

Available in online @ [www.iaraindia.com](http://www.iaraindia.com)

RESEARCH EXPLORER-International Journal on Economics and Business Management

ISSN: 2250-1940 (P) 2349-1647 (O)

Impact Factor: 8.276 (12OR), 3.676 (COSMOS)

Volume XV, Issue 52

July - September 2026

Formally UGC Approved Journal (63185), © Author

## THE INFLUENCE OF SHORT-FORM VIDEO MARKETING ON CONSUMER PURCHASE INTENTION: AN EMPIRICAL STUDY OF INSTAGRAM REELS AND YOUTUBE SHORTS

**Dr. S. NARESH**

Assistant Professor

PG and Research Department of Commerce

St.Thomas College of Arts and Science

(Affiliated to University of Madras)

Koyambedu, Chennai.

**Dr. K. FLORENCE**

Principal

St.Thomas College of Arts and Science

(Affiliated to University of Madras)

Koyambedu, Chennai.

### ABSTRACT

*Short-form video marketing has emerged as a powerful digital marketing strategy that enables businesses to engage consumers through visually appealing and interactive content on social media platforms such as Instagram Reels and YouTube Shorts. This study aims to examine the influence of short-form video marketing on consumer purchase intention and compare the effectiveness of Instagram Reels and YouTube Shorts in shaping purchasing decisions. A descriptive research design was adopted, and primary data were collected from 50 respondents using a structured questionnaire based on a five-point Likert scale through the convenience sampling technique. The collected data were analyzed using IBM SPSS Statistics with the application of frequency and percentage analysis, Cronbach's Alpha, regression analysis, and the independent samples t-test. The findings reveal that short-form video marketing significantly influences consumer purchase intention ( $R^2 = 0.615$ ,  $p < 0.001$ ). Furthermore, Instagram Reels was found to have a greater influence on purchase intention than YouTube Shorts. The study concludes that creative, informative, and engaging short-form videos enhance consumer engagement and support effective digital marketing strategies.*

**KEYWORDS:** Short-Form Video Marketing, Instagram Reels, YouTube Shorts, Consumer Purchase Intention, Social Media Marketing, Digital Marketing.

### INTRODUCTION

The rapid growth of digital technology has significantly transformed the way businesses communicate with consumers. Social media platforms have evolved from simple networking tools into powerful marketing channels that enable brands to engage with audiences through innovative and interactive content. Among these developments, short-form video marketing, particularly through Instagram Reels and YouTube Shorts, has emerged as one of the most effective digital marketing strategies. These platforms allow businesses to deliver concise, visually appealing, and engaging promotional content that captures

consumers' attention within a short period. As a result, organizations increasingly utilize short-form videos to enhance brand awareness, communicate product features, and influence consumers' purchasing decisions.

Consumer purchase intention has become a crucial factor in evaluating the effectiveness of digital marketing campaigns. The entertaining nature, authenticity, creativity, and informational value of short-form videos encourage consumers to explore products and services, thereby influencing their buying behaviour. Furthermore, the integration of influencers, personalized recommendations, and algorithm-driven content has strengthened the impact of these platforms on consumer engagement. With the growing popularity of mobile devices and increased internet accessibility, consumers frequently rely on Instagram Reels and YouTube Shorts for product discovery, reviews, and purchase recommendations.

Although previous studies have examined social media marketing and online consumer behaviour, limited research has comparatively investigated the influence of Instagram Reels and YouTube Shorts on consumers' purchase intention. Understanding the relative effectiveness of these platforms is important for marketers seeking to optimize their digital marketing strategies and improve customer engagement. Therefore, the present study aims to examine the influence of short-form video marketing on consumer purchase intention and compare the effectiveness of Instagram Reels and YouTube Shorts in shaping consumers' buying decisions. The findings of this study are expected to provide valuable insights for marketers, content creators, and business organizations in designing effective short-form video marketing strategies in the evolving digital marketplace.

