



Impact of Short-Form Video Content on Consumer Buying Behavior: A Comparative Study of Instagram Reels and YouTube Shorts

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Abstract:

Short-form video content has grown rapidly in popularity, with platforms like Instagram Reels and YouTube Shorts becoming key components of the social media landscape. The impact of short-form video content on consumer buying behaviour is an important area of research in the field of marketing and advertising, as it can inform the development of more effective strategies for reaching and engaging with consumers. The presented approach is based on a literature review. Academic scholarship on customer engagement, however, has lagged in practice and its theoretical foundation is relatively underdeveloped a better understanding of the concept is essential to develop strategies for customer engagement. This paper seeks to address some of these issues. The paper attempts to make a comparative analysis of Instagram Reels and YouTube Shorts to understand the impact of short-form video content on consumer buying behaviour. Data was gathered via secondary sources, such as journals, magazines, the internet, etc. research methodology is a descriptive research approach. The paper provides significant implications for marketers and advertisers, as this research provides a deeper understanding of how short-form video content affects consumer behaviour and drives purchasing decisions.

Keywords: Consumer Buying Behavior, Social Media, Influencer, Instagram, Youtube

Introduction:

The impact of short-form video content on consumer behaviour has become a topic of increasing importance in the field of marketing and advertising. In recent years, social media has played a major role in influencing consumer behaviour, particularly through the rise of influencer marketing and video content. Influencer marketing, where businesses partner with individuals with significant online presence and influence, has become a powerful tool for brands and marketers to reach consumers. Among the newest forms of video content are Instagram Reels and YouTube Shorts, which have the potential to significantly impact consumer buying behaviour.

The rise of short-form video platforms has been driven by the increasing use of mobile devices and the changing nature of how people consume media. As a result, short-form video platforms have become a crucial tool for brands and marketers looking to reach consumers. Both Instagram Reels and

YouTube Shorts offer businesses and individuals the opportunity to create and share engaging, creative content that can attract attention and drive engagement. Additionally, both platforms offer monetization options, such as brand sponsorships, influencer marketing, or in-platform monetization options.

The impact of short-form video content on consumer buying behaviour is a complex process influenced by various factors such as emotions, motivation, and engagement. In today's fast-paced and distracted world, short-form video content has proven to be an effective way to capture people's attention and communicate a message quickly and effectively. Furthermore, short-form video content offers cost-effective opportunities for companies and organizations to reach a large and growing audience in emerging markets. With the ability to easily spread content through social networks, companies can reach a large audience quickly and at a low cost compared to traditional advertising

methods. The use of short-form video content also allows for real-time engagement and the building of strong relationships with consumers through responding to their questions and feedback.

A comparative study of Instagram Reels and YouTube Shorts can provide valuable insights into how these platforms are shaping consumer behaviour and driving purchasing decisions. The research paper aims to explore the impact of short-form video content on consumer behaviour and the role played by platforms like Instagram Reels and YouTube Shorts in this process.

Literature Review:

Lim, Radzol, Cheah and Wong (2017) The advertising business was among the first to study the possibilities of influencers, mostly to generate buzz in youth markets and increase an organization's social media coverage. The study examines the use of social media influencers by focusing on source authenticity, source attractiveness, product match-up, and meaning transfer. Consumer attitude is said to operate as a bridge between exogenous and endogenous variables. Purposive sampling was used during the data collection planning stages, and the PLS-SEM technique was used to analyze the data from 200 respondents. With the exception of the dependability of the sources, we discover that all of the assumptions are valid. The consumer's mindset is also discovered to play a mediating impact. In addition, we look at the study's ramifications, flaws, and potential future research possibilities.

Negi and Pabalkar (2020) The retail industry, like many other parts of modern life, has been dramatically influenced by technological advancement. The Internet has developed as an important tool for assisting buyers in locating the things they require on the web. This has altered with the rise of social media, particularly Instagram, which has become the primary purchasing site among the young. Companies are working hard to maintain a strong presence on social media platforms, with Instagram being the most prominent, in order to keep consumers up to date on the latest trends, as more and more people turn to Instagram influencers for advice on what to buy after being captivated by them. Influencer marketing is still establishing its feet as a relatively new marketing tactic with direct linkages to customers' decision-making processes. The

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goal of this study is to learn more about how Instagram influencers use various forms of advertising to influence online buyers' purchasing decisions. The study also examines the significant influence and effective reach of various users such as celebrities, bloggers, and so on. This study examines the key elements that influence the shopping decisions of 200 Indian women.

