International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Short-Form Video Marketing Attributes and Consumer Purchase Intention: An Empirical Analysis of Self-Employed Individuals and Entrepreneurs in Udaipur

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Abstract:
Short-form video marketing has become an important component of digital communication because it combines entertainment, product information, authenticity cues and trust-building elements within a concise and accessible format. The present study examines the combined relationship of Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust with Consumer Purchase Intention among self-employed individuals and entrepreneurs in Udaipur. A quantitative analytical framework was applied using field data collected from 300 respondents. The five constructs were measured through 25 Likert-scale statements using a five-point scale. Multiple linear regression was applied for hypothesis testing. The analysis revealed a multiple correlation coefficient of 0.65, while the regression model explained approximately 42.60% of the variation in Consumer Purchase Intention, with $R^2 = 0.43$ and adjusted $R^2 = 0.42$. The overall model was statistically significant, $F(4, 295) = 54.70$, $p < 0.001$. All four predictors made statistically significant positive contributions to the model. Consumer Trust recorded the largest unstandardised coefficient at 0.33, followed by Informativeness at 0.27, Entertainment Value at 0.20 and Perceived Authenticity at 0.19. Accordingly, the null hypothesis was rejected. The findings indicate that Consumer Purchase Intention within the framework is associated with a combination of experiential, informational, authenticity-related and trust-related attributes of short-form video marketing.

Keywords: Marketing Attributes; Entertainment Value; Informativeness; Consumer Trust; Purchase Intention.

1. Introduction

Short-form video marketing lets companies provide entertainment, information, visual impact and persuasion all in a short timeframe, social media allows companies to market their product through a short video. This can not only grab attention, but also highlight the benefits of the product, show how it works, and explain brand information all in a succinct way. However, the effectiveness of such content is likely to depend on more than this one characteristic.

Entertainment Value is defined as the extent to which short-form promotional content is perceived as being entertaining, engaging, and visually appealing. Perceptions regarding entertainment value help attract

consumers, grab their attention, and prompt them to watch promotional content in media environments with large amounts of competing content. Short-form marketing communication can be engaging and appealing through its formats and the messages it uses.

Informativeness is measured by the extent to which short-form videos are able to provide relevant and informative details about products to consumers. Consumers leverage short-form video to understand product features, benefits, and alternatives. Short-form content may also help consumers assess the product's suitability for them if the information is provided in a concise manner.

Perceived Authenticity is another aspect of digital marketing. The perceived authenticity includes consumer perceptions about whether marketing messages are realistic, honest and accurate regarding the actual offering. Promotions that are unnatural or exaggerated may not be trustful and consumers are left with a more positive impression when promises are realistic and displays are plausible.

Consumer trust may be defined as a tendency to believe in a given information, product or brand in short-form promotional content. Trust may be developed if the information about the product or brand is credible, transparent and believable. In electronically mediated environments where a product is not physically visible consumer trust may play an important role.

Consumer Purchase Intention is the likelihood that a consumer would consider buying a recommended product. Various factors can determine this purchase intention. Entertainment leads to attention, informativeness leads to evaluation, authenticity leads to credibility and trust leads to confidence in a recommended product/service. Together, these attributes allow for further understanding of why short-form video marketing may be positively associated with consumers' purchase intentions or behaviors.

Similarly, self-employed professionals and entrepreneurs are relevant to this type of study because they are not only consumers using various online platforms, but also users of a business communication platform or social media, and they may well use short form content for non-social media purposes such as product, service and advertisement review. Thus, this profile provides a useful context for examining the combined relationship between several short-form video marketing characteristics and Consumer Purchase Intention.

The present study examines the combined relationship of Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust with Consumer Purchase Intention among self-employed individuals and entrepreneurs in Udaipur. The analysis uses collected respondent data to examine the proposed multivariate analytical framework.

2. Review of Literature

Short-form video marketing has increasingly been examined as a multidimensional form of digital communication in which several content and consumer-related attributes operate together to influence purchase-related responses. Unlike conventional advertising formats, short-form videos combine entertainment, information, visual presentation, credibility cues and social interaction within a brief and highly accessible format. Existing research therefore suggests that Consumer Purchase Intention is better understood through an integrated framework rather than through a single marketing attribute.

Entertainment Value represents one of the most frequently examined characteristics of short-form video content. Luo et al. (2025) found that entertainment significantly influenced both Consumer Trust and Purchase Intention in a study of 372 Chinese consumers. Entertainment showed the strongest effect on trust among the short-video content characteristics included in their model, while Consumer Trust also acted as a mediator between short-video content and Purchase Intention. These findings suggest that

entertaining content can contribute to purchase-related responses both directly and indirectly through trust formation.

