

A STUDY ON THE IMPACT OF SHORT-FORM VIDEO CONTENT (REELS/SHORTS) ON THE PURCHASING DECISIONS OF GEN Z CONSUMERS

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ABSTRACT

The rapid growth of digital media has significantly transformed consumer behavior, particularly among Generation Z. Short-form video content such as Instagram Reels and YouTube Shorts has emerged as a powerful marketing tool due to its engaging, concise, and visually appealing format. This study aims to analyze the impact of short-form video content on the purchasing decisions of Gen Z consumers. Using a descriptive research design, primary data was collected from 173 respondents through a structured questionnaire. The findings reveal that short-form videos play a significant role in product discovery, influence consumer interest, and moderately impact purchasing decisions. However, factors such as trust in influencers and content credibility vary among individuals. The study highlights the growing importance of short-form video marketing in shaping consumer behavior and provides insights for marketers to design effective strategies.

Keywords: *Short-form video, Gen Z, purchasing behavior, influencer marketing, digital marketing*

1.INTRODUCTION

The rapid growth of social media has transformed the digital landscape, with short-form video content such as Instagram Reels, YouTube Shorts, and Snapchat Spotlight becoming a dominant medium of communication and marketing. These brief, engaging, and visually appealing videos effectively capture users' attention and significantly influence consumer behavior. As traditional marketing channels like television, print media, and radio are increasingly supplemented by digital marketing strategies, social media platforms have emerged as powerful tools for reaching and engaging consumers, particularly Generation Z.

Short-form videos influence purchasing decisions by accelerating the consumer decision-making process

through quick product demonstrations, reviews, and engaging content that create awareness, interest, and desire. Content creators further strengthen this impact by providing authentic and relatable recommendations that consumers often trust more than traditional advertisements. However, despite the increasing popularity of short-form video marketing, there is limited empirical evidence regarding its direct influence on the purchasing decisions of Gen Z consumers, especially in the Indian context. This study seeks to address this research gap by examining the relationship between short-form video content and consumer purchasing behavior.

Objectives of the Study

1. To analyze the impact of short-form video content on the purchasing decisions of Gen Z consumers.
2. To understand the role of influencers and content creators in shaping consumer behavior.
3. To compare the effectiveness of short-form video marketing with traditional digital marketing methods.

2.LITERATURE REVIEW

Study by Saxena, P., and Raj (2026) examined the effectiveness of short-form video advertising in enhancing brand recall. Using an experimental research design, the study found that exposure to short-form video content significantly improves both aided and unaided brand recall. The findings further revealed that Instagram Reels outperform YouTube Shorts in terms of engagement and memory retention, emphasizing the importance of platform-specific strategies in digital marketing. Similarly, Agarwal (2025) investigated the role of social media influencers in shaping the financial decisions of Gen Z consumers. The study highlighted the psychological impact of Fear of Missing Out (FOMO), which drives impulsive decision-making among young audiences. It concluded that influencer-driven content

significantly affects consumer behavior, especially when combined with emotional appeal and perceived authenticity. In another study, Lesmana (2025) explored the influence of TikTok content virality on purchase intentions among Gen Z. The research employed a quantitative approach and found that content virality directly and indirectly influences purchase intentions through mediating factors such as engagement, emotional response, and trust. The study emphasized that brand credibility and influencer trust strengthen the effectiveness of viral content. Further, Pandey, Sachan, and Gupta (2025) analyzed consumption trends of short-video platforms among Gen Z. Their findings indicated a strong preference for Instagram Reels due to its relatable content and algorithm-driven recommendations. The study also concluded that short-form videos significantly influence lifestyle choices, fashion trends, and purchasing behavior. Parisi (2025) focused on how Gen Z responds to short-form video marketing communication. The study identified key factors such as authenticity, relatability of influencers, and entertainment value as major drivers of engagement and purchase intention. It also emphasized that content perceived as genuine is more effective than highly polished advertisements. In the fashion industry context, Sivakami and Marufa (2025) found that Instagram Reels play a crucial role in shaping Gen Z purchasing behavior. Their research highlighted that short videos not only increase brand awareness but also influence identity formation and buying decisions among young consumers. Additionally, Bikowski (2025) proposed a conceptual framework explaining how short-form video marketing affects purchase intention. The study suggested that factors such as exposure, engagement, perceived authenticity, and influencer credibility collectively determine consumer behavior. It also highlighted the moderating role of demographic variables in influencing purchasing decisions. Moreover, Penkova et al. (2025) analyzed the strategic importance of video content in marketing and found that it enhances brand trust and emotional connection with consumers. The study also highlighted the role of analytics in measuring engagement and optimizing marketing strategies. Another important contribution comes from Fatimah and Nasir (2024), who emphasized the role of emotional storytelling and interactive elements in increasing brand engagement through short-form videos. Their study concluded that content combining entertainment and information yields higher engagement and visibility. Finally, Macwan et al. (2024) explored the broader impact of short-form videos on Gen Z's cognitive and media consumption patterns. The findings indicated that visual content significantly influences attention spans

