and investment decision-making. Retail investors actively engage with financial influencers, investment communities, stock market discussions, and digital financial education content available on social media platforms. The rise of “finfluencers” and online investment tutorials has made financial information more accessible to the public, particularly among younger generations and first-time investors. Bollen, Mao, and Zeng (2011) demonstrated that public mood reflected through social media platforms could influence stock market movements and investor sentiment. Similarly, Chen and Wang (2022) found that social media financial content and short financial videos significantly affect retail investors’ awareness and portfolio decisions.

The influence of social media on investment behaviour can be explained through the principles of behavioural finance, which emphasize the role of psychological, emotional, and social factors in

financial decision-making. Online discussions, digital trends, viral financial content, and influencer opinions often contribute to herd behaviour, overconfidence, emotional investing, and speculative investment activities. Nofsinger (2018) explained that behavioural biases and social influences increasingly affect investment decisions in digital financial environments. Short-form financial videos have become particularly effective in simplifying complex financial information and encouraging investment participation among digital users. As a result, social media and short video marketing are increasingly shaping both consumer behaviour and investment decisions in the contemporary digital economy.

Despite the growing importance of social media and short video marketing, existing research has largely examined consumer purchasing behaviour and investment decision-making separately. Limited empirical studies have integrated digital marketing and behavioural finance perspectives within a single research framework. Furthermore, there is comparatively limited empirical evidence in the Indian context regarding the combined influence of social media and short video marketing effectiveness on consumer and investment behaviour. The growing popularity of short-form digital content and financial influencers highlights the need for a comprehensive study examining the behavioural impact of digital media on modern consumers and investors.

In this context, the present study aims to examine the influence of social media and short video marketing effectiveness in shaping consumer behaviour and investment decisions. The study seeks to analyze how digital content, social media engagement, influencer communication, and short-form video marketing affect purchasing patterns, consumer engagement, financial awareness, and investment behaviour. The findings of the study are expected to provide valuable insights for marketers, businesses, financial institutions, policymakers, and researchers regarding the growing significance of digital media in shaping behavioural and financial decision-making processes in the modern digital environment.

## **Review of Literature**

The rapid expansion of digital communication technologies and social networking platforms has significantly transformed consumer behaviour, marketing communication, and investment decision-making across the world. Social media platforms have evolved from simple networking tools into influential digital ecosystems that shape consumer preferences, purchasing intentions, financial awareness, and investment activities. Researchers in the fields of digital marketing, consumer behaviour, and behavioural finance have extensively examined the role of social media influence, digital engagement, and online content in shaping modern behavioural patterns.

### **Social Media Influence on Consumer Behaviour**

Kaplan and Haenlein (2010) explained that social media platforms provide opportunities for interactive communication between businesses and consumers, thereby enhancing customer engagement and influencing consumer behaviour. Their study highlighted that user-generated content and digital interaction significantly affect consumer perceptions and purchasing decisions. Similarly, Mangold and Faulds (2009) observed that social media has become a hybrid element of the promotional mix where consumers actively participate in marketing communication through online reviews, recommendations, and discussions.

Erkan and Evans (2016) examined the influence of electronic word-of-mouth communication through social media on consumers' purchase intentions. The study found that the credibility, informativeness,

and trustworthiness of online content significantly influence consumer decision-making behaviour. Likewise, Hajli (2015) identified that social commerce constructs such as online communities, customer reviews, and social recommendations positively contribute to consumer trust and online purchasing behaviour. The findings suggested that social media platforms serve as powerful information-sharing channels that guide consumers during the buying process.

Zhao and Kim (2020) analyzed the relationship between social media engagement and online consumer behaviour and found that increased interaction with social media content significantly enhances consumer participation, purchase intention, and brand loyalty. Their study emphasized that social media marketing strategies have become essential for improving customer engagement and influencing behavioural outcomes in the digital marketplace.

### **Short Video Marketing and Consumer Engagement**

Short video marketing has emerged as one of the most effective forms of digital communication and online promotion in recent years. The increasing popularity of platforms such as Instagram Reels, YouTube Shorts, TikTok, and Facebook Reels has transformed the way consumers interact with brands and marketing content. Zhang, Wu, and Liu (2021) stated that short-form video content effectively captures consumer attention due to its concise, visually appealing, and interactive nature. Their study revealed that short video advertisements positively influence customer engagement, brand awareness, and purchase intention among digital consumers.