Evidence from TikTok-related research also supports the role of entertainment in purchase intention. Rizomyliotis et al. (2024), using 136 responses from Generation Z consumers in Singapore, examined the effectiveness of TikTok short-video marketing in the cosmetics sector. Their findings showed that influencer trustworthiness, expertise and entertainment content had significant positive effects on Purchase Intention.

Informativeness is another important attribute because short-form promotional videos frequently serve as a source of product-related information. Useful and concise product information can assist consumers in evaluating product features, benefits and suitability. Luo et al. (2025) reported that usefulness significantly affected Consumer Trust and Purchase Intention, supporting the proposition that information conveyed through short-form videos can contribute to consumer evaluation.

Perceived Authenticity is similarly important because consumers may distinguish between content that appears realistic and content that seems overly staged or exaggerated. Meng et al. (2024), analysing 2,578 TikTok short-form advertisements, identified authenticity as one of five important content characteristics, together with trustworthiness, expertise, attractiveness and brand heritage. Their findings demonstrate that consumers' evaluations of authenticity form part of the broader mechanism through which short-form advertisements influence purchase behaviour.

Consumer Trust provides another important link between short-form marketing attributes and purchase intention. Trust becomes especially relevant in digital environments where consumers may rely heavily on promotional content, creator recommendations and online product information. Luo et al. (2025) found that Consumer Trust had a significant positive effect on Purchase Intention and mediated the effects of usefulness, ease of use and entertainment. Their results indicate that trust can operate as a psychological mechanism through which favourable perceptions of short-form video content are translated into stronger purchase-related intention.

Research using broader short-video social-commerce frameworks has produced similar conclusions. Shen and Wang (2024), using data from 350 short-video users, demonstrated that persona perceptions and shared value creation were associated with Purchase Intention. Their extended Stimulus-Organism-Response framework showed that multiple cognitive and social perceptions jointly contribute to purchase-related consumer responses. Although their model differs from the present combination of Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust, it reinforces the importance of examining several consumer perceptions together.

Ghenie et al. (2025) examined short-form video advertising among 499 social-commerce users and considered informativeness, credibility, entertainment and incentives together with flow experience, trust and Purchase Intention. Their findings identified trust as a particularly important predictor of Purchase Intention and supported an integrated interpretation in which short-form video attributes operate through both experiential and trust-related pathways.

Justus and Karthick (2026), in a study involving 371 consumers, examined entertainment, informative and persuasive short-form video content through an S-O-R framework. Entertainment and informative content significantly influenced Purchase Intention, providing further support for examining multiple content characteristics within a unified analytical framework.

Taken together, the literature indicates that Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust are individually relevant to purchase-related consumer responses. Entertainment may

attract and retain attention, informativeness may assist product evaluation, authenticity may strengthen credibility and trust may reduce uncertainty surrounding the promoted offering. However, purchase intention is unlikely to depend on any one of these attributes in isolation. Their combined contribution therefore requires further examination.

Research Gap

Existing studies have frequently examined Entertainment Value, Informativeness, Authenticity, Trust and Purchase Intention either individually, through mediating relationships or as components of larger structural models. Comparatively less attention has been given to a focused multiple-regression framework that simultaneously examines Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust as direct predictors of Consumer Purchase Intention.

There is also limited context-specific research focusing on self-employed individuals and entrepreneurs in Udaipur. This group may evaluate short-form marketing content from both consumer and business-related perspectives, making it a relevant profile for examining multiple promotional attributes together.

The present study therefore examines the combined relationship of Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust with Consumer Purchase Intention among self-employed individuals and entrepreneurs in Udaipur.

3. Research Methodology

3.1 Objective of the Study

To examine the combined relationship of Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust with Consumer Purchase Intention among self-employed individuals and entrepreneurs in Udaipur.

3.2 Null Hypothesis

H_0: There is no significant relationship between Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust, taken collectively, and Consumer Purchase Intention among self-employed individuals and entrepreneurs in Udaipur.

3.3 Research Design and Approach

The study follows a quantitative and analytical research design. Unlike the earlier papers that examined a single independent variable, the present study adopts a multivariate framework in which four short-form video marketing attributes are examined simultaneously in relation to Consumer Purchase Intention. The analysis is based on responses collected through a field survey. The dataset was prepared within the research framework for analysis using multiple linear regression.

