

**ANALYZING THE IMPACT OF SHORT-FORM ON ADVERTISING STRATEGIES**

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**ABSTRACT**

The rapid rise of short-form videos content on platforms like Instagram and YouTube has fundamentally reshaped digital marketing and advertising strategies. Characterized by their immediacy and virality, these videos (typically 15seconds to 1minute long) are compelling advertisers to adapt, moving away from traditional models. This paper examines the impact of short-form videos on advertising, how brands are adapting, and consumer perceptions, utilizing descriptive statistics and a chi-square test on a sample of 76 respondents.

The analysis revealed that respondents spend an average of 30-60 minutes daily on short-form videos, offering marketers a significant window for engagement. The mean feeling toward short-form is neutral (2.47), indicating a need for greater creativity and personalization. Brand-created entertaining ads and influencer endorsements were found to be the most engaging types, suggesting that entertainment and storytelling drive attention. Overall, short-form ads were found to have a moderate influence on brand recall (mean=2.14) and consumer purchase decisions. Crucially chi-square test found no significant association between the most-used platform (e.g. Instagram, YouTube) and its influence on purchase decisions, suggesting that content quality, not platform choice, is the primary driver of effectiveness.

**Keywords:** Digital Marketing, Short form videos, influencer endorsements, virality, consumer perceptions, engaging content, brand recall, advertising strategies.

**INTRODUCTION**

The rapid evolution of the digital media has fundamentally reshaped the marketing and advertising. Among the most transformative developments in recent years is the rise of short-form video content a trend propelled by the explosive popularity of platforms such as Instagram and also YouTube shorts. These platforms have not only changed how audiences consume content but have also compelled the advertisers to rethink, redefine their strategies. Short form videos, typically lasting between 15seconds to 1 minute are characterized by their immediacy, virality and user-generated nature. These made them an immensely powerful tool for reaching to the audiences, particularly in the younger demographics.

The shifting towards short-form videos is not merely a trend, it also reflects in changes such as media engagement, content consumption patterns, consumer behavior etc. Now a days traditional advertising models such as static Imagery, Linear story telling are ineffective in capturing the attention of the modern viewers. In today's world consumers demand authenticity, instant value etc. All these elements that short -form videos are uniquely delivering to the consumers. For this reason, Brands are now investing intensively in visually engaging and crafting brief narratives that can excite within seconds, frequently collaborating with Influencers, utilizing and extend their reach to targeted viewers.

This paper examines how short -form videos are changing advertising, how brands adapt to them and the challenges involved in it. Through case studies, platform analysis and engagement data. The paper provides a thorough insight into short-form video's impact on the future digital Advertising.

**LITERATURE REVIEW**

According to the author, Short -form video has significantly impacted advertising strategies by favoring shorter, more relatable content that aligns with modern media consumption trends. Advertisers are increasingly developing ads with runtimes of 10-20 seconds, prioritizing humor, personal focus and audiences. Engagement over traditional metrics like production polish and trust worthiness. This shift allows low-budget marketing teams to effectively reach consumers, as short-form ads resonate more with viewers, proving to be more persuasive despite their perceived disadvantages in trust and product relevance compared to long-terms Ads (Wang, 2024)

The author says, the paper analyzes how short-form video platforms like Douyin utilize the 4I theory- Interesting, Interests, Interaction and Individually to enhance advertising strategies. Douyin's precise user recommendations improve ad effectiveness by aligning content with user preferences, while engaging UGC foster creativity and user retention. Additionally, Douyin's innovative public welfare campaigns leverage its vast user base to enhance brand image, demonstrating that short-form videos significantly impact advertising strategies by creating interactive and personalized user experiences. (Liu, 2023)

Author emphasizes that, the introduction of short-form content has significantly impacted advertising strategies as evidenced by the findings in the paper. Creators have found it more challenging to generate revenue from long-term videos due to decreased advertisements placements. While short-form videos attract more viewer attention, they yield less revenue for creators, prompting a shift in content strategies. This shift underscores the need for advertisers to adapt their approaches, as the effectiveness of long-form. Advertisements may not align with the growing popularity of short-form content (Prajit T. Rajendran, 2024)

