

Impact of Short-Form Video Content on Impulse Buying Behaviour among Young Consumers: A Review of Instagram Reels and YouTube Shorts

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Abstract

The fast evolution of short-form video platforms has led to a change in the world of digital marketing and consumer purchase behavior. Short-form video platforms like Instagram Reels and YouTube Shorts provide business owners an opportunity to create captivating and emotion-filled video content that grabs their users' attention and makes them take certain action (Ahmed, 2023). This review paper seeks to analyze how short-form video content influences impulse purchasing behavior among young adults aged between 18 and 30 years. The research will focus on analyzing what is there in short-form videos that can make consumers buy things without prior plans and the psychological and sociological reasons behind such behavior.

A qualitative methodology approach using secondary data was used to conduct the research. Literature that relates to the issue in question was collected from peer-reviewed journals, industry papers, academic books, and reliable websites covering topics such as digital marketing, consumer behavior, social commerce, and influencer marketing.

From the review, it is clear that short-form videos have a great impact on impulse buying behavior owing to emotional appeal, influencer authority, social validation, personalized content algorithms, and in-app purchasing capabilities (AI-Enabled Mobile Food-Ordering Apps and Customer Experience: A Systematic Review and Future Research Agenda, n.d.). Additionally, other psychological motivators like fear of missing out (FOMO), instant gratification, and hedonism increase intentions of making purchases spontaneously. In particular, younger customers are more vulnerable owing to their greater engagement in social media sites and more exposure to personalized promotional content.

In conclusion, the study shows that short-form video marketing is a great technique of influencing consumer behavior in the digital market environment. The results give important implications for marketers who want to develop effective and ethical digital marketing strategies.

Keywords: Short-form video content, Instagram Reels, YouTube Shorts, impulse buying behaviour, consumer behaviour, social commerce, influencer marketing, digital marketing, FOMO.

1. Introduction

The fast development of technological devices has greatly revolutionized the manner in which customers identify, examine and buy products and services. Indeed, the prevalence of smartphones, cheap internet and social media sites has enhanced the transition from traditional marketing to digital marketing by giving

companies the chance to connect with consumers using very interactive and personalized content. Within the numerous forms of digital media, short-form videos have become one of the powerful marketing tools since it is able to draw customers' attention within seconds and deliver appealing messages.

The short-form video sites such as Instagram Reels and YouTube Shorts have gained great popularity in recent times. These sites allow users to access short but entertaining and algorithmic videos, aimed at maximizing the engagement through constant recommendations of different content (Yu et al., 2024). While in contrast with traditional commercials, short-form videos have the ability to seamlessly blend the promotions with the entertainment, making it hard for the customers to differentiate advertising from user-created content. Such a unique feature has largely transformed the manner in which the brands communicate with the target audience.

Moreover, the rise in popularity of social commerce has reinforced the power of short videos in shaping consumer behavior. Social commerce is defined as the combination of social networking applications with online shopping capabilities, giving users the ability to search for, analyze, and purchase goods within the app itself. Product tagging, shopping within the app, live demos, reviews by consumers, and purchase links are some of the factors that have made it easier for people to purchase products and have reduced the time gap between finding products and purchasing them.

Impulse buying behaviour has emerged as one of the most important consequences of this digital revolution. Impulse buying behavior is the act of purchasing a product immediately without any prior planning and mostly based on the emotions of the consumer rather than logical reasoning (Rodrigues et al., 2021). Earlier research studies have indicated that visually appealing content, persuasive storytelling, endorsement from influencers, attractive packaging of the product, and time-bound promotions tend to arouse the impulse buying intentions of the consumer. With regard to short video content sharing platforms, these elements get amplified by recommendation algorithms, social proof through liking, commenting, and sharing of videos along with exposure to trending products.

The young generation, especially those in the age bracket of 18 to 30 years, is among the busiest users on the platforms of Instagram Reels and YouTube Shorts. Because of their heavy digital activity, knowledge about social media trends, and desire to try out different products, they are very prone to impulsive buying behavior. Moreover, certain psychological factors like Fear of Missing Out (FOMO), instant gratification, hedonistic motivation, and parasocial relationships with influencers have a great influence on their buying behavior (*Fear of Missing Out (FOMO) and Consumer Behaviour: What Is Next? (A Bibliometric Analysis and Systematic Literature Review)* | Society, n.d.).

Even though the current literature has thoroughly covered topics such as social media marketing and online customer behavior, the amount of literature dedicated to investigating the impact of Instagram Reels and YouTube Shorts on impulsive buying behavior in young people is scarce. This is because most of the current studies have paid attention to either social media platforms generally or to the particularities of TikTok without touching upon Instagram Reels and YouTube Shorts as well as their peculiarities in terms of marketing and advertising.