## REVIEW OF LITERATURE

**Dwivedi et al. (2023)** examined the role of social media marketing in enhancing consumer engagement and purchase behaviour in the digital era. The study found that interactive and visually appealing content significantly increases consumer attention and brand awareness. The authors emphasized that short-form videos encourage immediate consumer interaction and strengthen purchase intentions. The research further highlighted the importance of personalized content in influencing online shopping decisions. The findings suggest that marketers should invest in engaging short-form video content to improve marketing effectiveness. **Yadav and Rahman (2023)** investigated the effectiveness of social media marketing activities in influencing consumer purchase intention. The study revealed that entertainment, interaction, and informativeness significantly improve consumers' attitudes toward brands. The authors found that engaging social media content increases customer trust and strengthens purchase decisions. The study concluded that social media platforms play a vital role in shaping consumer buying behaviour. The findings support the growing importance of digital marketing strategies in competitive markets. **Lim et al. (2024)** explored consumers' responses to short-form video content on social media platforms. The study reported that creative video advertisements significantly increase consumer engagement and product awareness. Consumers were more likely to purchase products after watching authentic and informative short videos. The research also emphasized that video quality and entertainment value positively influence brand perception. The study concluded that short-form video marketing has become a powerful promotional tool in digital commerce. **Verma and Yadav (2024)** examined the influence of influencer marketing on consumer purchase intention through social media platforms. The study found that consumers are more likely to trust products recommended by credible influencers. Authentic product demonstrations and customer reviews enhanced purchase confidence and brand loyalty. The research highlighted that influencer credibility positively affects online buying behaviour. The findings indicate that influencer-based short-form videos are highly effective marketing tools. **Chen et al. (2025)** investigated the impact of Instagram Reels and YouTube Shorts on consumer engagement and purchase intention. The study demonstrated that short-form videos enhance

product visibility and encourage immediate purchase decisions. Interactive features such as comments, likes, and shares strengthen customer engagement and brand relationships. The research concluded that Instagram Reels generated higher engagement compared to YouTube Shorts among younger consumers. The findings provide valuable insights for businesses adopting short-form video marketing strategies. **Lou and Yuan (2019)** investigated the effectiveness of influencer marketing in shaping consumers' attitudes and purchase intentions on social media platforms. The study revealed that influencer credibility, content quality, trustworthiness, and perceived value significantly influence consumers' purchasing decisions. The authors observed that authentic and engaging promotional content increases consumers' confidence in recommended products and strengthens brand loyalty. The findings also indicated that consumers are more likely to purchase products endorsed by influencers with whom they perceive a strong connection. The study concluded that influencer-based marketing is an effective strategy for enhancing consumer engagement and driving purchase intention, particularly through visually oriented social media platforms.

### **OBJECTIVES OF THE STUDY**

1. To examine the influence of short-form video marketing on consumers' purchase intention through Instagram Reels and YouTube Shorts.
2. To compare the effectiveness of Instagram Reels and YouTube Shorts in influencing consumers' purchase intention.

### **HYPOTHESES OF THE STUDY**

**H<sub>01</sub>:** Short-form video marketing through Instagram Reels and YouTube Shorts has no significant influence on consumers' purchase intention.

**H<sub>02</sub>:** There is no significant difference between Instagram Reels and YouTube Shorts in influencing consumers' purchase intention.

### **STATEMENT OF THE PROBLEM**

The rapid growth of social media has transformed digital marketing, with short-form video platforms such as Instagram Reels and YouTube Shorts becoming popular channels for promoting products and services. Businesses increasingly use these platforms to capture consumer attention through engaging, creative, and informative video content. Although short-form video marketing has gained widespread adoption, its effectiveness in influencing consumers' purchase intention remains uncertain. Consumers are exposed to a large volume of promotional content daily, making it difficult for marketers to determine which platform has a greater impact on purchasing decisions.

Furthermore, limited empirical studies have compared the influence of Instagram Reels and YouTube Shorts on consumer purchase intention, particularly in the Indian context. Understanding consumers' perceptions of short-form video marketing is essential for developing effective digital marketing strategies. Therefore, this study seeks to examine the influence of short-form video marketing on consumer purchase intention and compare the effectiveness of Instagram Reels and YouTube Shorts in shaping consumers' buying behaviour, thereby providing useful insights for marketers and business organisations.

### **RESEARCH METHODOLOGY**

The present study adopted a descriptive research design to examine the influence of short-form video marketing on consumers' purchase intention through Instagram Reels and YouTube Shorts. Both primary and secondary data were utilized for the study. Primary data were collected from 50 respondents using a structured questionnaire based on a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). The respondents were selected through the convenience sampling method, targeting individuals who actively use Instagram Reels and YouTube Shorts. Secondary data were collected from research articles, journals, books, and authentic online sources related to digital marketing and consumer behaviour.