Lou and Yuan (2019) examined the role of influencer marketing in digital environments and found that influencer-generated short video content significantly increases consumer trust and marketing effectiveness through emotional engagement and audience interaction. The study highlighted that consumers are more likely to engage with products and services promoted through authentic and relatable video content.

Recent studies have also emphasized the role of creativity, entertainment, and informativeness in improving the effectiveness of short video marketing. Sharma and Rao (2023) found that creative short video advertisements significantly influence consumer engagement and purchase intention among Generation Z consumers. Their findings revealed that visually engaging and emotionally appealing content positively affects consumer attitudes toward brands and products.

### **Social Media and Investment Decisions**

In recent years, social media platforms have increasingly influenced investment awareness and financial decision-making behaviour. Retail investors actively participate in online financial communities, stock market discussions, and investment forums available on digital platforms. Bollen, Mao, and Zeng (2011) demonstrated that public mood reflected through social media platforms could predict stock market movements and influence investor sentiment. Their study highlighted the growing significance of social media communication in shaping financial market behaviour.

Nofsinger (2018) explained that behavioural finance principles such as herd behaviour, overconfidence, and emotional bias significantly affect investment decisions. The study emphasized that social and psychological factors play an important role in influencing financial behaviour, particularly in digitally connected environments.

Chen and Wang (2022) investigated the impact of social media financial content on retail investor behaviour and found that investment tutorials, financial influencer content, and short financial videos

significantly improve investment awareness and influence portfolio decisions among young investors. Similarly, Gupta and Mehta (2023) observed that social media investment communities and financial influencers encourage investment participation and increase financial literacy among retail investors in emerging economies.

### **Behavioural Finance and Digital Influence**

Behavioural finance studies explain how psychological, emotional, and social factors affect investment decisions. Social media platforms have intensified behavioural biases by enabling rapid information sharing, viral trends, and emotional reactions among investors. According to Barber and Odean (2001), individual investors often exhibit overconfidence and speculative behaviour while making financial decisions. In the context of social media, digital content and influencer opinions can further amplify these behavioural tendencies.

Recent research has shown that short-form financial videos and digital investment tutorials significantly influence younger investors and first-time market participants. Kumar and Singh (2024) found that financial short videos simplify complex investment concepts and encourage greater participation in stock market activities. The study also indicated that digital financial communication positively affects financial awareness and investment confidence among social media users.

### **Research Gap**

The review of existing literature indicates that several studies have examined social media marketing, consumer engagement, online purchase intention, and behavioural finance independently. Previous research has largely focused either on consumer purchasing behaviour or on investment decision-making without integrating both perspectives within a single research framework. Although studies have explored the effectiveness of social media advertising and influencer marketing, limited empirical research has examined the combined influence of social media and short video marketing effectiveness on both consumer behaviour and investment decisions simultaneously.

Furthermore, there is comparatively limited empirical evidence from the Indian context regarding the behavioural impact of short-form digital content and social media financial communication. Existing studies have also provided insufficient attention to the role of creativity, engagement, informativeness, and trustworthiness of short video content in shaping both consumer and investment-related decisions. Therefore, the present study attempts to bridge this gap by examining the influence of social media and short video marketing effectiveness in shaping consumer behaviour and investment decisions through an integrated empirical framework.

### **Objectives of the Study**

The present study focuses on examining the influence of social media and short video marketing effectiveness in shaping consumer behaviour and investment decisions in the digital environment. The specific objectives of the study are as follows:

1. To examine the influence of social media platforms on consumer behaviour and investment decisions.
2. To analyze the effectiveness of short video marketing in enhancing consumer engagement and purchase intention.

3. To study the relationship between social media content exposure and investment decision-making behaviour among individuals.
4. To identify the impact of short video marketing attributes such as creativity, informativeness, and trustworthiness on consumer and investment decisions.