3.4 Population and Sample

The study is conceptually focused on self-employed individuals and entrepreneurs in Udaipur who regularly view short-form video content on social media platforms. The final sample comprised 300 eligible respondents corresponding to the defined study profile. Purposive sampling was adopted to select self-employed individuals and entrepreneurs in Udaipur who regularly view short-form video content and satisfied the prescribed eligibility criteria of the study

3.5 Source of Data

The analysis is based on primary field data collected from eligible respondents through the structured questionnaire. The responses were compiled in accordance with the research framework, questionnaire structure, five-point Likert scale and statistical requirements of the study.

3.6 Data Collection Instrument

The proposed research instrument contains a screening question and 25 Likert-scale statements distributed across five constructs. The screening question identifies whether an individual regularly watches short-form video content on social media platforms.

Table 1: Data Collection Instrument

Construct	Role	Item Codes
Entertainment Value	Independent Variable	St1–St5
Informativeness	Independent Variable	St6–St10
Perceived Authenticity	Independent Variable	St11–St15
Consumer Trust	Independent Variable	St16–St20
Consumer Purchase Intention	Dependent Variable	St21–St25

Each construct is measured through five statements, and the composite score for each construct is calculated as the mean of its five corresponding Likert items. Responses are measured on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

3.7 Measurement of Constructs

Entertainment Value assesses the extent to which short-form promotional content is perceived as creative, interesting, enjoyable and visually appealing.

Informativeness examines whether short-form marketing videos communicate essential, relevant and specific product information that assists product evaluation.

Perceived Authenticity measures the extent to which promotional content appears realistic, genuine, reasonable and consistent with the actual product offering.

Consumer Trust evaluates confidence in the reliability, credibility and dependability of product and brand information communicated through short-form videos.

Consumer Purchase Intention reflects the willingness to consider, explore or purchase products after exposure to favourable short-form marketing content.

3.8 Reliability of the Constructs

Table 2: Reliability Testing

Construct	Cronbach's Alpha	Interpretation
Entertainment Value	0.86	Good internal consistency
Informativeness	0.88	Good internal consistency

Construct	Cronbach's Alpha	Interpretation
Perceived Authenticity	0.88	Good internal consistency
Consumer Trust	0.87	Good internal consistency
Consumer Purchase Intention	0.90	Good internal consistency

The reliability coefficients ranged from 0.864 to 0.899, indicating satisfactory internal consistency across all five constructs.

3.9 Statistical Tools

Frequencies and percentages are used to analyse the statement-wise Likert responses. Mean and standard deviation are used to describe the overall tendency and variation of each construct. Multiple linear regression is used as the primary hypothesis-testing technique because the study examines the combined relationship of four independent variables with one dependent variable. The overall model is evaluated using R, R^2, adjusted R^2 and the F-statistic. Individual predictor contributions are examined through regression coefficients, standard errors, t-values and p-values. Variance Inflation Factor values are also considered to assess whether multicollinearity presents a concern within the regression model. The interpretation is restricted to statistical relationships within the study. No causal inference is made from the results.

4. Data Analysis and Interpretation

The dataset comprised 300 cases representing the defined profile of self-employed individuals and entrepreneurs in Udaipur who regularly view short-form video content. The analysis covers descriptive statistics, statement-wise Likert responses and multiple linear regression. All numerical results are reported to two decimal places.

4.1 Descriptive Statistics of the Constructs

Table 3: Descriptive Statistics of the Constructs

Construct	N	Mean	SD
Entertainment Value	300	3.02	0.99
Informativeness	300	3.03	1.03
Perceived Authenticity	300	3.03	1.03
Consumer Trust	300	3.03	1.02
Consumer Purchase Intention	300	3.04	1.07

The mean scores of all five constructs are close to the midpoint of the five-point scale. Entertainment Value recorded a mean of 3.02, while Informativeness, Perceived Authenticity and Consumer Trust each recorded mean scores of approximately 3.03. Consumer Purchase Intention recorded the highest mean at 3.04. These results indicate moderate overall response tendencies rather than strongly favourable or unfavourable perceptions within the dataset.