In order to fill this research gap, the current review paper seeks to conduct a critical review of literature on the connection between short-form video content and impulsive buying behavior of young consumers. The study will consider the main determinants that impact decision making, such as emotional involvement, influencer marketing, social proof, algorithm-based personalization, and in-app shopping capabilities (*How Consumer-Centric Personalization Enhances Advertising Value: An Empirical Study on Instagram Ad Effectiveness: Journal of Internet Commerce: Vol 24, No 4, n.d.*). Thus, through the analysis

of previous studies, this paper will seek to provide a clear understanding of the influence of Instagram Reels and YouTube Shorts on consumer behavior in the contemporary digital environment.

The results obtained in the process of this research will add to the current academic knowledge about digital marketing, consumer behavior, and social commerce while providing valuable information for marketing specialists, companies, researchers, and policy makers. With the increasing prevalence of short-form video content in the online environment, the knowledge about the influence of short videos on purchasing behavior becomes particularly relevant.

1.1. Background of the Study

The digital revolution has had a tremendous impact on the world of marketing because the nature of the interaction between companies and customers has undergone changes. Thanks to the fast-growing popularity of the Internet, smartphones and social networking sites, marketing practices have moved away from using mass communications in favor of personal digital communications. Today, people do not only use television commercials or printed media sources to learn about the products anymore; they rather find out about brands and products through social networking sites.

One of the major trends witnessed in digital marketing is that of short-form video content. This kind of content involves videos that run from 15 to 90 seconds and has emerged to be one of the quickest-growing mediums of communication. This trend of video marketing has revolutionized the consumption of information as users can get personalized videos according to their preferences through platforms like Instagram Reels and YouTube Shorts (Vanaparathi & Rao, 2023). Such video marketing makes it easy for people to stay engaged for long hours due to an endless flow of content.

The launch of Instagram Reels in 2020 and subsequently YouTube Shorts represents a significant move in the evolution of the competition dynamics of social media sites. The two social networks have incorporated artificial intelligence-based recommendation systems, creation tools for creators, and shopping functions that enable users to shop for products within the app itself. This incorporation of entertainment and commerce has led to the expansion of social commerce, which is the act of making purchases via social media networks rather than e-commerce sites. Recent reports from the industry reveal that short videos play a big role in discovering products and making purchases especially in India.

Among the active users of Instagram Reels and YouTube Shorts are young consumers aged between 18 and 30 years. The frequent interaction of the target audience with digital content and influencers makes the young audience highly susceptible to visual marketing techniques. Visual demonstrations, lifestyle information, product endorsements, offers that expire soon, and customer reviews conveyed via short videos elicit emotional responses, leading to impulsive purchases. Psychological factors like fear of missing out, instant gratification, social comparison, and perceived social approval also contribute to the formation of purchase intentions.

Influencer marketing has also revolutionized the relationship between consumers and brands. Instead of depending solely on traditional advertising, the consumers tend to get advice from content creators who they regard as credible and authentic (*Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media: Journal of Interactive Advertising: Vol 19, No 1, n.d.*). The influencers incorporate the products in their daily lives, giving the promotional messages a natural look. With the help of elements of social proof, such as likes, comments, shares, and video views, marketers can boost the credibility of their products and make an impact on customers.

On the academic front, the rapid development of short-form video platforms presents new grounds for studying consumer behaviour in digital settings. Even though prior work has studied the topic of social

media marketing and online impulse purchasing, research that specifically addresses the issue of impulse buying on Instagram Reels and YouTube Shorts still remains scarce. Moreover, it is necessary to study the ways in which technology factors, psychological motives and social factors interplay to influence impulse buying behaviour in young people.

For this reason, this literature review compiles the available academic literature to study the impact of short-form video contents on impulse buying behaviour in young consumers. Through combining information from digital marketing, consumer behaviour and social commerce literature, this study aims to shed light on the ways in which Instagram Reels and YouTube Shorts influence consumer decisions and identify directions for future research.

1.2. Problem Statement

The quick emergence of short-form video channels such as Instagram Reels and YouTube Shorts has resulted in significant changes in how consumers discover, analyze, and buy products. Short-form video channels feature attractive visual content, personalized recommendation systems, influencer marketing, and the ability to make purchases directly from the platform. Thus, modern marketers use short-form video marketing to increase their brand's presence and influence on consumers' purchasing decisions.