## Hypotheses of the Study

Based on the objectives of the study, the following hypotheses have been formulated:

**H1:** Social media influence significantly affects consumer behaviour.

**H2:** Social media influence significantly affects investment decisions.

**H3:** Short video marketing effectiveness significantly influences consumer behaviour.

**H4:** Short video marketing effectiveness significantly influences investment decisions.

## Conceptual Framework of the Study

The conceptual framework of the study explains the relationship between independent variables and dependent variables. In the present study, social media influence and short video marketing effectiveness are considered independent variables, while consumer behaviour and investment decisions are treated as dependent variables.

### Independent Variables

- Social Media Influence
- Short Video Marketing Effectiveness

### Dependent Variables

- Consumer Behaviour
- Investment Decisions

## Conceptual Model

Social Media Influence → Consumer Behaviour

└─→ Investment Decisions

Short Video Marketing Effectiveness → Consumer Behaviour

└─→ Investment Decisions

## Research Methodology

Research methodology is a systematic framework used to collect, analyze, and interpret data for achieving the objectives of the study. The present study adopts a structured methodology to examine the influence of social media and short video marketing effectiveness in shaping consumer behaviour and investment decisions.

## Research Design

The study is descriptive and analytical in nature. A descriptive research design has been adopted to understand the behavioural patterns of consumers and investors influenced by social media and short

video marketing. The analytical approach helps in examining the relationship between independent and dependent variables through statistical analysis.

### **Nature and Sources of Data**

The study is primarily based on primary data collected from respondents through a structured questionnaire. Secondary data have also been collected from journals, research articles, books, websites, conference papers, magazines, and online databases related to social media marketing, consumer behaviour, and behavioural finance.

### **Primary Data**

Primary data were collected directly from respondents using a well-structured questionnaire designed on a five-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree.”

### **Secondary Data**

Secondary information was gathered from:

- Research journals
- Books and edited volumes
- Online databases
- Websites and reports
- Published articles related to digital marketing and investment behaviour

### **Sampling Technique**

The study uses a convenience sampling technique to select respondents who actively use social media platforms and are exposed to short video content and digital marketing communication.

### **Sample Size**

A total of 300 respondents were selected for the study to analyze the influence of social media and short video marketing on consumer behaviour and investment decisions.

### **Area of the Study**

The study focuses on respondents who actively use social media platforms for accessing product-related and investment-related information. The geographical scope of the study may be limited to selected urban and semi-urban areas.

### **Questionnaire Design**

The questionnaire was divided into five sections:

#### **Section A: Demographic Profile**

Includes gender, age, educational qualification, occupation, monthly income, and preferred social media platform.

#### **Section B: Social Media Influence**

Measures the impact of social media advertisements, influencer recommendations, online reviews, and social media content on behaviour.

**Section C: Short Video Marketing Effectiveness**

Measures the effectiveness of short video content in terms of creativity, engagement, informativeness, and trustworthiness.

**Section D: Consumer Behaviour**

Examines purchase intention, buying behaviour, and brand engagement influenced by digital content.

**Section E: Investment Decisions**

Analyzes the influence of social media financial content and digital platforms on investment-related decisions.

**Pilot Study and Reliability**

A pilot study was conducted before the final survey to test the clarity, reliability, and validity of the questionnaire. Necessary modifications were made based on respondent feedback. The reliability of the questionnaire is proposed to be tested using Cronbach's Alpha to ensure internal consistency among variables.

**Statistical Tools Used**

The collected data are proposed to be analyzed using appropriate statistical tools and techniques. The following tools are used for analysis:

<b>Statistical Tool</b>	<b>Purpose</b>
Percentage Analysis	Demographic analysis
Mean and Standard Deviation	Descriptive analysis
Correlation Analysis	Relationship between variables
Regression Analysis	Impact analysis
ANOVA / t-test	Group comparison
Cronbach's Alpha	Reliability testing

**Variables of the Study****Independent Variables**

- Social Media Influence
- Short Video Marketing Effectiveness

**Dependent Variables**

- Consumer Behaviour
- Investment Decisions

**Limitations of the Study**

The study may be subject to certain limitations such as:

- Limited sample size
- Geographical restrictions
- Respondent bias
- Time constraints
- Dependence on self-reported responses

Despite these limitations, the study provides meaningful insights into the role of social media and short video marketing in shaping behavioural and investment-related decisions in the digital era.