Kadam, Deshmukh and Kadam (2021) focused on client happiness and the use of digital and social media marketing, according to research. When it comes to social media advertising, influencers are a good example of many firms' subtle, almost unnoticeable approach. In the long run, this isn't the type of marketing that will affect customers if it's interactive, engaging, and connecting, rather than simply appealing to the rational side of the consumer. The study incorporates both primary and secondary sources and makes an effort to connect them. The goal of this study was to look into the relationship between customer trust in influencers and subsequent consumer behaviour among Pune's young people (ages 15 to 25). To collect primary data, a questionnaire was used. Pune has one of the country's largest youth populations due to its reputation as India's second-largest university centre, prominence as an information technology hub, and other factors. The leisure and electronic sectors greatly affect today's youth purchasing habits. The lifestyle genre, which excels in visual content creation with the help of influencers for organic products, exercise, food, and so on, is the most recent fad. Electronic goods are popular among tech-savvy young people, thus most influencers advertise them.

Objectives of the Study:

- To compare the preferences of consumers for short-form video content on Instagram Reels and YouTube Shorts.
- To evaluate the role of short-form video content on consumers buying decisions.

Research Methodology:

Research design: This research is descriptive and exploratory in nature.

Sources of Data Collection: To acquire data on the current study, secondary sources were used by the researcher. For example online articles, books, magazines, journals, surveys, reliable websites, periodicals and e-contents etc.

SAMPLING TECHNIQUE:

For this study, convenience sampling, quota sampling, and judgement sampling were used.

Comparison of Instagram Reels and YouTube Shorts

The exact number of active users on Instagram Reels and YouTube Shorts is not publicly disclosed by the companies, but it is widely reported that Instagram has a larger user base compared to YouTube. As of 2021, it was estimated that Instagram had over 1 billion monthly active users, while YouTube had over 2 billion, monthly active users.

However, the number of users actively using the short-form video features, Instagram Reels and YouTube Shorts, is not publicly disclosed by the companies and is likely a smaller number. It is also important to note that both platforms have seen a surge in usage and popularity since the launch of their short-form video features, and the number of active users is likely to continue to grow in the coming years.

Instagram Reels and YouTube Shorts are similar in many ways, as both are short-form video features on popular social media platforms that allow users to create and share short videos. However, there are also some key differences between the two.

Platforms: Instagram Reels is a feature on the Instagram platform, while YouTube Shorts is a standalone feature on the YouTube platform.

User base: Instagram has a larger user base compared to YouTube, and Instagram Reels has the advantage of being integrated into a well-established and widely used social media platform.

Video length: Both Instagram Reels and YouTube Shorts allow users to create 15-60 second videos.

Video editing tools: Both platforms offer similar video editing tools, including the ability to add music, text, filters, and special effects. However, Instagram Reels has a wider selection of filters and special effects.

Content discovery: Both Instagram Reels and YouTube Shorts have dedicated sections for discovering popular short-form videos, but Instagram Reels has a larger selection of content due to its larger user base.

Monetization: Both platforms allow creators to monetize their content through advertising, sponsorships, and other means, but YouTube has a more established

monetization system with a larger potential audience.

In conclusion, both Instagram Reels and YouTube Shorts have their strengths and weaknesses, and the choice between the two will likely depend on the user's specific needs and preferences.

Analysis of popular content on Instagram Reels and YouTube Shorts

Popular content on Instagram Reels and YouTube Shorts can vary greatly, but some common themes have been observed:

1. **Instagram Reels:** Popular content on Instagram Reels includes dance videos, lip-sync videos, comedy skits, tutorials, and short clips of daily life. The platform has also seen a rise in the popularity of influencer-led content, with many social media personalities using the feature to promote their brands and reach new audiences.
2. **YouTube Shorts:** Popular content on YouTube Shorts includes tutorials, vlogs, short films, and music videos. The platform has also seen a rise in the popularity of educational content, such as science and technology demonstrations, as well as short clips of daily life and popular culture.

It's important to note that the popularity of different types of content can vary greatly, and is often influenced by current events, trends, and cultural happenings. Additionally, both platforms are continually evolving, and the popularity of different types of content may continue to change as the features are refined and users become more familiar with them.

Impact on consumer buying behaviour

The growth of short-form video platforms such as Instagram Reels and YouTube Shorts has had a significant impact on consumer buying behaviour:

Increased product discovery: Short-form video platforms provide a new channel for product discovery, allowing users to see and learn about products more interactively and engagingly. This has significant implications for businesses, as it allows them to reach new audiences and increase their brand awareness.