Even though short-form video marketing has become more popular over recent years, there is little information related to short-form video marketing specifically. Most of the literature available focuses on social media marketing in general or TikTok in particular. At the same (Vanaparthi & Rao, 2023) time, there is not much evidence concerning how Instagram Reels and YouTube Shorts influence impulse buying decisions of young consumers. Also, there are relatively few studies that consider psychological, technological, and social factors simultaneously.

Among the most active consumers of short-form video are young consumers who belong to the age bracket of 18-30 years old, and these are highly prone to impulsive purchasing because of the constant exposure to personalized content, social pressure, and immediate purchase options available (Rahardja et al., 2025). Nevertheless, a clear knowledge on how these three factors together create impulse buying behavior has yet to be determined.

There is, therefore, a need to conduct a systematic review of the existing literature in order to find out how Instagram Reels and YouTube Shorts impact impulse buying behaviors of young consumers. Such an endeavor will help in filling up the gaps in the current literature that covers digital marketing, consumer behavior, and social commerce.

1.3. Research Gap:

There has been considerable research done in the area of the effects of social media on the behavior of consumers and online buying decisions. Previous research has covered areas such as social media advertisement, influencer marketing, electronic word-of-mouth (eWOM), online consumer engagement, and impulse buying in the context of different digital media.

There are certain research gaps in this field that should be considered. First, not much research has been done specifically in the field of Instagram Reels and YouTube Shorts, although there have been rapid changes and growth in the use of these apps for digital marketing purposes. Most of the research in the field considers these short-form video apps to be one group or focuses mainly on TikTok.

In addition, earlier research has largely considered each individual determinant of impulse buying, for instance, influencers' credibility, emotional attractiveness, social validation, Fear of Missing Out (FOMO), or algorithmic personalization, in isolation. Currently, there is a lack of academic works that consider all

these psychological, technological, and social aspects together and explain their role in influencing impulse purchasing behaviors of young consumers.

Thirdly, even though young people constitute one of the biggest target audiences for short-form video sites, there are not many review papers that synthesize all the existing evidence on their purchasing behavior on both Instagram Reels and YouTube Shorts. Such a lack of consolidation makes it difficult to see emerging trends and theories in relation to this issue.

Moreover, with the development of many new social commerce features such as in-app purchase opportunities, product tagging, personalized recommendations, and creator commerce, the process of digital purchasing has been largely transformed. Some older studies were performed when most of these features were not yet available, thus they do not reflect the reality of today.

In order to fill these gaps, this current review will attempt to synthesize recent literature about Instagram Reels and YouTube Shorts with respect to the impact that short videos have on impulse purchasing behaviors of young consumers. Through synthesizing information from the fields of digital marketing, consumer behavior, and social commerce, the study aims to give a clear picture of the various psychological, technological, and social factors that encourage impulsive purchases. The findings of the review are expected to both enrich the literature and inform stakeholders and researchers.

2. Objectives of the Study

The purpose of the current study is to explore the effects of short-form video contents on impulsive purchase behavior of young consumers through a review of scholarly literature on Instagram Reels and YouTube Shorts. In order to accomplish this, the following objectives of the study will be addressed:

1. **To examine** the effect of short-form video contents on impulsive purchase behavior of young consumers.
2. **To identify** the main characteristics of Instagram Reels and YouTube Shorts that affect consumers' spontaneous purchase decisions.
3. **To analyze** the psychological aspects of impulsive purchase behavior including fear of missing out (FOMO), emotional involvement, instant gratification, and hedonic motivation.
4. **To assess** the effects of social influences including influencer marketing, social proof, and electronic word-of-mouth (eWOM) on consumers' purchase intention.
5. **To analyze** the role of technology such as algorithm-based content personalization and in-app shopping in impulsive purchase behavior.
6. **To synthesize** the theoretical and empirical knowledge regarding short-form video marketing and consumer behavior.
7. **To make** practical recommendations for marketers and businesses on the basis of findings from the literature review.

3. Literature Review

Previous studies have shown that social media plays an important role in influencing consumer buying behaviour, especially through short-form video content on platforms like Instagram and YouTube. These platforms provide engaging and visually appealing content that captures users' attention quickly.

3.1 Concept of Impulse Buying Behaviour

Impulse purchasing behavior can be defined as a process of making an unplanned and spontaneous purchase of goods without prior intention and assessment of options available. In contrast to a planned

purchase, impulse purchasing behavior mainly involves emotions, impulses, and other external stimuli rather than rational decision-making process. In recent years, the idea of impulse purchasing behavior has been extensively researched in the field of consumer behavior due to the rapid development of e-commerce and social media marketing.