and engagement levels, which in turn affects consumer decision-making processes.

3. RESEARCH METHODOLOGY

3.1 Research Design: Descriptive research design was adopted to study the influence of short-form video content on the purchasing decisions of Gen Z consumers.

3.2 Nature and Sources of Data: Primary Data collected through a structured questionnaire using Google Forms.

3.3 Method of Data Collection: Data were collected through an online questionnaire comprising demographic questions, social media usage patterns, and Likert-scale statements.

3.4 Sampling Design and Data Collection: The present study employed a non-probability sampling method, specifically convenience sampling, to select respondents. This approach was considered appropriate due to its practicality and ease of access to the target population. A total of 173 respondents participated in the study. The target respondents comprised Generation Z consumers who are active users of social media platforms, as they represent a demographic segment that is highly engaged with digital content and online interactions.

Data were collected using a structured questionnaire designed to gather relevant information from the respondents. The questionnaire consisted of multiple-choice questions and Likert-scale items to measure respondents' perceptions, attitudes, and behavioral tendencies concerning the variables under investigation. The instrument was administered online, ensuring efficient data collection and broad accessibility among the target population.

3.5 Statistical Tools and Variables of the Study: The present study employed various statistical tools to analyze the data collected from Gen Z consumers regarding the influence of short-form video content on their purchasing decisions. Percentage analysis was used to determine the distribution and frequency of respondents' demographic and behavioral characteristics. Mean analysis was applied to measure the average responses and assess the overall perception of participants toward short-form video content. Cross-tabulation was utilized to examine the relationship between different demographic variables and purchasing behavior. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) software, which facilitated accurate data processing and interpretation.

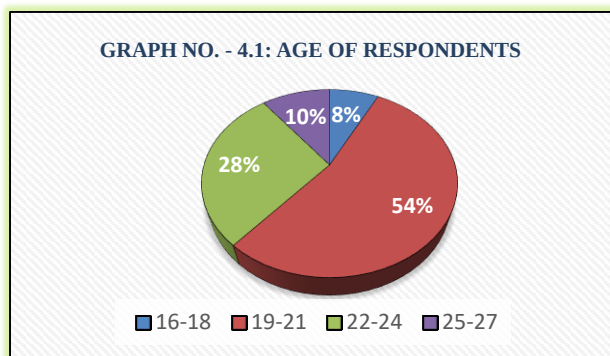
In this study, short-form video content was considered the independent variable, as it represents the influencing factor affecting consumer behavior. The purchasing decisions of Gen Z consumers were treated as the dependent variable, as they reflect the outcome influenced by exposure to and engagement with short-form video content.

4. DATA ANALYSIS AND INTERPRETATION

This section presents the analysis and interpretation of data collected from 173 respondents through a structured questionnaire. The data is analyzed using percentage analysis and represented through tables and graphs.

4.1 AGE OF RESPONDENTS

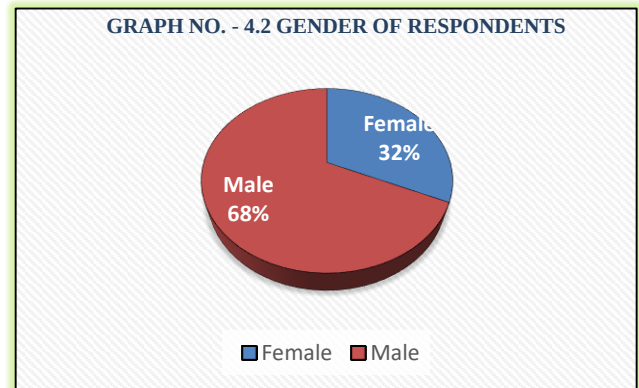
Table 4.1 depict that Majority of respondents (53.8%) belong to the 19–21 age group, followed by 28.3% in the 22–24 category. A smaller proportion falls under 16–18 (7.5%) and 25–27 (10.4%). The sample is dominated by young Gen Z consumers, particularly college students, indicating that the findings primarily reflect their behavior.