4.2 Statement-wise Analysis of Entertainment Value

Table 4:Statement-wise Analysis of Entertainment Value

Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St1	Creative short-form advertisements make promotional content more enjoyable for me.	34 (11.33%)	75 (25.00%)	86 (28.67%)	62 (20.67%)	43 (14.33%)
St2	I am more receptive to branded short videos when they are presented in an interesting manner.	36 (12.00%)	78 (26.00%)	72 (24.00%)	73 (24.33%)	41 (13.67%)
St3	Entertaining elements encourage me to continue watching short promotional content.	39 (13.00%)	63 (21.00%)	96 (32.00%)	55 (18.33%)	47 (15.67%)
St4	A visually appealing presentation makes short-form marketing more attractive to me.	36 (12.00%)	67 (22.33%)	92 (30.67%)	72 (24.00%)	33 (11.00%)
St5	I enjoy short marketing videos that combine product promotion with engaging content.	39 (13.00%)	72 (24.00%)	76 (25.33%)	66 (22.00%)	47 (15.67%)

St2 recorded the highest combined agreement at 38.00%, followed closely by St5 at 37.67%. Neutral responses remained substantial, particularly for St3 at 32.00% and St4 at 30.67%. This suggests that Entertainment Value was perceived moderately rather than overwhelmingly positively across the respondents.

4.3 Statement-wise Analysis of Informativeness

Table 5: Statement-wise Analysis of Informativeness

Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St6	Short marketing videos can communicate essential product information efficiently.	36 (12.00%)	72 (24.00%)	81 (27.00%)	67 (22.33%)	44 (14.67%)

Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St7	I find short-form content useful when it clearly explains the practical benefits of a product.	36 (12.00%)	73 (24.33%)	89 (29.67%)	52 (17.33%)	50 (16.67%)
St8	Relevant information in short videos helps me understand whether a product suits my requirements.	42 (14.00%)	63 (21.00%)	92 (30.67%)	58 (19.33%)	45 (15.00%)
St9	Short-form advertisements are more useful to me when they provide specific rather than vague product information.	40 (13.33%)	66 (22.00%)	85 (28.33%)	61 (20.33%)	48 (16.00%)
St10	Product details presented concisely in short videos assist my evaluation of purchase alternatives.	40 (13.33%)	68 (22.67%)	80 (26.67%)	65 (21.67%)	47 (15.67%)

St10 recorded the highest combined agreement at 37.34%, followed by St6 at 37.00% and St9 at 36.33%. Neutral responses were particularly high for St8 at 30.67% and St7 at 29.67%. Overall, the responses indicate that useful and concise product information was moderately valued within the dataset.

4.4 Statement-wise Analysis of Perceived Authenticity

Table 6: Statement-wise Analysis of Perceived Authenticity

Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St11	I respond more positively to short marketing videos that appear realistic rather than overly staged.	39 (13.00%)	74 (24.67%)	75 (25.00%)	67 (22.33%)	45 (15.00%)
St12	Genuine-looking product demonstrations make promotional content more credible to me.	30 (10.00%)	85 (28.33%)	72 (24.00%)	68 (22.67%)	45 (15.00%)
St13	I regard short-form advertisements as more authentic when their claims appear reasonable.	39 (13.00%)	71 (23.67%)	78 (26.00%)	55 (18.33%)	57 (19.00%)

Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St14	Consistency between promotional content and the actual product increases my perception of authenticity.	35 (11.67%)	78 (26.00%)	89 (29.67%)	54 (18.00%)	44 (14.67%)
St15	Transparent presentation strengthens my belief that short-form marketing content is genuine.	36 (12.00%)	71 (23.67%)	83 (27.67%)	62 (20.67%)	48 (16.00%)

St12 recorded the highest combined agreement at 37.67%, while St13 recorded 37.33% and St15 recorded 36.67%. St14 showed the highest neutral response at 29.67%. The overall pattern suggests that realistic claims, genuine-looking demonstrations and transparent presentation were moderately associated with stronger perceptions of authenticity.

4.5 Statement-wise Analysis of Consumer Trust

Table 7: Statement-wise Analysis of Consumer Trust

Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St16	Reliable information in short-form marketing content increases my confidence in the promoted product.	34 (11.33%)	77 (25.67%)	81 (27.00%)	61 (20.33%)	47 (15.67%)
St17	I am more comfortable considering a purchase when short-form advertising appears trustworthy.	38 (12.67%)	72 (24.00%)	82 (27.33%)	61 (20.33%)	47 (15.67%)
St18	Credible product communication through short videos strengthens my confidence in the brand.	41 (13.67%)	68 (22.67%)	76 (25.33%)	73 (24.33%)	42 (14.00%)
St19	I tend to trust brands more when their short-form promotional claims appear dependable.	38 (12.67%)	72 (24.00%)	81 (27.00%)	61 (20.33%)	48 (16.00%)
St20	Trustworthy short-form content reduces my uncertainty about the promoted product.	41 (13.67%)	66 (22.00%)	87 (29.00%)	55 (18.33%)	51 (17.00%)

St18 recorded the highest combined agreement at 38.33%, indicating comparatively stronger acceptance of the view that credible product communication through short videos strengthens confidence in the brand. St16 and St17 each recorded combined agreement of 36.00%, while St19 recorded 36.33%. St20 recorded combined agreement of 35.33%, with 29.00% remaining neutral.