Previously, impulse purchasing behavior was characterized as an intense need for acquiring a certain product following exposure to an attractive stimulus. Retail environments stimulated the process of impulse buying through various means such as visual merchandising, offers, packaging, and ambiance of the store (Sachitra & Konara, 2023). Nevertheless, the development of digital market has significantly changed all these stimuli by implementing interactive tools.

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Impulse buying online has been shown to be related to technological involvement rather than shopping experience in conventional physical stores. The features, including one-click purchasing options, personalized recommendations, limited-time offers, social proof, and easy payment, decrease consumers' decision-making process and make them act impulsively. Impulse buying has recently been examined through review papers, which demonstrate that the phenomenon is not only caused by emotions of people but also by technology, which makes the shopping experience very immersive.

Several factors that influence impulse buying behavior have been determined by researchers. Among them are emotional arousal, hedonic motivation, Fear of Missing Out (FOMO), curiosity, excitement, and instant gratification, which greatly increase the probability of impulse buying by consumers. Social influence has a huge impact on the process, especially in the digital world, where consumers use a lot of influencers and consumer reviews, likes, comments, and recommendations in order to buy a certain product.

Moreover, recent research indicates that modern impulse buying depends on the interplay of consumer psychology and intelligent technology (*The Impact of AI-Powered Try-On Technology on Online Consumers' Impulsive Buying Intention: The Moderating Role of Brand Trust*, n.d.). Artificial intelligence algorithms, recommendation services, personalized feed, and social commerce capabilities show consumers products that they like and, therefore, encourage purchasing. Thus, impulse buying is considered today as a multidimensional concept affected not separately but jointly by psychological, technological, and social factors.

The above-mentioned factors become even more important when considering the use of Instagram Reels and YouTube Shorts, as in these services consumers experience the flow of attractive and smartly chosen content. The presence of entertainment, marketing, social interaction, and shopping capabilities makes an environment that motivates quick decisions and purchases. Hence, knowledge of impulse buying behavior

concept serves as a theoretical basis for studying the effects of short videos on consumer decision making among young people.

3.2 Evolution of Short-Form Video Marketing

The advent of short-form video content has revolutionized the domain of digital marketing due to its innovative nature in terms of communicating the brands' message to consumers. In contrast to regular ads, short-form videos provide brief, exciting, and visually appealing content that grabs the viewer's attention instantly. This is an outcome of evolving consumer preferences where young consumers tend to prefer engaging, mobile-friendly, and fast-paced content instead of the regular type of media.

The success of short-form video content gained momentum through the worldwide success of TikTok that showed how powerful it could be for a brand when using an algorithmic personalized video recommendation. As a result of the emerging trend, Instagram released its own version named Reels in 2020, and soon after, YouTube Shorts. These two platforms started competing with TikTok in the growing world of short videos thanks to the adoption of vertical videos, use of music libraries, editing tools, AI recommendation algorithms, and interactive features.

One of the distinct features of short-form video marketing is the way it blends entertainment and ads together. Instead of offering promotional ads, companies have begun to work with influencers and content producers to make product demonstration videos, stories, lifestyle videos, and customer review videos. In doing so, they minimize consumer resistance to ads by incorporating their messaging into entertaining videos. Therefore, consumers start believing that they are watching trustworthy recommendations instead of ads.

Advancements made in social commerce have boosted the marketing value of Instagram Reels and YouTube Shorts even more. Product tagging, direct purchase buttons, live shoppings, partnerships with creators, and other checkout facilities allow customers to go from product discovery to purchase without much decision-making time.

Moreover, the use of algorithms to personalize content has been another contributing factor to the effectiveness of short-form video marketing. In particular, artificial intelligence uses user's history of views, engagement level, searching and browsing habits, as well as their interests, in order to suggest extremely relevant content. Thus, customers are continuously being targeted with the content that matches their preferences and needs, which positively affects their awareness, product recall and purchase intention. Personalized content also makes users more emotionally engaged, and motivates them to interact with brands and creators continuously.

The development of the creator economy has greatly affected the development of short-form video marketing as well. Social media influencers, content creators and digital entrepreneurs have become key mediators between companies and customers. Influencers are capable of building trustful relationships with the audience, which is why influencer marketing has become one of the most effective approaches to digital marketing. Contrary to celebrities, social media influencers usually create content based on their own experience, which means that product recommendations made by them can be considered credible. Additionally, consumer engagement theories help explain the effectiveness of short-form videos as they promote the interaction of entertaining and emotionally compelling content, leading to increased cognitive and emotional engagement from consumers with the advertised brands (*Unpacking the Distinctive Features of Short-Form Video Advertising: A Comment Analysis of Consumer Commentaries: Journal of Interactive Advertising: Vol 0, No 0, n.d.*). Visual stories, trending music, interactive challenges, humor, and active participation in communities motivate users to consume the content and to also like, comment,

share, and even produce more content related to the brand. This enhances brand awareness, customer relations, and purchase intention.