4.2 GENDER-WISE DISTRIBUTION

Table No. – 4.2 GENDER OF RESPONDENTS			
Gender	Frequency	Percent	Mean
Female	55	31.8	43.4
Male	118	68.2	93.1
Total	173	100	136.5

Table 4.2 explain the out of 173 respondents, 68.2% are male and 31.8% are female. The sample shows higher male participation, though both genders are represented, allowing general insights into consumer behavior.



4.3 EDUCATIONAL QUALIFICATION

Table 4.3 reveals a majority of respondents (70.5%) are undergraduates, followed by postgraduates (15%) and school-level participants (12.7%). The study mainly reflects the behavior of students, who are active users of social media platforms.

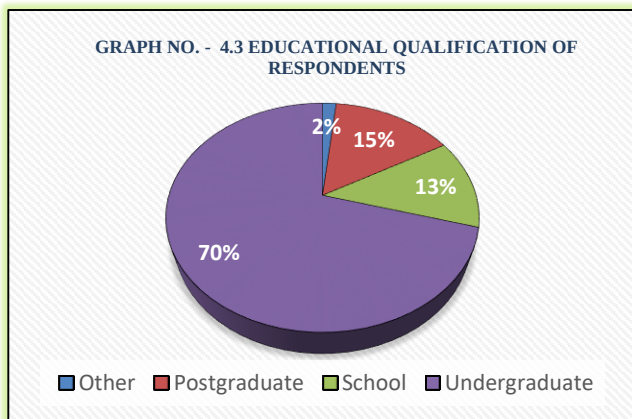
Table No. – 4.3 EDUCATIONAL QUALIFICATION OF RESPONDENTS			
Education Qualifications	Frequency	Percent	Mean
Other	3	1.7	2.35
Postgraduate	26	15	20.5
School	22	12.7	17.35
Undergraduate	122	70.5	96.25
Total	173	100	136.45

Table No. - 4.1 AGE OF RESPONDENTS			
Age	Frequency	Percent	Mean
16-18	13	7.5	10.25
19-21	93	53.8	73.4
22-24	49	28.3	38.65
25-27	18	10.4	14.2
Total	173	100	136.5

Table No. – 4.5 MOST USED SHORT VIDEO PLATFORM

Apps	Frequency	Percent	Mean
Facebook Reels	5	2.9	3.95
Instagram Reels	137	79.2	108.1
Other	7	4	5.5
Snapchat	3	1.7	2.35
You tube shorts	21	12.1	16.55
Total	173	100	136.45

GRAPH NO. - 4.3 EDUCATIONAL QUALIFICATION OF RESPONDENTS



GRAPH NO. - 4.4 AVERAGE DAILY TIME SPENT ON SOCIAL MEDIA

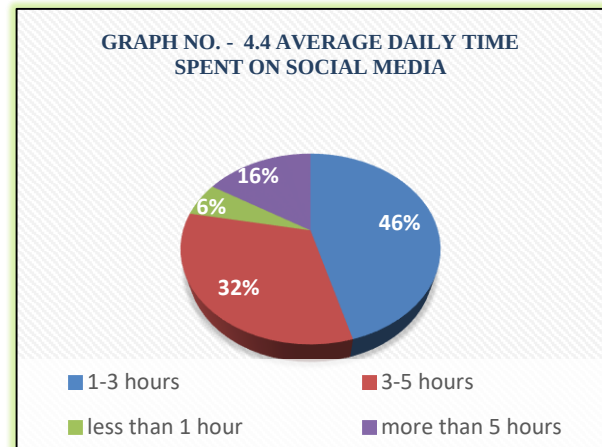
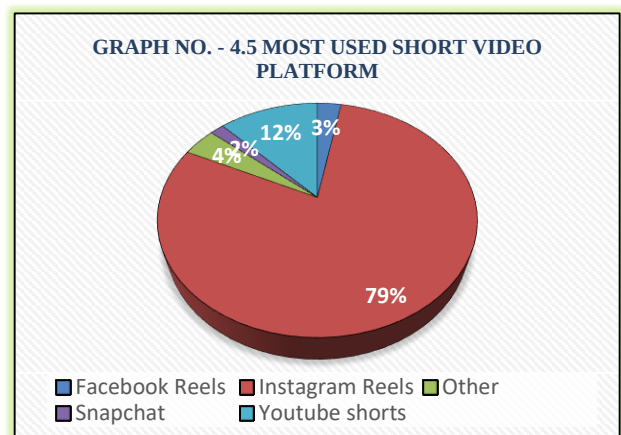