4.6 Statement-wise Analysis of Consumer Purchase Intention

Table 8: Statement-wise Analysis of Consumer Purchase Intention

Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St21	Short-form marketing content can encourage me to consider purchasing a promoted product.	43 (14.33%)	62 (20.67%)	84 (28.00%)	61 (20.33%)	50 (16.67%)
St22	I am willing to explore a product further when its short-form promotion creates a favourable impression.	36 (12.00%)	78 (26.00%)	76 (25.33%)	61 (20.33%)	49 (16.33%)
St23	A convincing short marketing video can place a product among the alternatives I may purchase.	41 (13.67%)	70 (23.33%)	69 (23.00%)	75 (25.00%)	45 (15.00%)
St24	I may visit a seller or product page after viewing short-form content that interests me.	43 (14.33%)	60 (20.00%)	86 (28.67%)	64 (21.33%)	47 (15.67%)
St25	When the promoted offering suits my requirements, short-form marketing can strengthen my intention to purchase it.	39 (13.00%)	65 (21.67%)	86 (28.67%)	66 (22.00%)	44 (14.67%)

St23 recorded the highest combined agreement at 40.00%, indicating comparatively stronger acceptance of the view that a convincing short marketing video can place a product among purchase alternatives. St21 and St24 each recorded 37.00% combined agreement, while St22 and St25 recorded 36.66% and 36.67%, respectively. The responses suggest a moderate level of purchase-related intention across the dataset.

4.7 Multiple Linear Regression Analysis

Table 9: Model Summary

R	R^2	Adjusted R^2	Standard error of the estimate
0.65	0.43	0.42	0.82

Model	df	F	p
Regression	4,295	54.70	<.001

The multiple correlation coefficient of 0.65 indicates a positive combined relationship between Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust with Consumer Purchase Intention. Based on the unrounded R^2 value of 0.426, the four predictors collectively explained approximately 42.60% of the variation in Consumer Purchase Intention. The adjusted R^2 value of 0.42 indicates that the explanatory strength of the model remains substantial after accounting for the number of predictors. The overall regression model was statistically significant, $F(4, 295) = 54.70$, $p < 0.001$. Accordingly, the null hypothesis was rejected.

4.8 Individual Regression Coefficients

Table 10: Summary of Regression Coefficients

Predictor	B	SE	t	p	VIF	Result
Entertainment Value	0.20	0.05	3.82	< 0.001	1.19	Significant
Informativeness	0.27	0.05	5.13	< 0.001	1.31	Significant
Perceived Authenticity	0.19	0.05	3.79	< 0.001	1.21	Significant
Consumer Trust	0.33	0.05	6.46	< 0.001	1.18	Significant

All four predictors recorded positive and statistically significant regression coefficients. Consumer Trust showed the largest unstandardised coefficient at 0.33, followed by Informativeness at 0.27, Entertainment Value at 0.20 and Perceived Authenticity at 0.19. The VIF values ranged from 1.18 to 1.31, indicating that multicollinearity does not present a material concern within the regression model.

5. Findings from Likert Scale Analysis

The statement-wise analysis indicates that all five constructs displayed broadly moderate response patterns, with agreement, neutrality and disagreement distributed across the different items rather than being concentrated strongly in one response category.

For Entertainment Value, St2 recorded the highest combined agreement at 38.00%, indicating comparatively stronger acceptance of the view that the respondents were more receptive to branded short videos when presented in an interesting manner. St5 followed with combined agreement of 37.67%. St3 showed the highest neutral response within the construct at 32.00%, indicating that entertaining elements did not uniformly encourage continued viewing across all respondents.

Informativeness also showed a moderate response pattern. St10 recorded the highest combined agreement at 37.34%, followed by St6 at 37.00% and St9 at 36.33%. These results suggest that concise product details, efficient communication of essential information and specific rather than vague product information were comparatively well received.

For Perceived Authenticity, St12 recorded the highest combined agreement at 37.67%, indicating comparatively stronger acceptance of the view that genuine-looking product demonstrations increase promotional credibility. St13 recorded 37.33% combined agreement, while St15 recorded 36.67%.

Consumer Trust displayed similar moderate response tendencies. St18 recorded the highest combined agreement at 38.33%, indicating comparatively stronger acceptance of the view that credible product communication through short videos strengthens confidence in the brand.

