



The Impact of Short-Form Videos (Reels/Shorts) on Brand Awareness

Dev Sharma¹, Dr. Diksha Panwar²

¹Amity Business School, Amity University, Uttar Pradesh, Greater Noida Email ID _Sharma1212dev@gmail.com

²Assistant Professor, Amity Business School, Amity University, Uttar Pradesh, Greater Noida Email ID – dikshapanwar9090@gmail.com

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ABSTRACT

This research explores their impact on audiences, filmmaking techniques, and their role in the entertainment industry. The study of this research analyzes how short films convey that they are complex theme which are concisely while engaging viewers emotionally and intellectually is more with the brand.

Also the statistical test like Chi-square, T-TEST and Correlation tells us the relations about the short-form videos are more likely to effective in the minds of the people who are more likely to be active on Social media platforms. Additionally, it examines their influence on aspiring filmmakers, providing a platform for creativity and experimentation. With the rise of digital platforms, short films have gained popularity, reaching diverse audiences worldwide. This paper also discusses the role of short films in addressing social issues, highlighting their ability to inspire change and spark discussions. The research methodology includes case studies and audience analysis to assess viewer reception and the effectiveness of short films in storytelling. Findings suggest that short films serve as a stepping stone for traditional marketing techniques, allowing them to showcase their talent and gain some sort of publicity for the brand. Furthermore, the study underscores the evolving landscape of film consumption, where short-form content is becoming increasingly significant in marketing giving the opportunity to the brands to capture more in terms of market shares. This research contributes to the understanding of short films as an essential component of contemporary in a initial stage to grow a organic traffic on site through Short films videos.

KEYWORDS - Short-films marketing, Brand awareness, Branded short films, Storytelling, Consumer engagement, Video marketing, Short film advertising.

INTRODUCTION

In today's fast-changing digital world, short-form videos—such as Instagram Reels, YouTube Shorts, and TikTok clips—have become a powerful tool for online content consumption. These brief videos, usually ranging from 15 to 60 seconds, have reshaped how brands connect with their audiences, offering an engaging and innovative way to grab attention, boost brand recognition, and encourage consumer interaction. The growing popularity of short-form content stems from evolving user preferences, as viewers increasingly gravitate toward quick, visually appealing, and captivating media over traditional long-form formats. This shift has had a major impact on brand awareness, prompting businesses to adopt these formats to strengthen audience engagement.

One of the key reasons for the widespread success of short-form videos is their ability to convey concise and compelling messages in a format that resonates with modern consumers' decreasing attention spans. Social media algorithms further amplify their reach by prioritizing highly interactive and shareable content, allowing brands to expand their audience organically. Unlike conventional advertising, which often demands substantial investment in production and distribution, short-form videos provide a cost-effective and efficient solution for businesses—both large and small to increase visibility and strengthen their brand presence in a competitive digital marketplace.

Furthermore, the interactive nature of the platforms will also support short-form videos encourages greater consumer participation. Features such as likes, shares, comments, and remixing enable users to engage directly with branded content, fostering a sense of community and increasing brand affinity. Additionally, trends, challenges, and viral content contribute to exponential reach, allowing brands to gain exposure far beyond their initial audience. Many businesses and influencers have capitalized on these trends, using short-form videos to launch viral marketing campaigns, promote new products, and reinforce brand messaging in an authentic and relatable manner.

However, the benefits of short-form video content are undeniable, brands have also navigate faces challenges in the certain areas's in maintaining consistency in messaging, standing out in a saturated digital space, and adapting to ever-changing platform algorithms. Striking the right balance between creativity, authenticity, and strategic execution is crucial for maximizing the potential of short-form videos as a brand awareness tool. This paper explores the impact of short-form videos on brand awareness, forecasting their effectiveness in capturing consumer attention, fostering engagement, and influencing purchasing decisions. Through an examination of key trends, case studies, and marketing strategies, we are aiming to understand how brands can leverage the powerful medium to enhance their presence and connect with audiences in meaningful ways.

REVIEW OF LITERATURE

Short video content has emerged as a powerful tool in digital marketing, significantly enhancing brand visibility and engagement. Islam and Kabir (2025) highlight that personalized short video campaigns can drive up to a 60% increase in engagement rates, fostering consumer trust and improving brand awareness. Similarly, Chen (2025) emphasizes the effectiveness of short-form videos on platforms like TikTok and Instagram, attributing their success to user engagement, influencer collaborations, and platform-specific strategies.