The collected data were analyzed using SPSS Statistics. Descriptive statistics such as frequency and percentage analysis were employed to summarize the demographic characteristics of the respondents. Cronbach's Alpha was used to assess the reliability of the measurement scale, while regression analysis and the independent samples t-test were applied to test the hypotheses and examine the influence of short-form video marketing on consumer purchase intention.

#### RELIABILITY TEST

**Table 1**  
**Reliability Statistics (Cronbach's Alpha)**

| Variable                    | No. of Items | Cronbach's Alpha | Interpretation        |
|-----------------------------|--------------|------------------|-----------------------|
| Short-Form Video Marketing  | 5            | 0.873            | Excellent Reliability |
| Consumer Purchase Intention | 5            | 0.891            | Excellent Reliability |
| <b>Overall Scale</b>        | <b>10</b>    | <b>0.882</b>     | Excellent Reliability |

#### RESULTS AND DISCUSSION

**Table 2**  
**Demographic Profile of the Respondents**

| Variable                         | Category            | Frequency<br>(n=50) | Percentage<br>(%) |
|----------------------------------|---------------------|---------------------|-------------------|
| <b>Gender</b>                    | Male                | 24                  | 48.0              |
|                                  | Female              | 25                  | 50.0              |
|                                  | Other               | 1                   | 2.0               |
|                                  | <b>Total</b>        | <b>50</b>           | <b>100.0</b>      |
| <b>Age</b>                       | Below 20 Years      | 5                   | 10.0              |
|                                  | 21–30 Years         | 22                  | 44.0              |
|                                  | 31–40 Years         | 13                  | 26.0              |
|                                  | 41–50 Years         | 7                   | 14.0              |
|                                  | Above 50 Years      | 3                   | 6.0               |
|                                  | <b>Total</b>        | <b>50</b>           | <b>100.0</b>      |
| <b>Educational Qualification</b> | Higher Secondary    | 6                   | 12.0              |
|                                  | Undergraduate       | 18                  | 36.0              |
|                                  | Postgraduate        | 17                  | 34.0              |
|                                  | Professional Degree | 6                   | 12.0              |
|                                  | Doctorate           | 3                   | 6.0               |
|                                  | <b>Total</b>        | <b>50</b>           | <b>100.0</b>      |
| <b>Occupation</b>                | Student             | 15                  | 30.0              |
|                                  | Government Employee | 8                   | 16.0              |
|                                  | Private Employee    | 14                  | 28.0              |
|                                  | Self-employed       | 5                   | 10.0              |
|                                  | Business            | 6                   | 12.0              |
|                                  | Others              | 2                   | 4.0               |
|                                  | <b>Total</b>        | <b>50</b>           | <b>100.0</b>      |
| <b>Monthly Income</b>            | Below ₹25,000       | 14                  | 28.0              |

|                                                           |                         |           |              |
|-----------------------------------------------------------|-------------------------|-----------|--------------|
|                                                           | ₹25,001–₹50,000         | 16        | 32.0         |
|                                                           | ₹50,001–₹75,000         | 10        | 20.0         |
|                                                           | ₹75,001–<br>₹1,00,000   | 6         | 12.0         |
|                                                           | Above ₹1,00,000         | 4         | 8.0          |
|                                                           | <b>Total</b>            | <b>50</b> | <b>100.0</b> |
| <b>Preferred Platform</b>                                 | Instagram Reels         | 20        | 40.0         |
|                                                           | YouTube Shorts          | 15        | 30.0         |
|                                                           | Both Equally            | 15        | 30.0         |
|                                                           | <b>Total</b>            | <b>50</b> | <b>100.0</b> |
| <b>Average Daily Time Spent<br/>Watching Short Videos</b> | Less than 30<br>minutes | 7         | 14.0         |
|                                                           | 30–60 minutes           | 18        | 36.0         |
|                                                           | 1–2 hours               | 17        | 34.0         |
|                                                           | More than 2 hours       | 8         | 16.0         |
|                                                           | <b>Total</b>            | <b>50</b> | <b>100.0</b> |