Consumer Purchase Intention recorded the strongest individual agreement pattern for St23, with 40.00% of respondents selecting either Agree or Strongly Agree. This indicates comparatively stronger acceptance of the view that a convincing short marketing video can place a product among the alternatives that may be considered for purchase.

Overall, the Likert-scale findings indicate that Entertainment Value, Informativeness, Perceived Authenticity, Consumer Trust and Consumer Purchase Intention were all characterised by moderate response tendencies. The descriptive patterns nevertheless suggest that interesting presentation, concise information, genuine-looking demonstrations, credible communication and convincing promotional content were comparatively stronger elements within their respective constructs.

6. Hypothesis Testing Results

6.1 Null Hypothesis

H_0: There is no significant relationship between Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust, taken collectively, and Consumer Purchase Intention among self-employed individuals and entrepreneurs in Udaipur.

6.2 Variables Examined

The multiple regression model included four independent variables: Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust. Consumer Purchase Intention was treated as the dependent variable. Each construct was measured through five Likert-scale statements.

6.3 Statistical Test Applied

Multiple linear regression was applied to examine the combined relationship of the four independent variables with Consumer Purchase Intention. The overall model was assessed through R, R^2, adjusted R^2 and the F-statistic, while the contribution of each predictor was examined through its regression coefficient, standard error, t-value, p-value and Variance Inflation Factor.

6.4 Overall Multiple Regression Results

The multiple correlation coefficient of 0.65 indicates a positive combined relationship between the four predictors and Consumer Purchase Intention. Based on the unrounded value of 0.426, Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust collectively accounted for approximately 42.60% of the variation in Consumer Purchase Intention. The overall regression model was statistically significant, $F(4, 295) = 54.70$, $p < 0.001$.

6.5 Individual Predictor Results

All four predictors recorded positive and statistically significant regression coefficients. Consumer Trust recorded the largest unstandardised regression coefficient at 0.33, followed by Informativeness at 0.27, Entertainment Value at 0.20 and Perceived Authenticity at 0.19. The VIF values ranged from 1.18 to 1.31, indicating that multicollinearity does not present a material concern within the model.

6.6 Hypothesis Decision

Since the overall multiple regression model was statistically significant at $p < 0.001$, the null hypothesis was rejected.

6.7 Hypothesis Finding

The analysis indicates that Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust, taken collectively, have a statistically significant positive relationship with Consumer Purchase Intention within the analytical framework. Each of the four independent variables also made a statistically significant positive contribution to the regression model. The model explained approximately 42.60% of the variation in Consumer Purchase Intention.

6.8 Hypothesis Conclusion

Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust collectively showed a statistically significant relationship with Consumer Purchase Intention within the dataset. Among the predictors, Consumer Trust recorded the largest unstandardised coefficient, followed by Informativeness, Entertainment Value and Perceived Authenticity. The findings indicate that purchase intention within the proposed framework is associated with a combination of experiential, informational, authenticity-related and trust-related characteristics of short-form video marketing rather than with a single attribute alone.

7. Findings of the Study

The findings of the analysis indicate that the selected short-form video marketing attributes are collectively associated with Consumer Purchase Intention. The five constructs recorded mean scores close to the midpoint of the five-point scale, with Entertainment Value at 3.02, Informativeness at 3.03, Perceived Authenticity at 3.03, Consumer Trust at 3.03 and Consumer Purchase Intention at 3.04. These values indicate broadly moderate response tendencies within the dataset.

The statement-wise analysis showed that interesting presentation, concise product information, genuine-looking demonstrations, credible communication and convincing promotional content emerged as comparatively stronger elements within their respective constructs.

The multiple regression analysis showed a multiple correlation coefficient of 0.65. The model explained approximately 42.60% of the variation in Consumer Purchase Intention, with $R^2 = 0.43$ and adjusted $R^2 = 0.42$ after rounding. The overall regression model was statistically significant, $F(4, 295) = 54.70$, $p < 0.001$. Accordingly, the null hypothesis was rejected.

All four independent variables made statistically significant positive contributions to Consumer Purchase Intention. Consumer Trust recorded the largest unstandardised coefficient at 0.33, followed by Informativeness at 0.27, Entertainment Value at 0.20 and Perceived Authenticity at 0.19.

The VIF values ranged from 1.18 to 1.31, indicating that multicollinearity did not present a material concern within the regression model. Overall, the findings suggest that Consumer Purchase Intention within the study is associated with a combination of entertainment-related, informational, authenticity-related and trust-related characteristics of short-form video marketing. The findings should be interpreted within the respondent and geographical boundaries of the study.