In general, the development of short-form video marketing has marked a major shift in digital advertising practices. Instagram Reels and YouTube Shorts have turned out to be much more than entertainment sites since they provide a complete digital marketing environment incorporating personalization, influencer marketing, social commerce, and consumer engagement elements. The ability of these websites to incorporate technological advancement with psychological and social influence makes them very effective platforms for influencing consumer behavior and impulsive purchases.

3.3 Influence of Influencer Marketing and Social Proof

Influencer marketing is currently one of the most powerful digital marketing techniques in the social media era. As opposed to celebrity endorsements, influencers in social media build a close relationship with their followers through the constant posting of personal stories, lifestyle, products, reviews, and recommendations. This constant interaction makes the audience believe in the authenticity, credibility, and reliability of these people. Therefore, companies use the services of influencers in short-format videos like Instagram Reels and YouTube Shorts in order to raise brand awareness and promote purchases.

Parasocial Relationship Theory is the theory that explains the power of influencer marketing since this theory suggests that the audience develops one-sided emotional ties with the media personalities due to their frequent interaction. As a consequence of this process, followers see the influencers as reliable people rather than commercial advertisers. Thus, product recommendations in short videos are perceived similarly to advice of a friend rather than a commercial message.

A crucial element affecting consumer behavior is social proofing, which is a psychological phenomenon that suggests that people have a tendency to mimic the behavior of other people when decision-making under uncertain conditions. In a digital space, cues such as number of likes, comments, shares, views, customer reviews, and followers become evidence of how popular or credible the product is. The greater the number of cues about a product, the higher the likelihood of its credibility and attractiveness.

Electronic Word-of-Mouth (eWOM) reinforces the role of social proofing. Consumers often use product reviews, user-generated content, and comments of other users to make purchasing decisions (*The Impact of User – Generated Content (UGC) on Product Reviews towards Online Purchasing – A Conceptual Framework* - ScienceDirect, n.d.). Successful product experience described in influencer videos and conversations with viewers forms positive impressions about brands and minimizes the risk of a purchase. Consequently, consumers feel confident enough to make prompt purchasing decisions without gathering much information.

The short form video platforms help increase the influence marketing's efficiency due to interactive and visual environments that are created through trends such as music, storytelling, demonstration of products, tutorials, unboxing videos, and 'a day in the life' format. The communication in such an environment becomes natural and does not face any kind of advertisement resistance, hence becoming informative in nature.

According to recent research findings, the micro-influencers tend to have higher engagement levels compared to celebrities as they have better connections with their followers and seem more authentic. The recommendations of such influencers are considered truthful and based on experience, increasing the consumer's trust. This shows that authenticity of the person matters much more than the follower count while doing marketing.

The interplay between influencer marketing and social proof is the source of considerable persuasion when it comes to Instagram Reels and YouTube Shorts. Credibility of influencers grabs the attention of potential consumers, whereas engagement indicators contribute to creating an impression of popularity and social acceptance of products. As a result, such factors cause emotions, build up trust and decrease consumers' reluctance to buy things. Hence, influencer marketing and social proof can be considered two of the most influential factors in impulse purchases of the youth generation.

In general, it can be concluded that the impact of influencer marketing goes far beyond the promotion of products. The emergence of this practice indicates the significance of factors of authenticity, emotional connection and social engagement as drivers of consumers' behaviour. As for future developments, it can be predicted that this trend will prevail in the sphere of social media.

3.4 Psychological Drivers of Impulse Buying: Fear of Missing Out (FOMO), Emotional Engagement, and Instant Gratification

Consumer purchase decision is affected not only by product features but also several psychological determinants that play a part in influencing consumers' perceptions and emotions as well as behavioral intention. Short-form video platforms are now very powerful in the digital marketing environment in terms of provoking psychological responses via personalized, visually appealing, and emotional content. Among the psychological factors that have been found to be very influential in recent literature studies are Fear of Missing Out (FOMO), emotion, instant gratification, and hedonic motivation that influence consumer's impulse purchase behavior.

Fear of Missing Out (FOMO) describes consumers' fears of missing out on something valuable such as an experience, opportunity, or product that people are enjoying. On Instagram Reels and YouTube Shorts, FOMO is generated due to limited-time offer, trending product, viral challenge, influencer promotion, and very high user engagement. Consumers tend to feel a need to buy these products immediately due to the awareness that other people have already noticed the product, liked it, commented on it, and shared it. It leads consumers to make urgent decisions and reduces their rational considerations.