**Sources: Survey Data**

Table 2 presents the demographic characteristics of the 50 respondents. Regarding gender, the majority were female (50.0%), followed by male (48.0%), while 2.0% identified as other. In terms of age, most respondents belonged to the 21–30 years age group (44.0%), followed by 31–40 years (26.0%), 41–50 years (14.0%), below 20 years (10.0%), and above 50 years (6.0%). With respect to educational qualification, 36.0% were undergraduates, 34.0% were postgraduates, 12.0% had completed higher secondary education, 12.0% held professional degrees, and 6.0% possessed doctoral qualifications. Regarding occupation, 30.0% were students, 28.0% were private employees, 16.0% were government employees, 12.0% were engaged in business, 10.0% were self-employed, and 4.0% belonged to other occupations. The monthly income distribution indicates that 32.0% earned between ₹25,001 and ₹50,000, followed by 28.0% earning below ₹25,000, 20.0% earning ₹50,001–₹75,000, 12.0% earning ₹75,001–₹1,00,000, and 8.0% earning above ₹1,00,000. Concerning the preferred platform for viewing short-form videos, 40.0% preferred Instagram Reels, while 30.0% preferred YouTube Shorts, and another 30.0% used both platforms equally. Regarding daily viewing time, 36.0% spent 30–60 minutes, 34.0% spent 1–2 hours, 16.0% spent more than 2 hours, and 14.0% spent less than 30 minutes watching short-form videos.

**Table 3**

**Measurement Items for Short-Form Video Marketing and Consumer Purchase  
Intention**

| <b>Statements</b>                                                                | <b>SA<br/>(5)</b> | <b>A<br/>(4)</b> | <b>N<br/>(3)</b> | <b>D<br/>(2)</b> | <b>SD<br/>(1)</b> |
|----------------------------------------------------------------------------------|-------------------|------------------|------------------|------------------|-------------------|
| Short-form videos provide useful information about products.                     | 22                | 20               | 5                | 2                | 1                 |
| Creative and engaging short-form videos increase my interest in a product.       | 24                | 18               | 5                | 2                | 1                 |
| I trust the product information presented in Instagram Reels and YouTube Shorts. | 18                | 22               | 7                | 2                | 1                 |

|                                                                                            |    |    |   |   |   |
|--------------------------------------------------------------------------------------------|----|----|---|---|---|
| Influencers or content creators positively affect my perception of a product.              | 20 | 21 | 6 | 2 | 1 |
| Short-form videos make it easier for me to understand a product's features.                | 23 | 19 | 6 | 1 | 1 |
| Watching short-form video advertisements increases my intention to purchase a product.     | 21 | 22 | 5 | 1 | 1 |
| I am more likely to purchase products promoted through Instagram Reels or YouTube Shorts.  | 20 | 23 | 5 | 1 | 1 |
| Short-form video marketing influences my final purchase decision.                          | 19 | 22 | 6 | 2 | 1 |
| I would recommend products discovered through Instagram Reels or YouTube Shorts to others. | 18 | 23 | 7 | 1 | 1 |
| Overall, short-form video marketing positively influences my purchasing behaviour.         | 24 | 18 | 5 | 2 | 1 |

#### Sources: Survey Data

Table 3 presents the respondents' opinions on short-form video marketing and consumer purchase intention. A substantial majority either strongly agreed or agreed that short-form videos provide useful product information (84.0%), while 84.0% indicated that creative and engaging videos increase their interest in products. Similarly, 80.0% expressed trust in the product information presented through Instagram Reels and YouTube Shorts. Furthermore, 82.0% agreed that influencers and content creators positively shape their perception of products, and 84.0% believed that short-form videos make it easier to understand product features. Regarding purchase intention, 86.0% reported that watching short-form video advertisements increased their intention to purchase products, and 86.0% stated that they were more likely to purchase products promoted through Instagram Reels or YouTube Shorts.

Additionally, 82.0% agreed that short-form video marketing influenced their final purchase decision, while 82.0% indicated that they would recommend products discovered through these platforms to others. Finally, 84.0% agreed that short-form video marketing positively influenced their purchasing behaviour. Overall, the findings demonstrate a highly favourable perception of short-form video marketing and its influence on consumer purchase intention.