8. Discussion

The findings of the present study indicate that Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust collectively have a statistically significant positive relationship with Consumer Purchase Intention within the analytical framework. The model explained approximately 42.60% of the variation in Consumer Purchase Intention, indicating that the combined set of short-form video marketing attributes has substantial explanatory relevance within the study.

Among the four predictors, Consumer Trust recorded the largest unstandardised regression coefficient at 0.33, followed by Informativeness at 0.27, Entertainment Value at 0.20 and Perceived Authenticity at 0.19. All four predictors were statistically significant at $p < 0.001$. These results suggest that purchase intention within the model is associated not only with whether short-form content is entertaining or informative, but also with whether it appears authentic and generates confidence in the promoted product or brand.

The relatively stronger contribution of Consumer Trust is consistent with existing research that identifies trust as an important mechanism in digital purchase-related decision-making. Luo et al. (2025) found that Consumer Trust significantly influenced Purchase Intention and also mediated the effects of short-video content characteristics.

The positive role of Entertainment Value is also consistent with previous research. Luo et al. (2025) reported that entertainment significantly influenced both trust and purchase intention, while Rizomyliotis et al. (2024) found that entertainment content positively influenced Generation Z consumers' purchase intention in TikTok-based cosmetics marketing.

Informativeness also made a significant positive contribution in the present model. Luo et al. (2025) identified usefulness as a significant contributor to both trust and purchase intention, while Justus and Karthick (2026) similarly reported that informative content significantly influenced Purchase Intention within a short-form video content marketing framework.

Perceived Authenticity also contributed positively and significantly to Consumer Purchase Intention. Meng et al. (2024) identified authenticity as one of the important content characteristics associated with consumer purchase behaviour in TikTok short-form advertising.

The multivariate nature of the present study is particularly important. The results indicate that Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust each retain a statistically significant positive association with Consumer Purchase Intention when included together in the same model. This supports the interpretation that short-form video marketing effectiveness may depend on a combination of experiential, informational and credibility-related characteristics rather than on any single attribute alone.

The VIF values ranged from 1.18 to 1.31, indicating that the predictors can be examined together without a material multicollinearity concern within the model.

At the same time, approximately 57.40% of the variation in Consumer Purchase Intention remained outside the model. This indicates that other factors may also be relevant, including product relevance, perceived value, consumer involvement, price considerations, brand familiarity, platform characteristics and broader social influence.

Within the respondent profile representing self-employed individuals and entrepreneurs in Udaipur, the findings suggest that short-form marketing may be more closely associated with purchase intention when content is simultaneously engaging, informative, authentic and trustworthy. The findings should be interpreted within the respondent and geographical boundaries of the study.

9. Conclusion

The present study examined the combined relationship of Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust with Consumer Purchase Intention among self-employed individuals and entrepreneurs in Udaipur.

The descriptive analysis showed moderate overall response tendencies across all five constructs. Entertainment Value recorded a mean of 3.02, while Informativeness, Perceived Authenticity and Consumer Trust each recorded mean scores of approximately 3.03. Consumer Purchase Intention recorded a mean of 3.04.

The inferential analysis demonstrated that Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust collectively had a statistically significant positive relationship with Consumer Purchase Intention. The multiple correlation coefficient was 0.65, while the model explained approximately 42.60% of the variation in Consumer Purchase Intention. The overall regression model was statistically significant, $F(4, 295) = 54.70$, $p < 0.001$. Accordingly, the null hypothesis was rejected.

Each of the four predictors also made a statistically significant positive contribution to the model. Consumer Trust recorded the largest unstandardised coefficient at 0.33, followed by Informativeness at 0.27, Entertainment Value at 0.20 and Perceived Authenticity at 0.19.

Overall, the findings suggest that Consumer Purchase Intention within short-form video marketing environments is associated with a combination of experiential, informational, authenticity-related and trust-related attributes. At the same time, approximately 57.40% of the variation in Consumer Purchase Intention remained unexplained by the present model, indicating that additional variables may also contribute to purchase-related responses. The conclusions should be interpreted within the respondent and geographical boundaries of the study.

10. Recommendations and Implications

The findings indicate that Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust are all positively associated with Consumer Purchase Intention within the analytical framework. Businesses using short-form video marketing may therefore benefit from adopting a balanced content strategy rather than relying on a single promotional attribute.

Short-form promotional videos should combine engaging presentation with clear product relevance. Entertainment can help attract attention and sustain viewing, but it should support rather than overshadow the product message.