The next important factor that influences impulse purchasing is emotion engagement. Short-form videos utilize music, visuals, animations, humor, and stories to deliver an immersive experience, capturing viewers' attention immediately. As a result of such experiences, feelings of excitement, interest, happiness, and desire arise that affect positively the attitude of consumers toward products. According to the consumer behavior research, consumers experiencing emotions are prone to making fast purchasing decisions since emotions dominate over rational decision-making.

Another relevant term that explains consumers' responses to short-form video marketing is hedonic motivation. Hedonic consumption implies the purchase of goods and services for the purpose of pleasure, enjoyment, entertainment, and self-expression, rather than functional purposes. Young consumers tend to use social media platforms like Instagram Reels and YouTube Shorts to get entertained. That is why products featured in entertaining videos are associated with positive emotions and become more attractive. Moreover, instant gratification is an equally important element of digital consumer psychology. In the modern digital age, consumers have access to all kinds of information, entertainment, and shopping at their fingertips. Such elements as direct product links, single click purchases, digital payment systems, and rapid deliveries allow the customer to get what he/she wants instantly. Minimum efforts involved in completing the purchase process make consumers take shorter decision time and increase the chances of making impulsive purchases.

Finally, advancements in the field of artificial intelligence made psychological mechanisms work even better thanks to personal recommendation systems. Personal recommendation algorithms constantly track the consumer's search history, watching times, searches and interactions and offer extremely targeted content. Constant exposure to similar products results in higher familiarity and increased affection for these products as consumers get more emotionally attached to the products, they see all the time.

The interaction between these psychological factors could be further understood using the Stimulus–Organism–Response (S–O–R) Model (*Exploring Factors Influencing Impulse Buying in Live Streaming Shopping: A Stimulus-Organism-Response (SOR) Perspective* | *Asia Pacific Journal of Marketing and Logistics* | Emerald Publishing, n.d.). In accordance with this model, stimuli in the form of visually attractive videos, suggestions from influencers, personalization of content, and social proof impact the inner psychological state of customers, which includes their emotions, excitement, trust, and curiosity. This, in turn, results in particular behavior, such as impulse purchases. The S–O–R Model is frequently used in the context of digital marketing to understand the role of online environment on consumer behavior. Overall, the academic literature suggests that such psychological phenomena as fear of missing out, emotional involvement, hedonic motives, and instant gratification should not be considered separately but should be viewed in relation to technological aspects, such as artificial intelligence, algorithms for recommendations, and social commerce tools. Instagram Reels and YouTube Shorts build the environment when these psychological and technological factors complement each other.

Generally, psychological factors can be seen as one of the most potent forces through which short video applications affect impulse buying behavior among younger consumers. Analyzing such psychological factors gives useful information for marketers, who can use this knowledge in designing their digital campaigns and emphasizing the need for ethical marketing.

3.5 Algorithmic Personalisation and Social Commerce

The development of artificial intelligence (AI) and social commerce has brought about a shift in the way consumers buy products on short video-sharing platforms. On Instagram Reels and YouTube Shorts, recommendation algorithms are used to personalize content based on users' browsing history, searches and activities on the platform. Constant exposure to personalized product recommendations increases consumer interest and makes them more willing to buy.

Consumers can find relevant products easily through algorithmic personalization without having to look for them actively. Consistent exposure to related products raises awareness and increases trust in those products, leading consumers to purchase products impulsively. Research indicates that personalized recommendations have proven to be effective in increasing customer engagement.

Social commerce improves this process even more by embedding shopping features within social media applications. Such shopping features as product tagging, in-app purchasing, purchasing via links, and live shopping significantly ease the process of buying and shorten the time from seeing the product to its purchase. This makes consumers make purchases immediately after viewing it without thorough analysis. Personalised recommendations and social commerce create an attractive shopping environment where purchasing takes place at the same time as entertainment. Young consumers, who spend much time on social media, are especially sensitive to these aspects since they often see personally recommended content and influencer recommendations.

On the whole, algorithms and social commerce are now essential factors behind impulsive purchases. The relevance and convenience of the content make Instagram Reels and YouTube Shorts effective platforms for digital marketing purposes.

3.6 Theoretical Framework

A number of theories exist that try to explain the effects that short form video content has on impulse buying behavior among young people. Some of these include the Stimulus-Organism-Response (S-O-R) model, social proof theory, and theory of planned behavior (TPB).