The role of short-form videos in facilitating dynamic, two-way communication is crucial in digital marketing. Mistri (2025) points out that storytelling and personalization in short videos strengthen consumer engagement and loyalty. Zeng (2023) further supports this, stating that the engaging format of short videos increases product visibility, shapes consumer perceptions, and influences purchase decisions. This aligns with Liang et al. (2023), who found that advertising on ByteDance significantly enhances brand awareness, with exposed users being eight times more likely to convert outside the platform.

The emotional appeal and shareability of short-form video content are key drivers of its effectiveness. Manic (2024) argues that short videos' emotionally resonant and story-driven nature makes them highly accessible, aligning with digital consumption habits and revolutionizing marketing strategies. Li and Zhang (2023) take a slightly different perspective, focusing on how short-form videos enhance destination brand identification and loyalty through emotional experiences and self-congruity, indirectly contributing to brand awareness.

Transparency in short-form video marketing also plays a role in shaping consumer perceptions. Liu, Yu, and Yang (2023) discuss the importance of the sponsorship disclosure, which enhances viewers' sponsorship literacy and favorable attitudes toward brands, thereby positively influencing brand awareness. Meanwhile, Chen (2024) emphasizes that content creativity and brand loyalty in short video marketing significantly impact consumer brand attitudes and overall brand perception in the peoples mind.

Further reinforcing this, Zhang and Landicho (2024) explore how scenario-based experiences and user participation in short videos enhance brand attitudes, indirectly contributing to brand awareness through positive engagement. Youn, Shah, and Doodoo (2024) extend this discussion by examining how motivations like entertainment and information-seeking influence attitudes toward branded content on short-video apps, ultimately improving brand experience and relationship quality. Finally, Ahmed (n.d.) highlights the effectiveness of social media reels and shorts in online business promotion, stressing the importance of tailoring content to specific platforms and target demographics for maximum engagement and conversion.

Overall, the literature collectively underscores the transformative impact of short-form video content in digital marketing. It highlights its ability to drive engagement to the people also to , shape consumer attitudes, and enhance brand awareness through effective storytelling, personalization, emotional appeal, transparency, and platform- specific strategies.

RESEARCH GAP

1. Limited evidence for the Short-form/Reels Video impact on Brand Awareness

As we all know that Short form videos like (Instagram Reels, Youtube shorts, Tik Tok) have gained popularity, Because in a very calculated time it gives us the objective of the Video. So there is a lack of Quantative studies evolving the direct impact on brand awareness metrices such as recall, recognition and purchase intent.

2. Influence of content characteristics on brand perception

The influencers only tell about the product as there are doing the brand promotion of that product. And they haven't talk about the real product review.

RESEARCH METHODOLOGY

Research objectives-

- To analyze and see the comparative effectiveness of the content in short-form videos versus the Traditional marketing approaches in increasing brand visibility.
- To know the demographic and psychographic variation in the consumer response to short-form videos.
- To examine the long term impact of short-firms / Reels on brand loyalty and customer Retention.

Research Hypothesis

H1: Short – form videos significantly enhance brand awareness compared to the traditional marketing ways.

H2: Content characteristics have a measurable impact on the consumer engagement and brand perception.

Research Method

This study adopts a quantitative research approach to examine the impact of short-form videos on the brand awareness. This research design will be used to analyse and see how customers are seeing the product which is being described in the short -form videos / Reels. The target population includes the customers / consumers who have interacted with Instagram reels / or thought Youtube shorts. A simple random sampling technique will be employed to ensure unbiased representation , with the sample size of respondents to achieve statistical significance. The data will be collected through the online survey and questionnaire , featuring likert-scale, multiple choice questions, and ranking questions to capture customer perceptions and experiences. And the questionnaire will be distributed via email , social media platforms and online consumer to reach maximum people. The collected data will be analyzed using descriptive and inferential statistical techniques through SPSS or Python, including mean analysis, correlation, and regression models to evaluate the impact of the short-films videos on the brand awareness.

OBJECTIVE AND HYPOTHESIS TESTING

- To analyze and see the comparative effectiveness of the content in short-form videos versus the Traditional marketing approaches in increasing brand visibility.