Table 4.4 presents Most respondents (45.7%) spend 1–3 hours daily, while 32.4% spend 3–5 hours and 16.2% spend more than 5 hours. Gen Z consumers spend considerable time on social media, increasing their exposure to short-form video content.

4.5 MOST USED SHORT VIDEO PLATFORM

Table 4.5 illustrates a large majority (79.2%) prefer Instagram Reels, followed by YouTube Shorts (12.1%). Other platforms have minimal usage. Instagram Reels dominates short-form video consumption and plays a major role in influencing consumers.

GRAPH NO. - 4.5 MOST USED SHORT VIDEO PLATFORM



4.4 DAILY SOCIAL MEDIA USAGE

Table No. – 4.4 AVERAGE DAILY TIME SPENT ON SOCIAL MEDIA

Hours	Frequency	Percent	Mean
1-3 hours	79	45.7	62.35
3-5 hours	56	32.4	44.2
less than 1 hour	10	5.8	7.9
more than 5 hours	28	16.2	22.1
Total	173	100	136.55

4.6 PRODUCT DISCOVERY THROUGH SOCIAL MEDIA

The data presented in Table 4.6 indicate about 51.4% of respondents agree that they discover new products through social media, while 24.3% remain neutral. Social media platforms significantly contribute to product discovery among Gen Z consumers.

GRAPH NO. - 4.6 DISCOVERING NEW PRODUCTS THROUGH SOCIAL MEDIA

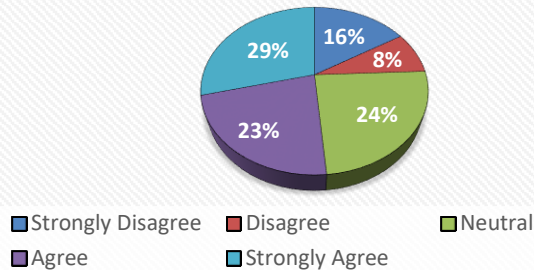


Table No. – 4.6 DISCOVERING NEW PRODUCTS THROUGH SOCIAL MEDIA

Scale	Frequency	Percent	Mean
Strongly Disagree	28	16.2	22.1
Disagree	14	8.1	11.05
Neutral	42	24.3	33.15
Agree	39	22.5	30.75
Strongly Agree	50	28.9	39.45
Total	173	100	136.5

4.7 INFLUENCE OF INFLUENCERS ON PURCHASING DECISIONS

As shown in Table 4.7 Only 35.8% of respondents agree that influencers affect their purchase decisions, while 32.9% remain neutral. Influencer marketing has a moderate impact, but its effectiveness varies among individuals.

GRAPH NO. - 4.7 INFLUENCERS INFLUENCING PURCHASE DECISION

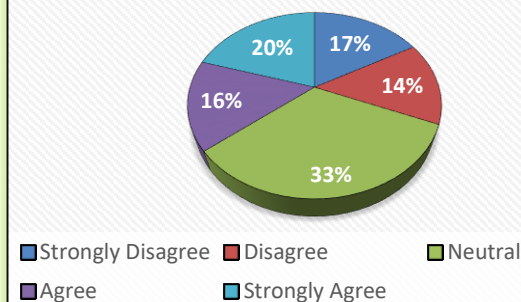


Table No. – 4.7 INFLUENCERS INFLUENCING PURCHASE DECISION

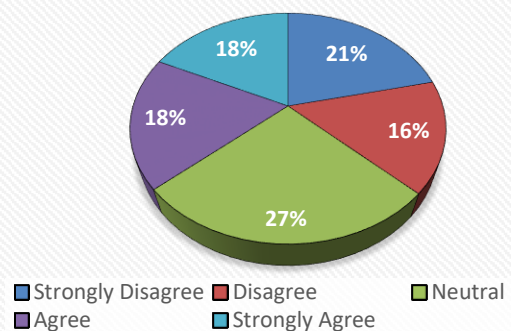
Scale	Frequency	Percent	Mean
Strongly Disagree	29	16.8	22.9
Disagree	25	14.5	19.75
Neutral	57	32.9	44.95
Agree	27	15.6	21.3
Strongly Agree	35	20.2	27.6
Total	173	100	136.5