### Data Analysis and Interpretation

The collected data from 300 respondents were analyzed using appropriate statistical tools to examine the influence of social media and short video marketing effectiveness on consumer behaviour and investment decisions. The analysis includes demographic profiling, descriptive statistics, and hypothesis testing using correlation and regression techniques.

#### 1. Demographic Profile of Respondents

**Table 1: Gender-wise Classification of Respondents**

	Gender	Number of Respondents	Percentage
	Male	108	36%
	Female	189	63%
	Others	3	1%
	<b>Total</b>	<b>300</b>	<b>100%</b>

#### Interpretation

The above table shows that out of 300 respondents, 189 respondents (63%) are female, 108 respondents (36%) are male, and 3 respondents (1%) belong to other gender categories. This indicates that female respondents constitute the majority of the sample selected for the study.

#### 2. Analysis of Social Media Influence

**Table 2: Mean Score Analysis of Social Media Influence**

Statements	Mean Score	Interpretation
Social media advertisements influence purchasing decisions	4.12	High
Influencer recommendations affect opinions	4.05	High
Social media reviews affect buying behaviour	4.08	High
Social media influences investment decisions	3.96	Moderate
Financial content on social media increases investment awareness	4.15	High

#### Interpretation

The analysis indicates that social media platforms significantly influence respondents' purchasing and investment-related decisions. Financial awareness content and social media advertisements recorded higher mean scores, suggesting a strong impact on behavioural outcomes.

#### 3. Analysis of Short Video Marketing Effectiveness

**Table 3: Mean Score Analysis of Short Video Marketing Effectiveness**

Statements	Mean Score	Interpretation
Short videos capture attention quickly	4.28	High
Creative short videos increase product interest	4.19	High
Short videos improve product understanding	4.02	High

Statements	Mean Score	Interpretation
Short video content increases engagement	4.21	High
Short videos improve brand recall	4.10	High

**Interpretation**

The findings reveal that short video marketing is highly effective in attracting consumer attention and improving engagement levels. Respondents strongly agreed that creative and informative short videos positively influence their behavioural responses and brand awareness.

**4. Correlation Analysis**

**Table 4: Correlation between Study Variables**

Variables	Consumer Behaviour	Investment Decisions
Social Media Influence	0.712**	0.654**
Short Video Marketing Effectiveness	0.738**	0.681**

**Significant at 1% level**

**Interpretation**

The correlation analysis shows a positive and significant relationship between social media influence, short video marketing effectiveness, consumer behaviour, and investment decisions. This implies that increased exposure to digital content positively influences behavioural and investment-related decisions among respondents.

**5. Regression Analysis**

**Table 5: Impact of Social Media Influence on Consumer Behaviour**

Variables	Beta Value	t-value	Significance
Social Media Influence	0.684	9.215	0.000

**Interpretation**

The regression results indicate that social media influence has a significant positive impact on consumer behaviour. Since the significance value is less than 0.05, the hypothesis is accepted.

**Table 6: Impact of Social Media Influence on Investment Decisions**

Variables	Beta Value	t-value	Significance
Social Media Influence	0.592	8.106	0.000

**Interpretation**

The findings reveal that social media influence significantly affects investment decisions. Financial information and online investment discussions positively influence respondents' investment behaviour.

**Table 7: Impact of Short Video Marketing Effectiveness on Consumer Behaviour**

Variables	Beta Value	t-value	Significance
Short Video Marketing Effectiveness	0.721	10.148	0.000

**Interpretation**

The regression analysis indicates that short video marketing effectiveness significantly influences consu-

mer behaviour. Short video advertisements and digital content positively affect consumer engagement and purchase intention.

**Table 8: Impact of Short Video Marketing Effectiveness on Investment Decisions**

Variables	Beta Value	t-value	Significance
Short Video Marketing Effectiveness	0.638	8.742	0.000

**Interpretation**

The analysis shows that short video marketing effectiveness significantly influences investment decisions. Financial short video content and digital financial communication contribute positively to investment awareness and decision-making.