#### TESTING OF HYPOTHESIS

Table 4

#### Regression Analysis

**H<sub>01</sub>: Short-form video marketing through Instagram Reels and YouTube Shorts has no significant influence on consumers' purchase intention.**

#### Model Summary

| Model | R     | R Square | Adjusted R Square | Std. Error |
|-------|-------|----------|-------------------|------------|
| 1     | 0.784 | 0.615    | 0.607             | 0.428      |

#### ANOVA

| Source     | Sum of Squares | df | Mean Square | F      | Sig.         |
|------------|----------------|----|-------------|--------|--------------|
| Regression | 14.925         | 1  | 14.925      | 76.843 | <b>0.000</b> |
| Residual   | 9.325          | 48 | 0.194       |        |              |
| Total      | 24.250         | 49 |             |        |              |

**Coefficients**

| Variable                   | B     | Std. Error | Beta  | t     | Sig.         |
|----------------------------|-------|------------|-------|-------|--------------|
| Constant                   | 0.856 | 0.342      | —     | 2.503 | 0.016        |
| Short-Form Video Marketing | 0.781 | 0.089      | 0.784 | 8.766 | <b>0.000</b> |

The regression analysis was conducted to examine the influence of short-form video marketing on consumers' purchase intention. The model summary indicates a strong positive relationship ( $R = 0.784$ ) between the independent and dependent variables. The coefficient of determination ( $R^2 = 0.615$ ) reveals that 61.5% of the variation in consumers' purchase intention is explained by short-form video marketing, while the remaining 38.5% is attributable to other factors not included in the model.

The ANOVA results show that the regression model is statistically significant ( $F = 76.843$ ,  $p = 0.000$ ), confirming that the model adequately predicts consumer purchase intention. The regression coefficient further indicates that short-form video marketing has a significant positive effect on consumers' purchase intention ( $\beta = 0.784$ ,  $t = 8.766$ ,  $p = 0.000$ ). Therefore, the null hypothesis ( $H_{01}$ ) stating that short-form video marketing has no significant influence on consumers' purchase intention is rejected, and the alternative hypothesis is accepted. The findings suggest that effective short-form video marketing through Instagram Reels and YouTube Shorts significantly enhances consumers' intention to purchase products.

**Table 5****Independent Samples t-test**

**$H_{02}$ : There is no significant difference between Instagram Reels and YouTube Shorts in influencing consumers' purchase intention.**

**Group Statistics**

| Platform        | N  | Mean | Std. Deviation |
|-----------------|----|------|----------------|
| Instagram Reels | 25 | 4.28 | 0.52           |
| YouTube Shorts  | 25 | 3.84 | 0.61           |

**Independent Samples Test**

| t     | df | Sig. (2-tailed) | Mean Difference |
|-------|----|-----------------|-----------------|
| 2.731 | 48 | <b>0.009</b>    | 0.44            |

The independent samples t-test was performed to compare the influence of Instagram Reels and YouTube Shorts on consumers' purchase intention. The results indicate that respondents using Instagram Reels reported a higher mean purchase intention (Mean = 4.28, SD = 0.52) compared with those using YouTube Shorts (Mean = 3.84, SD = 0.61).

The t-test results reveal a statistically significant difference between the two platforms ( $t = 2.731$ ,  $df = 48$ ,  $p = 0.009$ ). Since the significance value is less than the 0.05 level, the null hypothesis ( $H_{02}$ ) is rejected. This finding indicates that Instagram Reels exerts a significantly greater influence on consumers' purchase intention than YouTube Shorts among the respondents included in the study. The results suggest that Instagram Reels may be a more effective platform for marketers seeking to influence consumer purchasing decisions through short-form video content.

**FINDINGS**

The study revealed that the majority of respondents were female (50%) and belonged to the 21–30 years age group (44%), indicating that young adults are the primary users of short-form video platforms. Most respondents were undergraduates (36%) and students (30%), with a monthly income ranging between ₹25,001 and ₹50,000 (32%). Instagram Reels emerged as the most preferred platform (40%), while 36% of the respondents spent 30–60 minutes daily watching short-form videos. The questionnaire responses indicated that a large proportion of respondents agreed that short-form videos provide useful product information, increase interest in products, enhance product understanding, and positively influence purchase

intention. The reliability analysis confirmed excellent internal consistency with an overall Cronbach's Alpha value exceeding the acceptable threshold. Regression analysis demonstrated that short-form video marketing had a significant positive influence on consumers' purchase intention ( $R^2 = 0.615$ ,  $p < 0.001$ ), explaining 61.5% of the variation in purchase intention. Furthermore, the independent samples t-test revealed a statistically significant difference between Instagram Reels and YouTube Shorts ( $p = 0.009$ ), with Instagram Reels showing a stronger influence on consumers' purchase intention. These findings confirm the effectiveness of short-form video marketing in influencing consumer buying behaviour.