Influencer marketing: Many short-form video platforms have seen a rise in influencer marketing, with influencers using the platform to promote products and services to their followers. This has the potential to be a

highly effective marketing channel, as influencer recommendations are often seen as more credible and trustworthy than traditional advertising.

Product demonstrations: Short-form video platforms have made it easier for businesses to demonstrate their products, allowing users to see the product in action and get a better sense of its features and benefits. This has significant implications for the sales process, as it can help to increase consumer confidence and drive conversions.

Customer feedback: Short-form video platforms also provide a new channel for customer feedback, allowing users to share their experiences with products and services and provide valuable insights to businesses. This can help businesses to improve their products and services, as well as build stronger relationships with their customers.

In conclusion, short-form video platforms such as Instagram Reels and YouTube Shorts have had a significant impact on consumer buying behaviour, providing new channels for product discovery, influencer marketing, product demonstrations, and customer feedback. This has significant implications for businesses, as they seek to reach new audiences, drive sales, and build stronger relationships with their customers.

The **impact of short-form video content varies across different industries** and is influenced by a number of factors, including the type of product or service being sold, the target audience, and the platform being used. For example, in the **fashion and beauty industry**, short-form video content has been used to great effect as a tool for showcasing products, demonstrating their use, and providing tutorials and tips. In this industry, short-form video content is often used to build brand awareness and increase engagement, as well as drive sales.

In the **food and beverage industry**, short-form video content is used to provide a behind-the-scenes look at how products are made, showcase recipes and cooking techniques, and highlight new and innovative products. In this industry, short-form video content can be used to build interest and engagement with consumers and drive product trials.

In the **travel industry**, short-form video content is used to showcase destinations, highlight experiences and activities, and provide recommendations and tips. In this industry, short-form video content can be

used to build interest and excitement, as well as drive bookings and travel plans.

In the **technology and electronics industry**, short-form video content is used to demonstrate product features and capabilities, provide tutorials and tips, and highlight new and innovative products. In this industry, short-form video content can be used to build awareness and interest, as well as drive sales.

Overall, the impact of short-form video content varies across different industries and is influenced by a range of factors. However, regardless of the industry, short-form video content has the potential to be a powerful tool for building brand awareness, increasing engagement, and driving sales.

Implications of the research for short-form video platforms and their users

The research into short-form video platforms such as Instagram Reels and YouTube Shorts has several implications for both the platforms and their users:

1. **Increased competition:** The growth of short-form video platforms has resulted in increased competition among platforms, as they strive to attract and retain users. This competition is likely to drive innovation in the space, as platforms seek to offer more advanced features and functionality.
2. **Greater accessibility:** Short-form video platforms have made video creation and sharing more accessible to a wider range of users, allowing people with limited resources or technical skills to create and share their own content.
3. **Increased user engagement:** The short-form video format is highly engaging for users, with many people spending significant amounts of time on these platforms. This has significant implications for the platforms themselves, as well as for businesses and advertisers looking to reach these audiences.
4. **Evolving content:** The popularity of different types of content on short-form video platforms is constantly evolving, reflecting changes in popular culture, current events, and user preferences. This has significant implications for both the platforms and their users, as the content that is

popular today may not be popular tomorrow.

5. **New monetization opportunities:** The growth of short-form video platforms has created new monetization opportunities for content creators, influencers, and businesses, allowing them to reach new audiences and generate revenue through advertising, sponsorships, and other means.

In conclusion, the research into short-form video platforms has significant implications for both the platforms and their users, driving innovation, accessibility, engagement, and new monetization opportunities in the space.

Conclusion:

Finally, the findings of the study on the influence of short-form video content on customer purchasing behaviour would be valuable for marketers and advertisers. Short-form video content has proven to be an effective way to capture people's attention and communicate a message quickly and effectively. Furthermore, short-form video content provides enterprises and organizations with cost-effective ways to reach a wide and expanding audience in emerging regions. In accordance with the findings, short-form video content has the potential to be a significant tool for generating involvement, building brand exposure, and driving sales. According to the findings of this study, both Instagram Reels and YouTube Shorts have benefits as well as drawbacks, and the decision between the two will most likely be determined by the user's individual demands and tastes. Findings of the research showed that short-form video platforms have major repercussions for both platforms and consumers, promoting innovation, affordability, interaction, and new revenue prospects in the area. The study's outcomes are significant for marketers and advertisers because they give a better understanding of how short-form video content influences customer behaviour and drives purchase choices. Marketers and advertisers might use this information to create more successful methods for reaching and engaging customers.

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