4.8 TRUST IN INFLUENCER RECOMMENDATIONS

Table No. – 4.8 PRODUCT RECOMMENDATIONS BY INFLUENCERS

Scale	Frequency	Percent	Mean
Strongly Disagree	37	21.4	29.2
Disagree	27	15.6	21.3
Neutral	46	26.6	36.3
Agree	32	18.5	25.25
Strongly Agree	31	17.9	24.45
Total	173	100	136.5

GRAPH NO. - 4.8 PRODUCT RECOMMENDATIONS BY INFLUENCERS



According to Table 4.8 Responses are divided, with 37% not trusting influencers and 36.4% expressing trust. Trust in influencers is mixed, indicating that credibility plays an important role in influencing decisions.

4.9 IMPACT OF SHORT VIDEOS ON PURCHASE INTEREST

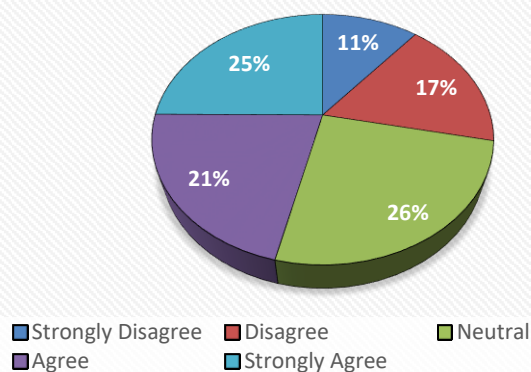
Table No. – 4.9 ATTRACTIVE VIDEOS INCREASE INTEREST IN PRODUCTS

Scale	Frequency	Percent	Mean
Strongly Disagree	19	11	15
Disagree	30	17.3	23.65
Neutral	44	25.4	34.7
Agree	37	21.4	29.2
Strongly Agree	43	24.9	33.95
Total	173	100	136.5

Table No. – 4.11 SHORT VIDEOS' INFORMATION MAKING QUICK PURCHASE DECISION

Scale	Frequency	Percent	Mean
Strongly Disagree	26	15	20.5
Disagree	24	13.9	18.95
Neutral	50	28.9	39.45
Agree	32	18.5	25.25
Strongly Agree	41	23.7	32.35
Total	173	100	136.5

GRAPH NO. - 4.9 ATTRACTIVE VIDEOS INCREASE INTEREST IN PRODUCTS



As shown in Table no. 4.9 around 46.3% of respondents agree that attractive short videos increase their interest in products. Visually appealing and engaging content significantly enhances consumer interest.

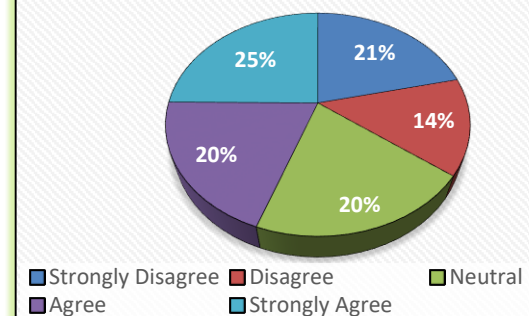
4.10 PURCHASE AFTER WATCHING REELS/SHORTS

Table No. – 4.10 PURCHASING PRODUCTS AFTER WATCHING REELS/SHORTS

Scale	Frequency	Percent	Mean
Strongly Disagree	37	21.4	29.2
Disagree	24	13.9	18.95
Neutral	35	20.2	27.6
Agree	34	19.7	26.85
Strongly Agree	43	24.9	33.95
Total	173	100	136.55