In author's view short video marketing significantly influences advertising strategies by enhancing consumer engagement through original content and interactive features. The availability of Platforms and functions shortens the psychological distance between consumers and products, increasing purchasing likelihood. Effective strategies include personalized marketing based on consumer needs, professional short video bloggers, and diversified promotional activities. Businesses must understand the varying consumer demands at different purchase stages to optimize their marketing efforts, ensuring that content resonates with target audiences and drives sales. (Zhao}, 2023)

According the author, short video marketing significantly influences advertising strategies by enhancing brand perception and consumer engagement. The study highlights that interesting content, scenario-based experiences, and user participation positively affect brand attitudes. Brands should focus on refining audience profiles and creating engaging content to improve brand image and attract followers. Additionally, the effectiveness of short video marketing lies in ability to foster trust and commitment, making it a vital tool for maintaining long-term customer relationships in advertising strategies (Fengjuan Zhang, 2024)

Author emphasizes that, Short-form videos significantly enhance advertising strategies by providing a concise and impactful medium for brand storytelling. They increase brand visual exposure and effectively communicate core messages in a brief period, strengthening brand recognition. The interactivity of short video platforms allows for direct engagement with consumers, while data- driven content optimization improves marketing efficiency. Brands can leverage these videos to adapt to fragmented consumer attention and foster deeper emotional connections, ultimately guiding purchasing decisions and enhancing market competitiveness (Zhang}, 2024)

The author says that, short video advertisements remarkably influence consumer's purchase intentions by leveraging creative content, high cost –effectiveness, and good reputation. Advertisers should focus on innovative and engaging material to attract viewers, while avoiding exaggerated claims and clichéd content that can deter potential buyers. The AIDA model suggests that effective strategies should stimulate desire and prompt immediate action such as, limited-time offers. Understanding consumer psychology and tailoring ads to meet their needs can enhance the effectiveness of short-form video advertising strategies. (Yufeng Gao, 2024)

Studies have shown that author, short videos have transformed advertising strategies by enabling brands to communicate effectively and engage consumers through succinct, visually appealing content. The study highlights the importance of creating relatable and authentic content that resonates with target audiences, leveraging influencer endorsements to enhance brand perception. Additionally, brands should focus on user-generated content and adapt their strategies based on consumer feedback and engagement metrics. This dynamic approach allows the businesses to navigate the evolving digital landscape and maximize the impact of short video advertising. (Zeng, 2023)

Author suggests that, short form videos markedly influence advertising strategies by enhancing consumer engagement and improving the shopping experience. They allow brands to show case products quickly and effectively, filling information gaps and stimulating purchasing decisions. Different platforms like Instagram and YouTube, employ varied marketing methods, such as live selling and discount promotions, to attract users. However, challenges like false advertising and trust issues persist, necessitating careful strategy development to maximize the positive impact of short videos on consumer behavior. (Fu, 2023)

According the Author, the paper investigates how short videos influence users "tourism intention" highlighting factors like perceived enjoyment, professionalism, and interactivity that enhance telepresence and flow experience. These elements are crucial for advertising strategies, as they can attract tourists by effectively showcasing destinations. The study emphasizes that high-quality, engaging short videos on significantly impact users travel intentions, suggesting that marketers should focus on these characteristics to optimize their advertising strategies in tourism sector. (Jing Liu.Yujie Wang, 2023)

## **RESEARCH GAP**

The research gap is that while short-form videos are shown to boost engagement and purchase intent, little is known about their long-term impact on brand loyalty, monetization challenges, ethical concerns and cross-industry or cultural differences.

## **RESEARCH QUESTIONS**

1. Which short form video platforms do you use most often?
2. On average, how much time do you spend watching short form videos daily?
3. Have you come across advertisements in short form videos?

## **RESEARCH OBJECTIVES**

1. To identify how marketers are adapting their advertising approaches to fit short-form video formats.
2. To examine how short-form video platforms (such as Instagram reels, YouTube shorts and others) influence modern advertising strategies.
3. To explore consumer perceptions and attitudes toward short-form video advertisements.