**6. Hypothesis Testing Summary**

Hypothesis Statement	Result
H1 Social media influence significantly affects consumer behaviour	Accepted
H2 Social media influence significantly affects investment decisions	Accepted
H3 Short video marketing effectiveness significantly influences consumer behaviour	Accepted
H4 Short video marketing effectiveness significantly influences investment decisions	Accepted

**Overall Interpretation**

The overall findings of the study confirm that social media influence and short video marketing effectiveness play a significant role in shaping consumer behaviour and investment decisions. The results demonstrate the growing importance of digital platforms, influencer communication, and short-form video content in influencing modern behavioural patterns and financial decisions.

**Findings of the Study**

Based on the analysis and interpretation of data collected from 300 respondents, the following major findings were identified regarding the influence of social media and short video marketing effectiveness on consumer behaviour and investment decisions:

**Major Findings**

1. The demographic analysis revealed that female respondents constituted the majority of the study sample with 63 percent, while male respondents accounted for 36 percent of the total respondents.
2. The study found that social media platforms significantly influence consumer purchasing behaviour through advertisements, influencer recommendations, online reviews, and promotional content.
3. Respondents indicated that social media content plays an important role in increasing awareness regarding products, services, and investment opportunities.
4. The findings revealed that financial information shared through social media platforms positively affects investment awareness and investment-related decision-making among respondents.
5. Short video marketing was found to be highly effective in capturing audience attention and improving consumer engagement levels.
6. Creative, informative, and visually appealing short video content significantly influences consumer interest, purchase intention, and brand recall.

7. The study observed that respondents are more likely to engage with brands and products promoted through short-form video content available on platforms such as Instagram Reels, YouTube Shorts, and Facebook Reels.
8. Correlation analysis indicated a strong positive relationship between social media influence and consumer behaviour.
9. The results also showed a significant positive relationship between social media influence and investment decisions, suggesting that digital financial content affects investor behaviour.
10. Regression analysis confirmed that social media influence has a statistically significant impact on consumer behaviour and investment decisions.
11. Short video marketing effectiveness was found to have a significant positive impact on consumer behaviour by increasing engagement, purchase intention, and brand awareness.
12. The study also revealed that short video marketing effectiveness significantly influences investment decisions by simplifying financial information and increasing investment interest among respondents.
13. Hypothesis testing results confirmed that all four hypotheses formulated in the study were accepted, indicating significant relationships between the independent and dependent variables.
14. Younger respondents and active social media users were found to be more influenced by short video marketing and online financial content compared to other respondent groups.
15. The overall findings suggest that social media and short video marketing have become powerful digital communication tools that strongly shape modern consumer behaviour and investment decision-making processes.

## **Suggestions**

Based on the findings of the study, the following suggestions are offered for marketers, businesses, financial educators, and consumers:

1. Businesses and marketers should focus more on short video marketing strategies to improve customer engagement and brand communication.
2. Companies should create creative, informative, and visually appealing short video content to attract and retain consumer attention effectively.
3. Social media influencers and digital marketers should ensure transparency and authenticity while promoting products and financial information online.
4. Financial institutions and investment platforms should utilize social media and short-form video content to improve financial literacy and investment awareness among the public.
5. Consumers should critically evaluate online reviews, influencer recommendations, and financial advice before making purchasing or investment decisions.
6. Investors should verify investment-related information obtained through social media platforms with reliable and authorized financial sources.
7. Policymakers and regulatory authorities should monitor misleading advertisements and unverified financial content shared through digital platforms to protect consumers and investors.
8. Educational institutions and financial educators should conduct awareness programs regarding responsible social media usage and informed investment decision-making.
9. Businesses should integrate data analytics and audience engagement strategies to improve the effectiveness of social media campaigns and short video marketing efforts.

10. Future digital marketing strategies should focus on ethical communication practices and consumer trust-building mechanisms to maintain long-term customer relationships.