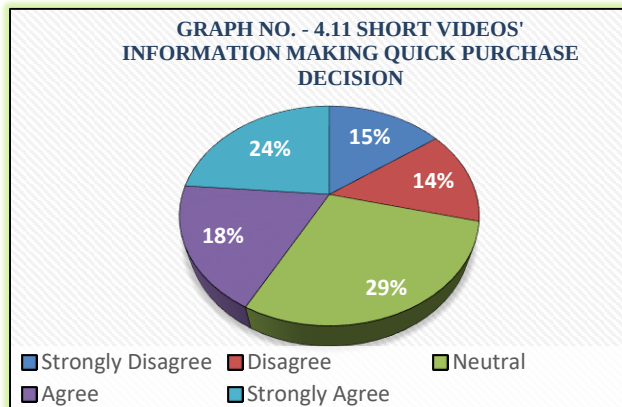
Table no. 4.10 reveals that approximately 44.6% of respondents have made purchases after watching short-form videos. Short-form video content has a noticeable impact on actual purchasing behavior.

GRAPH NO. - 4.10 PURCHASING PRODUCTS AFTER WATCHING REELS/SHORTS



4.11 SHORT VIDEOS AS A SOURCE OF INFORMATION

Table 4.11 depicts that around 42.2% agree that short videos provide enough information for quick decisions, while many remain neutral. Short videos are helpful but may not always provide complete information.

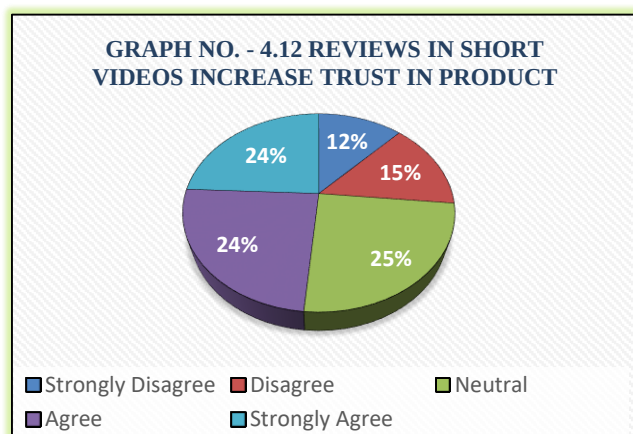


4.12 REVIEWS IN SHORT VIDEOS AND TRUST

Table No. - 4.14 FEELING MORE CONFIDENT BUYING PRODUCTS PROMOTED THROUGH SHORT VIDEOS

Scale	Frequency	Percent	Mean
Strongly Disagree	29	16.8	22.9
Disagree	32	18.5	25.25
Neutral	48	27.7	37.85
Agree	31	17.9	24.45
Strongly Agree	33	19.1	26.05
Total	173	100	136.5

The data presented in Table 4.12 indicate nearly 48.6% of respondents agree that reviews in short videos increase trust in products. Reviews play an important role in building consumer trust, especially when perceived as authentic.



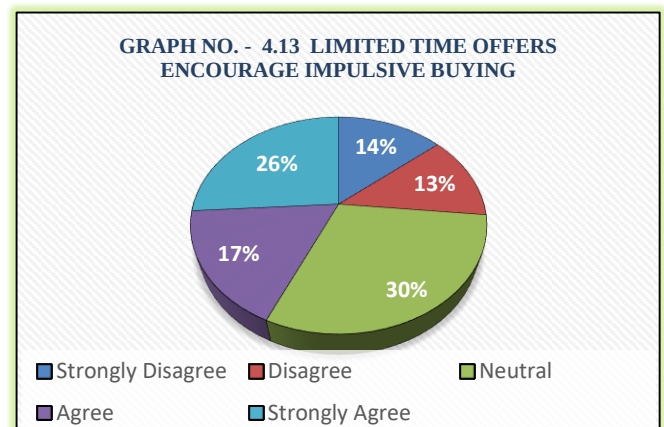
4.13 LIMITED-TIME OFFERS AND IMPULSE BUYING

Table No. - 4.13 LIMITED TIME OFFERS ENCOURAGE IMPULSIVE BUYING

Scale	Frequency	Percent	Mean
Strongly Disagree	24	13.9	18.95
Disagree	22	12.7	17.35
Neutral	52	30.1	41.05
Agree	30	17.3	23.65
Strongly Agree	45	26	35.5
Total	173	100	136.5