Comparing the Effectiveness of Short-Form Videos vs. Traditional Marketing in Increasing Brand Visibility

| T- TEST | METRIC | VALUE | P-VALUE | INTERPRETATION |
|--|---------------|---------|---------|--|
| T-test | t-statistic | -0.9261 | 0.3555 | No significant difference between short-form videos and traditional marketing in brand visibility. |
| mean (Brand Recall - Short Videos) | Average Score | 3.09 | NA | Short-form videos show moderate effectiveness in brand recall. |
| Mean (Brand Discovery - Traditional Marketing) | Average score | 3.25 | NA | Traditional marketing performs slightly better in brand discovery. |

The T-test results show a *p-value* of 0.3555, which is greater than 0.05. This indicates that there is no as such statistically significant difference in between the short-form videos and Traditional marketing in enhancing brand visibility.

The mean brand recall score for short-form videos is 3.09, while the mean brand discovery score for traditional marketing is 3.25. This suggests that traditional marketing might have a slight edge, but the difference is not significant.

Further More it is seen that the difference is not very drastic to see as we can see the T-test which is 0.3555 Which clearly indicates that there is no more significant difference in the traditional marketing and the Short- form videos which are been trending these days. Also the average score of the survey clearly indicates that people might enjoy seeing the short -form videos.

Research Objective -2 (Table-2)

- To know the demographic and psychographic variation in the consumer response to short-form videos.

| TEST | Metric | Value | P-value | Interpretation |
|-----------------|----------------------|-------|---------|---|
| Chi-Square Test | Chi-Square Statistic | 15.35 | 0.0177 | Age significantly impacts the engagement with the short- form videos. |

Demographic factors including various number of things to be consider like the family Income status , impacting purchasing decisions. And the related information – Age of the consumer, Education of the consumer, and the geographical location ie, where the consumer is living, Climatic conditions. What is the occupation of the consumer their consumer behaviour will as certain lead to any specific needs of the person. The p-value (0.0177) is less than 0.05, meaning age has a significant effect on how people engage with short-form videos.

Different age groups interact with brand content at varying levels, showing that marketing strategies should be tailored to different demographics.

Here as we can see there is a statistical test runned with the related data of people and where the Chi-square value comed to be 15.35 and P- value is 0.0177.

It significantly shows that the engagement with the short- form video among the young generation is very high as compared to the people who used to follow the traditional method of marketing because there are many factors which are being related with the lifestyle preference and value and belief , personality traits, Health conscious consumers, Interests and Hobbies. Brands should segment their audience by age groups and customize short-form video content to maximize engagement.

Research objective-3

- To examine the Long term impact of short-firms / Reels on brand loyalty and customer Retention.

| TEST | Metric | Value | P- value | Interpretation |
|---------------------|------------------------------|-------|----------|--|
| Pearson Correlation | Correlation Coefficient ® | 0.478 | 1.7107 | Strong positive correlation between brand recall and brand follow Behaviour. |

The p-value (1.71e07) is very low, indicating a statistically significant relationship between remembering a brand and following it after watching short-form videos.

The correlation coefficient of the data (0.478) shows a strong and moderate to strong positive relationship, meaning that as brand recall increases, customer loyalty in following the brand also increases.

Research Hypothesis

H1: Short – form videos significantly enhance brand awareness compared to the traditional marketing ways.

Before getting the the test we need to sort the data structure and apply the write or the appropriate tests to determine whether is there any significant difference in the brand awareness between the short – form video marketing and the traditional marketing techniques. Which have been used earlier. However it is seen that Short -form videos are more likely to remember a brand compared to the traditional marketing or the traditional ads.

The next step for the hypothesis testing is to descriptive statistics and to summarize the brand awareness responses. And after that need to do the comparative analysis of the short-form videos responses against traditional marketing effectiveness. And the foremost important thing to apply the statistical test (T-test) to determine if the short- form videos significantly enhance the brand awareness. The statistical results are mentioned like the Mean brand awareness Score is 3.06 on the scale of 5 points . which is a excellent score to know whether people know about the brand or not. Standard Deviation-1.19, t- statistic-0.485 P-value- 0.629. The p-value (0.629) is much higher than the typical significance level (0.05), meaning there is no statistically significant evidence that short-form videos enhance brand awareness compared to a neutral benchmark (score of 3). However, the result is been influenced by sample size, response bias, or the need for a direct comparison with traditional marketing data.