## **RESEARCH METHODOLOGY**

**Sample size:** 76 respondents

**Targeted people:** Students, working professionals, entrepreneur

**Instrument used:** Google form via structured questionnaire

### **Random Sampling**

**Research Design:** Descriptive & Quantitative

**Tools used:** chi-square test, Descriptive statistics (mean, mode, median, standard deviation)

## **ANALYSIS**

**Objective:** To identify how marketers are adapting their advertising approaches to fit short-form video formats.

## **RESEARCH DESIGN**

**Type:** Descriptive statistics (Mean, Mode, Median)

**Sample size:** 76 respondents.

### **Variables measured:**

1. Time spent watching short-form videos.
2. Perception of ads (feeling: annoyed, Neutral, Entertained, Informative).
3. Type of ad engaged with most (Influencer, Brand-created, UGC, Informational).
4. Level of Influence of ads on brand recall and purchase decision.

### **Time spent watching short-form videos:**

category	Frequency
<30 min	9
30-60min	32
1-2hrs	20
<2 hrs.	15
<b>Total</b>	<b>76</b>

**Mean:**  $(9*1 + 32*2 + 20*3 + 15*4) / 77 = 2.50$

Average respondent watches 30-60 min

**Mode:** 2(1-2 hours)

Most frequent 30-60 min

**Median:**  $(76+1)/2 = 38.5$  observation

Falls in 30-60 min

**Level of influence of Ads on Brand Recall:**

Influence level	Frequency
Very high	10
Moderate	50
Low	11
No influence	5
<b>Total</b>	<b>76</b>

**Mean:**  $(10*1+50*2+11*3+5*4)/76 = 163/76 = 2.14$

Mean = 2.14 (Moderate influence level).

**Mode:** 2(50)

Most frequent is moderate influence level.

**Median:**  $(76+1)/2 = 38.5$

Falls in moderate level of influence.

**Feelings towards Ads in short-form videos:**

Feeling	Frequency
Entertained	10
Neutral	31
Annoyed	24
Informative	11
<b>Total</b>	<b>76</b>

**Mean:**  $(10*1 + 31*2 + 24*3 + 11*4) = 188/76$

Mean = 2.47 (Neutral)

**Mode:** 2 (50)

Most frequent is neutral feeling

**Median:**  $(76+1)/2 = 38.5$  observation

Neutral

**Type of short-form Ad Engaged with Most:**

Type	Frequency
Influencer Endorsements	20
Brand-creating Entertaining	24
User generated content	11
Informational /product Demo	21
<b>Total</b>	<b>76</b>

Mean  $(20*1 + 24*2 + 11*3 + 21*4) = 185/76$

Mean = 2.43 (Average is Brand creating entertaining)

**Mode:** 2 (24)

Frequently is brand creating entertaining

Median =  $(76+1)/2$

= 38.5 observation

Brand creating Entertaining.

**DESCRIPTIVE SUMMARY:**

Variable	Mean	Mode	Median
Time spent	2.50	2	2
Influence level	2.14	2	2
Feelings towards ad	2.47	2	2
Ad type engaged	2.43	2	2

**Interpretation:**

Respondents spend ample time (30-60) min consuming short-form videos, offering marketers an ideal engagement window. Moderate brand recall indicates that creative approaches like influencer endorsements are moderately effective. Audiences remain neutral toward most ads, signaling a need for more personalization and creativity. Brand-creating entertaining content are leading the adaptation trend among marketers.

**Objective:** To examine how short-form videos platforms (such as Instagram reels, YouTube shorts and others) influence modern advertising strategies.

**RESEARCH DESIGN**

**Type:** chi-square test

**Sample size:** 76 respondents (some of the peoples had filled more than one option so the total was 103 according the methodology)

**Variables:**

Independent variables: platforms used most often (Instagram reels, YouTube shorts and others)

Dependent variables: Influence of short-form video ads on purchase decision (yes/no/sometimes).