The Stimulus-Organism-Response (S-O-R) model was developed by Mehrabian and Russell (1974). This model proposes that stimuli affect one's organism or psychological states, which in turn affects his/her behavioral responses. In the case of Instagram Reels and YouTube Shorts, for instance, the stimuli such as visuals, influencer endorsement, music, storytelling, and recommendations cause an individual to experience certain emotions such as excitement and desire.

According to the Social Proof Theory posited by Cialdini (1984), the opinions and behaviors of other people significantly influence consumer purchasing decisions. In the case of short-form video apps, signals such as likes, comments, shares, product reviews, and recommendations made by influencers act as indications of the credibility and popularity of goods and services. The increased engagement fosters the feeling of trust and encourages consumers to make spontaneous purchases without much evaluation.

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) shows that attitudes, subjective norms, and perceived behavioral control affect consumer behavior (*Economical User-Generated Content (UGC) Marketing for Online Stores Based on a Fine-Grained Joint Model of the Consumer Purchase Decision Process* | *Electronic Commerce Research* | Springer Nature Link, n.d.). In turn, good attitudes towards the product, recommendations of trusted influencers, and convenient shopping in the app increase consumers' intentions to make impulsive purchases.

Thus, it can be stated that both theories help to understand how impulse buying on Instagram Reels and YouTube Shorts occurs due to the interaction between technological elements, psychological effects, and social factors.

3.7 Summary of Literature

From the review of literature, it is clear that the short video platforms are becoming increasingly powerful tools in digital marketing as they have an influence on the behavior and purchase decisions of the consumers. The previous studies show that the visually attractive content, influencer marketing, social proof, emotions, and personalized recommendations are some of the key factors that influence impulsive purchases among the youth.

It is also found that the fear of missing out (FOMO), hedonic motivation, emotion arousal, and instant gratification are some of the psychological factors that make consumers impulsive buyers. In addition, the advancements in technology, which include the use of AI-powered recommendation system and social commerce, have completely changed the online shopping experience for the consumers.

While there is a considerable body of knowledge regarding social media marketing and consumer behavior, much less is known about the impact of Instagram Reels and YouTube Shorts. Prior research mostly focuses on TikTok or social media in general without shedding light on the effects of these specific platforms on impulse buying behavior. In addition, the majority of existing literature examines psychological, social, and technological factors in isolation, not combining them within one framework. Thus, the reviewed literature indicates the necessity of performing a synthesis of these factors in order to gain insight into the effect of short-form video content on impulse buying behavior of young consumers. This study aims at addressing this research gap through integration of relevant results obtained in consumer behavior, digital marketing, and social commerce fields.

4. Theoretical Framework:

This research is based on three well-known theories that describe the impact of short-form videos on impulse purchase behavior, including the Stimulus-Organism-Response (S-O-R) model, Social Proof theory, and the Theory of Planned Behavior (TPB).

Stimulus-Organism-Response (S-O-R) model, which was developed by Mehrabian and Russell (1974), claims that external stimuli have an effect on the individual's emotional state, which causes some reactions. In the context of this research, the stimuli of this model are short-form videos, endorsement from influencers, captivating visual elements, and personal recommendation, which make people feel excited and curious.

Social Proof Theory created by Cialdini (1984) describes people's propensity to imitate their peers' actions and beliefs while making decisions. In social media channels like Instagram Reels and YouTube Shorts, likes, comments, shares, customer reviews, and even influencers' recommendations help raise the credibility of the products and affect users' purchase decisions.

The Theory of Planned Behavior suggests that people's behavior depends on their attitudes, subjective norms, and perceived behavioral control. Consumers' favorable attitudes towards the products, peer influence and convenience of in-app purchasing features promote impulsive purchase decisions.

In conclusion, combining the aforementioned theories allows us to build an integral picture of impulse buying of young people on social media platforms.

5. Research Methodology

A. Research Design: The current research uses a qualitative research design using secondary data analysis. The study conducts a systematic review of previous literature with the aim of examining the influence of short video clips on impulse buying behavior amongst younger generations. A review approach has been adopted because this approach allows integrating findings of several research studies on a particular topic.

B. Nature of the Study: The current research is both descriptive and analytical. It explains the impact of Instagram Reels and YouTube Shorts on consumer purchase behaviour while analyzing the various psychological, sociological and technological factors which lead to impulse purchases. Primary data collection and statistical analysis are not involved in the current research.