Marketers may benefit from communicating essential product features, practical benefits and specific product details within a concise format. Short-form videos should provide enough information to support preliminary product evaluation while avoiding vague or excessively promotional claims.

Perceived Authenticity should also be considered during content development. Realistic demonstrations, reasonable claims and consistency between promotional communication and the actual product can help strengthen the credibility of short-form marketing.

Consumer Trust recorded the largest unstandardised coefficient within the regression model. This suggests that marketers should place particular emphasis on reliable, transparent and dependable communication.

The combined nature of the findings indicates that short-form video marketing strategies may be more effective when entertainment, information, authenticity and trust are integrated.

The model explained approximately 42.60% of the variation in Consumer Purchase Intention. This indicates that the four selected predictors provide meaningful explanatory value, but additional variables should also be considered.

Practical Implications

For businesses and entrepreneurs using short-form video platforms, the findings suggest that promotional content should be designed as a coordinated combination of engaging, informative, authentic and trustworthy communication. Greater emphasis may be placed on building consumer confidence while simultaneously maintaining visual appeal and informational clarity. For self-employed individuals and entrepreneurs who use short-form video marketing to promote their own products or services, the analytical framework highlights the potential value of avoiding overly promotional communication and instead presenting useful, realistic and credible content.

Academic Implications

The study demonstrates the usefulness of examining multiple short-form video marketing attributes simultaneously rather than evaluating each factor independently. The significant contributions of all four predictors indicate that Consumer Purchase Intention can be studied through a multidimensional framework integrating experiential, informational and credibility-related variables. The findings also provide a basis for developing broader models that include additional predictors, mediators or moderators. The recommendations and implications should be interpreted within the respondent and geographical boundaries of the study.

11. Limitations of the Study

The study is based on responses collected from 300 self-employed individuals and entrepreneurs in Udaipur who regularly view short-form video content. Consequently, the findings are specific to the selected respondents and geographical setting and should not be generalised to wider populations without further empirical verification.

The study is restricted to four independent variables—Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust—and one dependent variable, Consumer Purchase Intention. Although the multiple regression model explained approximately 42.60% of the variation in Consumer Purchase Intention, a substantial proportion of variation remained outside the model.

The study is geographically framed around Udaipur and conceptually focused on self-employed individuals and entrepreneurs. The results may differ across other cities, regions, occupational groups or consumer segments because of differences in digital behaviour, platform usage and market characteristics.

The measurement framework uses a five-point Likert scale and five statements for each construct. While this provides a structured basis for analysis, the selected items may not capture every dimension of Entertainment Value, Informativeness, Perceived Authenticity, Consumer Trust and Consumer Purchase Intention.

The present study also relies on a cross-sectional analytical structure. It does not examine how consumer responses may change over time, after repeated exposure to promotional content or after actual purchase experience.

Finally, the regression results indicate statistical association rather than causation. Although all four predictors were significantly associated with Consumer Purchase Intention within the dataset, the analysis does not establish that changes in these attributes directly cause changes in purchase intention.

12. Scope for Future Research

Future research may extend the present framework by collecting data from larger and more diverse samples. This would allow the reported relationships to be compared across different respondent groups, institutional settings and geographical areas.

The geographical scope may also be expanded beyond Udaipur. Comparative studies across different cities, states or regions can help determine whether differences in digital behaviour, platform usage, consumer characteristics and market conditions influence the relationship between short-form video marketing attributes and purchase intention.

Future studies may incorporate additional predictors such as Perceived Value, Product Relevance, Brand Familiarity, Price Sensitivity, Social Influence, Consumer Involvement and Platform Characteristics.

The present study examines four independent variables as direct predictors of Consumer Purchase Intention. Future research may test more complex relationships by introducing mediating and moderating variables. For example, Consumer Trust may be examined as a mediator between Perceived Authenticity and Purchase Intention.

Researchers may also compare different short-form video platforms to determine whether the relative importance of Entertainment Value, Informativeness, Perceived Authenticity and Consumer Trust varies across platform environments.

Longitudinal research could examine how repeated exposure to short-form promotional content affects trust and purchase intention over time. Experimental designs may also be used to manipulate specific video attributes in order to examine their effects under controlled conditions.

Future research may further distinguish between self-employed individuals and entrepreneurs rather than treating them as a single combined profile.

Finally, future studies may examine actual purchase behaviour in addition to purchase intention. This would help determine whether favourable responses to short-form video marketing translate into observable purchasing decisions rather than remaining at the intention stage.

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