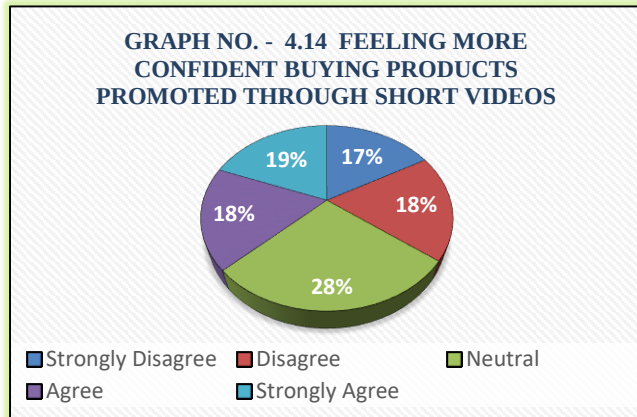
Table No. - 4.12 REVIEWS IN SHORT VIDEOS INCREASE TRUST IN PRODUCT

Scale	Frequency	Percent	Mean
Strongly Disagree	21	12.1	16.55
Disagree	25	14.5	19.75
Neutral	43	24.9	33.95
Agree	42	24.3	33.15
Strongly Agree	42	24.3	33.15
Total	173	100	136.55



As shown in Table 4.13 about 43.3% agree that limited-time offers encourage impulsive buying, while 30.1% remain neutral. Urgency-based marketing has a moderate influence on purchase behavior.

4.14 CONFIDENCE IN BUYING PRODUCTS VIA SHORT VIDEOS

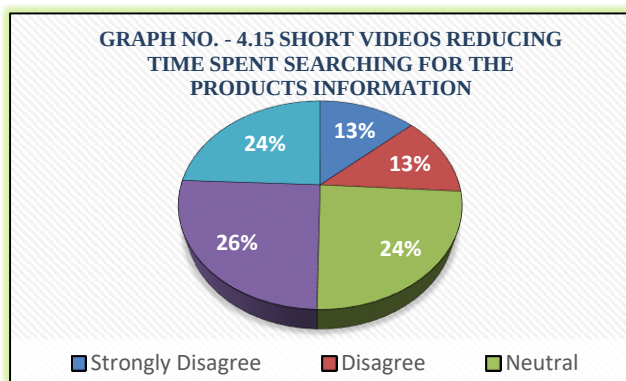


As shown in Table 4.14 about responses are balanced, with a significant portion remaining neutral. Short videos influence confidence, but factors like brand trust and authenticity are equally important.

Table No. – 4.16 SHORT FORM VIDEOS CONTENT SIGNIFICANTLY INFLUENCES BUYING BEHAVIOUR

Scale	Frequency	Percent	Mean
Strongly Disagree	25	14.5	19.75
Disagree	18	10.4	14.2
Neutral	53	30.6	41.8
Agree	41	23.7	32.35
Strongly Agree	36	20.8	28.4
Total	173	100	136.5

4.15 REDUCTION IN SEARCH TIME

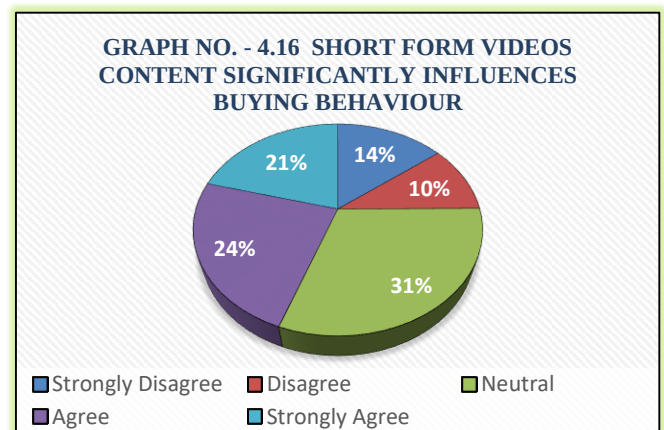


The data presented in Table 4.12 around 49.7% agree that short videos reduce time spent searching for product information. Shortform videos simplify decision-making by providing quick and relevant information.