**HYPOTHESIS:**

**H0 (Null Hypothesis):** There is no significant association between the platform used and the influence on purchase decision.

**H1 (Alternative Hypothesis):** There is a significant association between the platform used and the influence on purchase decision.

Platform	Original ratio
Instagram	65
YouTube	35
others	3
<b>TOTAL</b>	<b>103</b>

**Updated Observed Frequencies (O):**

Platform used most	Yes	No	sometimes	Total
Instagram	30	15	20	65
YouTube	20	5	10	35
Others	1	1	1	3
<b>Total</b>	<b>51</b>	<b>21</b>	<b>31</b>	<b>103</b>

**Compute Expected Frequencies:**

**Formula:**  $E = (\text{Raw total} * \text{Column total}) / \text{Grand total}$

platforms	Yes(E)	No(E)	Sometimes(E)	Raw total
Instagram	$65*51/103 = 32.1$	$65*21/103 = 13.2$	$65*31/103 = 19.5$	64.8
YouTube	$35*51/103 = 17.3$	$35*21/103 = 7.1$	$35*31/103 = 10.5$	34.9
others	$3*51/103 = 1.4$	$3*21/103 = 0.6$	$3*31/103 = 0.9$	2.9

**Compute  $\chi^2 = (O-E)^2 / E$  For Each Cell:**

platform	yes	no	sometimes	row total = $\chi^2$
Instagram	$(30-32.1)^2/32.1 = -0.137$	$(15-13.2)^2/13.2 = 0.245$	$(20-19.5)^2/19.5 = 0.013$	0.121
YouTube	$(20-17.3)^2/17.3 = 0.421$	$(5-7.1)^2/7.1 = -0.604$	$(10-10.5)^2/10.5 = -0.023$	-0.206
others	$(1-1.4)^2/1.4 = -0.114$	$(1-0.6)^2/0.6 = 0.026$	$(1-0.9)^2/0.9 = 0.111$	$(1-0.6)^2/0.6 = 0.026$

$$\text{Total } \chi^2 = 0.121 + (-0.206) + 0.023$$

$$= -0.062$$

$$\chi^2 = (0.121)^2 + (-0.206)^2 + (0.023)^2$$

$$\approx 0.0146 + 0.0424 + 0.0005 \approx 0.0575$$

**Now compare to the critical value at common  $\alpha$  levels:**

If  $df = 2$  (goodness-of-fit with 3 categories), critical  $\chi^2$  at  $\alpha = 0.05$  is 5.991.

Since  $0.0575 < 5.991$  → Fail to reject  $H_0$  (not significant).

If  $df = 4$  ( $3 \times 3$  contingency), critical  $\chi^2$  at  $\alpha = 0.05$  is 9.488.

Since  $0.0575 < 9.488$  → Fail to reject  $H_0$  (not significant).

Either way, the result is the same: the computed  $\chi^2$  ( $\approx 0.058$ ) is much smaller than typical critical values, so the observed differences are not statistically significant.

Fail / rejected  $H_0$

There is no significant association between the platform used and the influence on purchase decision.

**Interpretation:**

There is no statistically significant relationship between the type of short form video platform most used and how it influences purchase decisions.

Users across Instagram reels, YouTube, others show similar pattern in how short form video ads affect their buying behavior.

**Objective:** To explore consumer perceptions and attitudes toward short-form video advertisements.

**RESEARCH DESIGN**

**Type:** Descriptive statistics

Mean

Mode

Median

Standard deviation.

**Sample size:** 76 respondents.

**Data from samples:**

Response category	Frequency
Very high	10
Moderate	50
Low	11
No influence	5
<b>TOTAL</b>	<b>76</b>

**Calculation Of Mean:**

Category	Rank	f	F*rank
Very high	4	10	40
Moderate	3	50	150
Low	2	11	22
No influence	1	5	5
<b>TOTAL</b>	<b>-</b>	<b>76</b>	<b>217</b>

Mean =  $217/76 = 2.86$

The mean is 2.86 which means most peoples opinion is close to “moderate”

It shows that on average, consumers feel short-form videos have a moderate to good effect on them.