C. Data Sources: The research is completely based on the use of secondary data obtained from credible academic sources. The related data has been collected through peer-reviewed journal articles, books, conference proceedings, industry publications, and credible online resources including Google Scholar, Scopus indexed journals, ScienceDirect, Springer, Wiley Online Library, and ResearchGate. The recent publications within the period of 2018 to 2026 have been focused upon to keep the literature review up-to-date.

D. Inclusion and Exclusion Criteria: For inclusion in the review, English-language publications that were relevant to the topic of digital marketing, consumer behaviour, social commerce, influencer marketing, and short-form video sites were included. Studies not related to the research problem, duplicates, opinion pieces, blog entries, and non-refereed sources were not included in the review.

E. Data Analysis Approach: A thematic analysis approach was applied in analyzing the gathered literature. The literature was examined, contrasted, and classified into different categories such as impulse buying behavior, influencer marketing, social proof, fear of missing out, emotional engagement, algorithmic personalization, and social commerce.

F. Data Analysis Method: The gathered literature has been analyzed through thematic analysis where each of the researches was analyzed, compared, and grouped according to themes like impulse purchase behavior, influencer marketing, social proof, Fear of Missing Out (FOMO), emotional engagement, algorithmic personalization, and social commerce. Differences and similarities identified from the gathered research have been synthesized to create meaningful conclusions

G. Scope of the Study: This study concentrates on how impulse purchase behavior is influenced by short-form video content platforms such as Instagram Reels and YouTube Shorts among consumers aged 18–30 years old.

H. Limitations of the Study: This research is based solely on secondary data and relies on the accuracy of the available literature. No primary data obtained from surveys or interviews are used for the study. Besides, the literature review is limited to only Instagram Reels and YouTube Shorts. The research does not explore other short-form video sharing apps like TikTok and Snapchat Spotlight. Thus, the results should be analyzed in light of the available literature.

6. Findings and Discussion:

The study of previous literature reveals the significance of Instagram Reels and YouTube Shorts in relation to impulse buying behavior of the younger generation. The short videos are quite effective in capturing user's attention through visually pleasing videos, creative storytelling and personalized videos.

The findings suggest that **psychological factors** like FOMO, emotional involvement and instant gratification motivate consumers to make impulsive buying decisions. The role of **social factors** like influencer marketing, eWOM and social proof through likes, comments and ratings increases trust and credibility in products. Moreover, **technological factors** such as artificial intelligence and in-app purchases make it easier for users to buy products from the application.

In summary, the literature clearly suggests that the interaction of psychological, social and technological factors makes the short videos an effective tool of digital marketing.

7. Recommendations:

On the basis of the findings of this review, companies should use Instagram Reels and YouTube Shorts for creating engaging, genuine, and informative content, which builds the trust of consumers instead of promotional messages. Working in collaboration with credible influencers and allowing users to generate content will lead to better brand credibility and increased consumer engagement. Marketers should further use artificial intelligence-driven personalization and social commerce techniques for offering relevant content without involving any unethical marketing practices that would include deceptive ads or too much psychological pressure on the customers. The consumer awareness programs should be encouraged to make younger users aware of ethical purchasing practices and impact of digital marketing on their purchase decisions (*Exploring Ethical Consumption of Generation Z: Theory of Planned Behaviour | Young Consumers: Insight and Ideas for Responsible Marketers | Emerald Publishing, n.d.*). In addition, future research is recommended to carry out empirical research with the help of primary data for validating the relationships found in this review among various demographics and geographies. Future research can further be carried out for comparing the impact of other short-form video platforms like TikTok and Snapchat Spotlight on impulse buying behavior.

8. Conclusion:

The paper reviewed the effect of short-form videos on impulse purchase behaviour of young customers in the case of Instagram Reels and YouTube Shorts. The results of the research showed that these platforms had a considerable effect on purchase decision making by means of psychological, social and technological factors. FOMO, emotions, influencer marketing, social proof and AI recommendations were the key determinants of impulsive purchase decisions of the users of social media platforms. This paper also noted the increasing role of social commerce as a way of simplifying the purchasing process for the customer. Thus, the synthesis of scientific literature helped understand the problem of short-form video marketing and its impact on consumers' behaviour.

9. Future Scope:

Future research could be done on the basis of the review that would involve empirical study through primary data and the analysis of the effect of short-form videos on impulsive buying behaviour among various demographic segments and cultures. Comparison could be made between platforms like TikTok, Snapchat Spotlight, and Facebook Reels for understanding consumer behaviour better. Future studies could also involve long-term effects of artificial intelligence recommendation system, virtual influencers, and live commerce on consumer buying decisions. Ethical issues, privacy concerns, and influence of new technologies like augmented reality (AR) and virtual reality (VR) on short-form video marketing could also be studied in the future.

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