Table No. – 4.15 SHORT VIDEOS REDUCING TIME SPENT SEARCHING FOR THE PRODUCTS INFORMATION

Scale	Frequency	Percent	Mean
Strongly Disagree	23	13.3	18.15
Disagree	22	12.7	17.35
Neutral	42	24.3	33.15
Agree	44	25.4	34.7
Strongly Agree	42	24.3	33.15
Total	173	100	136.5

4.16 SHORT FORM VIDEOS CONTENT SIGNIFICANTLY INFLUENCES BUYING BEHAVIOR



As shown in Table 4.16 a larger proportion of respondents (44.5%) agree that short-form video content influences their buying behavior. However, 30.6% of respondents remain neutral regarding its impact on purchase decisions.

5. FINDINGS OF THE STUDY

The findings of the study are based on the analysis of data collected from 173 Gen Z respondents regarding the influence of short-form video content on their purchasing decisions. The results reveal that Instagram Reels is the most preferred short-video platform across all demographic categories. Among different age groups, respondents aged 19–21 years showed the highest usage of Instagram Reels, indicating that this platform has a particularly strong influence on the core Gen Z segment. Similar patterns were observed across educational qualifications, where undergraduate students emerged as the most active users of Instagram Reels, followed by postgraduate students. This suggests that educational background plays a role in determining platform preferences and consumption behavior.

Gender-wise analysis indicates that both male and female respondents predominantly prefer Instagram Reels for consuming short-form video content. However, male respondents demonstrated comparatively higher engagement levels than female respondents. These findings collectively suggest that Instagram Reels has established itself as the leading platform for short-form video consumption among Gen Z consumers.

The study further reveals that Gen Z consumers exhibit a high level of engagement with short-form video content, spending a significant amount of time on social media platforms. Such engagement has contributed to making short-form videos an important source of product discovery, enabling users to learn about new products, brands, and emerging market trends. The findings indicate that visually appealing, creative, and high-quality content attracts greater consumer attention and generates increased interest in products and services.

The analysis also highlights the role of social media influencers in shaping consumer behavior. While influencers have a noticeable impact on purchasing decisions, their influence is moderate and largely dependent on factors such as authenticity, credibility, and relatability. Furthermore, respondents expressed mixed levels of trust in influencer recommendations, suggesting that consumers do not blindly rely on influencer opinions when making purchase decisions.

A significant proportion of respondents reported making purchases after viewing short-form video content, demonstrating the direct impact of such content on consumer buying behavior. The findings further indicate that short-form videos facilitate quick decision-making by providing concise, engaging, and easily understandable product information. Overall, the study concludes that short-form video content serves as a powerful marketing communication tool that significantly influences product discovery, consumer engagement, and purchasing decisions among Gen Z consumers.

6. CONCLUSIONS

The present study concludes that short-form video content, such as reels and shorts, has a significant impact on the purchasing decisions of Generation Z consumers. These platforms have become an important source of product discovery, allowing consumers to explore new products quickly and conveniently.

The findings indicate that visually appealing and engaging content increases consumer interest, while features such as product demonstrations and reviews help in simplifying the decision-making process. A considerable proportion of respondents have made purchases after watching short-form videos, highlighting their effectiveness as a marketing tool.

However, the influence of short-form video content is not uniform across all consumers. Factors such as trust in influencers, content authenticity, and credibility play a crucial role in determining whether a consumer will act on the information provided. Many respondents showed neutral or mixed opinions regarding influencer impact, suggesting that blind trust in influencer marketing is declining.

Overall, short-form videos have transformed the way Gen Z interacts with brands by making the purchasing process faster and more engaging. While they strongly influence awareness and interest, they do not completely replace traditional evaluation methods. Therefore, marketers should focus on creating authentic, informative, and relatable content to effectively influence consumer behavior.

7. Limitations of the Study

While the study provides valuable insights into the influence of short-form video content on the purchasing decisions of Gen Z consumers, certain limitations should be acknowledged. First, the study is based on a sample of 173 respondents, which may not be sufficiently large to

represent the entire Gen Z population. As a result, the findings should be interpreted with caution when extending them to broader populations.

Another limitation arises from the use of convenience sampling, which was adopted due to time and accessibility constraints. Although this method facilitated data collection, it may have introduced selection bias and limited the generalizability of the results.

Despite these limitations, the study offers meaningful insights into the growing role of short-form video platforms in shaping consumer engagement and purchasing behavior among Gen Z, while also providing a foundation for future research in this area.

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