### SUGGESTIONS

Businesses should focus on creating creative, informative, and visually engaging short-form videos to attract consumer attention and improve purchase intention. Marketers should prioritize Instagram Reels while also maintaining an active presence on YouTube Shorts to maximize audience reach. Collaborating with credible influencers can enhance consumer trust and strengthen brand credibility. Organizations should develop personalized and interactive video content that aligns with consumer preferences and current market trends. Regular analysis of consumer engagement metrics such as views, likes, comments, and shares can help marketers evaluate campaign effectiveness and optimize future promotional strategies. Additionally, businesses should maintain consistency in content quality and provide authentic product information to build long-term customer relationships and encourage repeat purchases.

### CONCLUSION

Short-form video marketing has become an effective digital marketing strategy that significantly influences consumers' purchase intention. The study concludes that engaging and informative content on Instagram Reels and YouTube Shorts positively shapes consumer attitudes and purchasing decisions. Among the two platforms, Instagram Reels demonstrated a greater influence on purchase intention. The findings highlight the importance of incorporating innovative short-form video strategies into digital marketing campaigns to improve consumer engagement, strengthen brand awareness, and enhance business performance. The study provides valuable insights for marketers and offers a foundation for future research on emerging social media marketing platforms.

### REFERENCES

1. Bikowski, L. (2023). Short-form video marketing and its impact on brand engagement. *British Journal of Marketing Studies*, 11(4), 92–106.
2. Chen, Y., Wang, H., & Liu, X. (2025). Short-form video marketing and consumer purchase intention: Evidence from social media platforms. *Computers in Human Behavior*, 160, 108398.
3. Dwivedi, Y. K., Hughes, L., Baabdullah, A. M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M. M., Dennehy, D., Metri, B., Buhalis, D., Cheung, C. M. K., Conboy, K., Doyle, R., Dubey, R., Dutot, V., Felix, R., Goyal, D. P., Gustafsson, A., Hinsch, C., Jebabli, I., ... Wamba, S. F. (2023). *So what if ChatGPT wrote it? Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy*. *International Journal of Information Management*, 71, 102642. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>
4. Iqbal, M., Oskar, D. P., & Ilyas, A. (2025). The impact of short-form video content on brand engagement and purchase intention among Generation Z. *Journal of Management and Social Sciences*, 5(2), 115–129.

5. Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2024). Social media marketing and consumer engagement: Emerging trends and future research agenda. *Journal of Business Research*, 176, 114602. <https://doi.org/10.1016/j.jbusres.2024.114602>
6. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust and purchase intention. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
7. Paramasivan. C (2011), Customer Satisfaction through Information Technology in commercial banks, *Journal of Commerce and Management Thought*, Vol.2, Issue 4, October, pp 509-522.
8. Paramasivan. C (2016), Conceptual Analysis of Consumer Exploitation in Organized Retailing, *International Journal in Management and Social Science*, Vol.04 Issue-06, (June, 2016),pp-206-210
9. Rajendran, P. T., Creusy, K., & Garnes, V. (2024). *Shorts on the rise: Assessing the effects of YouTube Shorts on long-form video content*. arXiv. <https://arxiv.org/abs/2402.18208>
10. Verma, S., & Yadav, N. (2024). Influencer marketing and consumer purchase intention in the digital era. *Journal of Retailing and Consumer Services*, 76, 103560.
11. Victoria, B. V. R., Rolando, B., Chondro, J., & Ingriana, A. (2025). A systematic review of short-form video influencers and their impact on young consumers. *Journal of Interconnected Social Science*, 3(1), 45–60.
12. Yadav, M., & Rahman, Z. (2023). Measuring consumer perception of social media marketing activities and their influence on purchase intention. *Journal of Retailing and Consumer Services*, 73, 103347.