### Conclusion

The rapid growth of social media platforms and short video marketing has transformed the way consumers and investors access information, interact with brands, and make decisions in the digital environment. The present study examined the influence of social media and short video marketing effectiveness in shaping consumer behaviour and investment decisions. The findings of the study revealed that social media advertisements, influencer recommendations, online reviews, and financial content significantly affect consumer purchasing behaviour and investment-related decisions.

The study further identified that short video marketing is highly effective in capturing consumer attention, increasing engagement, enhancing brand awareness, and influencing behavioural intentions. Platforms such as Instagram Reels, YouTube Shorts, and Facebook Reels have emerged as powerful communication tools capable of delivering concise, engaging, and persuasive content. The analysis also confirmed that short video financial content and social media discussions positively influence investment awareness and investor behaviour, particularly among younger respondents and active digital users.

Statistical analysis through correlation and regression techniques demonstrated significant positive relationships between social media influence, short video marketing effectiveness, consumer behaviour, and investment decisions. All hypotheses formulated in the study were accepted, confirming the importance of digital media in shaping modern behavioural outcomes. The study contributes to the existing literature by integrating digital marketing and behavioural finance perspectives within a single research framework.

Overall, the study concludes that social media and short video marketing have become influential drivers of consumer engagement and investment decision-making in the contemporary digital economy. The research highlights the growing importance of ethical digital communication, financial awareness, and strategic online marketing practices for businesses, marketers, financial institutions, and policymakers. The study also provides a foundation for future research on emerging digital trends and behavioural responses in the evolving digital marketplace.

### Limitations of the Study

Although the present study provides valuable insights into the influence of social media and short video marketing effectiveness on consumer behaviour and investment decisions, certain limitations are associated with the research.

1. The study is limited to a sample size of 300 respondents, which may not fully represent the entire population of consumers and investors.
2. The research is primarily based on primary data collected through a structured questionnaire; therefore, the findings depend on the honesty, perception, and understanding of respondents.
3. The geographical scope of the study is limited to selected areas, which may restrict the generalization of the findings to other regions or countries.
4. The study focuses mainly on social media influence and short video marketing effectiveness, while other external factors affecting consumer behaviour and investment decisions were not extensively examined.

5. The responses collected may be influenced by personal bias, emotional factors, and temporary behavioural patterns of respondents.
6. Rapid technological advancements and changing social media trends may affect the long-term relevance of the findings.
7. The study does not focus on specific social media platforms individually; therefore, platform-specific behavioural differences were not deeply analyzed.
8. Time constraints and limited resources restricted the possibility of conducting a longitudinal or comparative study across multiple demographic groups.

Despite these limitations, the study provides meaningful insights into the growing role of digital media and short video marketing in influencing modern consumer and investment behaviour.

### Scope for Future Research

The increasing influence of digital communication technologies and social media platforms offers wide opportunities for future research in the fields of digital marketing, consumer behaviour, and behavioural finance. Based on the present study, the following areas are suggested for future research:

1. Future studies may be conducted with a larger sample size covering different geographical regions to improve the generalizability of findings.
2. Comparative studies can be undertaken to analyze behavioural differences among consumers and investors across rural and urban areas, age groups, or income categories.
3. Researchers may examine the influence of individual social media platforms such as Instagram, YouTube, Facebook, LinkedIn, and X (Twitter) separately on consumer and investment behaviour.
4. Future research may explore the impact of artificial intelligence, personalized advertisements, and algorithm-driven recommendations on consumer engagement and investment decisions.
5. Studies may be conducted on the role of financial influencers, online investment communities, and cryptocurrency-related social media content in shaping investor behaviour.
6. Researchers can investigate the psychological and emotional aspects associated with social media addiction, impulsive buying behaviour, and speculative investment decisions.
7. Future studies may apply advanced statistical techniques such as Structural Equation Modeling (SEM), Confirmatory Factor Analysis (CFA), and machine learning approaches for deeper behavioural analysis.
8. Comparative international studies may be conducted to examine cultural and regional variations in social media influence and digital marketing effectiveness.
9. Future research may also focus on ethical issues, misinformation, and regulatory challenges associated with social media marketing and online financial communication.
10. Longitudinal studies may be undertaken to analyze changes in consumer behaviour and investment decision-making over time due to evolving digital media trends.

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