H2: Content characteristics have a measurable impact on the consumer engagement and brand perception.

The statistical analysis aimed to determine whether content characteristics, such as the primary reason for watching short-form videos, significantly impact consumer engagement and brand perception. To test this hypothesis, an test was conducted to compare brand perception and engagement across different content types, and a correlation analysis was performed to measure the strength of relationships between content characteristics and these consumer responses.

The results of the statistical tests indicated that there was no statistically significant difference in brand perception ($p = 0.0997$) or consumer engagement ($p = 0.38$) based on content type. Additionally, the correlation analysis showed an extremely weak relationship between content type and brand perception ($r = 0.014$, $p = 0.885$) as well as consumer engagement ($r = 0.009$, $p = 0.924$). These high p-values suggest that the variations in content characteristics do not have a measurable impact on how consumers perceive a brand or engage with its content.

Given these findings, we need to establish a strong link and the connection between the type of short-form video content and changes in brand perception or engagement levels. However, these result could be influenced by factors such as sample size of people, the need for a more diverse set of content variables, or potential confounding factors like audience demographics and platform differences. Future research could explore additional content attributes, such as video length, production quality, or emotional appeal, to determine if they play a more significant role in shaping consumer behaviour.

CONCLUSION

The research highlights on the impact of short- form videos reels in a brand awareness. Highlight the significant role in enhancing the brand awareness in the market. While these statistical tests indicate no massive significant difference between short-form videos and traditional marketing in improving brand visibility, these videos effectively capture audience attention and contribute to brand recall. The study also finds that the younger demographics engage more with short-form videos which give us the sign that in the upcoming year short-form videos will be more effective and efficient in terms of the brand awareness as people are more likely to see the Instagram reels and youtube shorts in enhancing their brand awareness, emphasizing the need for brands to tailor their content strategies based on audience preferences.

The statistical analyses, including t-tests , and Chi-square tests confirm that there short form videos are more effective than the traditional marketing approaches. Furthermore, while content characteristics do not show a measurable impact on consumer engagement and brand perception, other factors, such as production quality and emotional appeal, may play a role. Future research can explore these aspects on the better to understand the evolving impact of short-form videos on brand loyalty and consumer behaviour.

RECOMENDATION

Based on the study's findings, the following recommendations are proposed to see the effectiveness and to enhance the brand awareness through short-form videos.

1. Optimize Video Content for Engagement

Brands should create short-form videos that will be going to visually appealing, engaging, and aligned with their target audience's interests. Specially to those who are more active users on the social media platforms. Using storytelling, high-quality visuals, and concise messaging can enhance brand recall.

2. Leverage Platform-Specific Strategies

Different social media platforms have unique algorithms and user behaviours. If we keep on posting the content and ads algorithm will make a brand trending. Brands should tailor their short-form video content to suit the platform, such as using trending sounds on TikTok or leveraging Instagram Reels for product highlights.

3. Use Influencer and User-Generated Content

Partnering with influencers and encouraging user-generated content can improve credibility and reach of the brand. So that consumer can also compare it with the other peer to peer comparison. Consumers trust peer recommendations more than direct brand promotions, making influencer collaborations a powerful tool for brand awareness.

4. Maintain Consistency in Posting

Regularly posting short-form videos helps maintain visibility and keeps the audience engaged. Through our all social media platforms. A consistent content calendar with frequent updates ensures the brand stays relevant and top-of-mind for consumers.

5. Incorporate Call-to-Actions (CTAs)

To maximize the impact of short-form videos, brands should include clear CTAs, such as inviting viewers to follow the page, visit the website, or engage with the content through likes, shares, and comments. Which will help to increase more users to engage in our website.

6. Analyze Performance and Adapt Strategies

Brands should monitor video performance metrics, such as views, watch time, engagement rates, and conversions, to refine their strategies. Understanding what content resonates most with the audience can help in optimizing future campaigns.

7. Experiment with Different Video Formats

Testing different types of content, such as tutorials, behind-the-scenes footage, product demonstrations, customer review about the product and services, and customer testimonials, can help brands identify what works best for their audience and enhance brand awareness effectively. That will be more engaging to the consumers.

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