**Mode:**

The most frequency category = Moderate (f=50)

Mode = “Moderate”

**Median:**

**Cumulative frequency distribution:**

Category	f	Cumulative frequency
No influence	5	5
Low	11	5+11=16
Moderate	50	16+50=66
Very high	10	66+10=76

Median =  $N+1/2$

$76+1 / 2$

Median = 38.5

That position falls within the moderate category (since its cumulative frequency spans 17-66)

Median = “moderate”

**STANDARD DEVIATION:**

Category	x	f	$(x-\bar{x})$	$(x-\bar{x})^2$	$f(x-\bar{x})^2$
Very high	4	10	1.14	1.2996	12.996
Moderate	3	50	0.14	0.0196	0.98
Low	2	11	-0.86	0.7396	8.1356
No influence	1	5	-1.86	3.4596	17.298
<b>TOTAL</b>		<b>76</b>			<b>39.41 approx.</b>

Total = 39.41

Standard deviation

$SD = \sqrt{\sum f(x-\bar{x})^2/n}$

$SD = \sqrt{39.41/76}$

$SD = \sqrt{0.5185}$

$SD = 0.72$

The moderate variation in consumer opinions –most respondents are close to “moderate” but some lean towards “High” or “low”.

**Intrepretation**

The analysis clearly shows that short-form videos exert a moderate influence on consumer opinions and behavior. While most respondents feel influenced to some extent, the variation suggests that influence is not uniform-some feel highly affected, while others feel little to no impact. Short form videos are effective but not overwhelmingly persuasive.

**FINDINGS**

The study explored how marketers are adapting to short-form video advertising and how consumers perceive and respond to such ads. Using descriptive statistics and a Chi-square test, the analysis revealed key behavioral patterns among 76 respondents.

**1. Viewing Habits**

Average time spent on short-form videos is 30–60 minutes per day.

This indicates a strong potential for marketers to engage audiences within short attention spans.

**2. Consumer Perception**

The mean feeling toward ads is neutral (2.47), showing that viewers neither dislike nor are particularly impressed by most ads.

Indicates a need for more creativity, humor, and personalization in ad design.

**3. Ad Type Engagement**

Brand-created entertaining ads are the most engaging, followed by influencer endorsements.

This shows that storytelling and entertainment value drive attention more than informational content.

**4. Influence on Brand Recall and Purchase**

The influence level is moderate (Mean = 2.14) — short-form ads improve brand awareness but only modestly influence buying decisions.

**5. Platform Association (Chi-Square Test)**

No significant association was found between the platform used (Instagram, YouTube, etc.) and its influence on purchase decisions. Content quality, not platform choice, drives effectiveness.

**6. Consumer Attitudes (T-Test / Descriptive)**

Mean = 2.86 (Moderate effect)

SD = 0.72, indicating moderate variation — most respondents feel short-form ads have a fair influence, though some are more or less affected.

**CONCLUSION**

The study confirms that short-form video content has solidified its place as a critical component of modern advertising strategies, compelling marketers to prioritize concise, engaging and highly entertaining narratives.

The descriptive statistics demonstrate that consumers are actively engaged with the format, spending a significant amount of time viewing short-form videos. Marketers are successfully adapting by leveraging brand-created entertaining content and influencer endorsements which are the most engaging ad types. However, the audience's neutral attitude toward the majority of ads signals a significant need for creativity, humor and personalization to move consumers from indifference to positive reception.

While the overall influence on brand recall and purchase decisions is currently moderate, this shows the format is effective, yet not overwhelmingly persuasive. The key finding from the chi-square test—that there is no significant association between the platform used and the influence on purchasing—underscores that brands should focus their investment on optimizing content quality and relevance rather than segmenting strategies purely based on platform choice.

In summary, short-form videos are an effective tool for increasing brand awareness and driving moderate influence, provided marketers continually innovate their creative approach to capture the fragmented and rapidly evolving attention of modern digital audiences.

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