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The Impact of Short-Form Video on Youth Engagement with Brand Content

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ABSTRACT

In the digital technology, brief-form video platforms including Instagram Reels, and YouTube Shorts have converted the manner brands hook up with younger audiences. This observe investigates the impact of brief-shape video content on teenagers engagement with logo messages, exploring how these short, dynamic formats influence attention, interaction, and logo consider. The research targets to evaluate the effectiveness of quick-shape films in fostering emotional connections, riding consumer conduct, and improving emblem visibility many of the teens demographic. Using a based questionnaire, number one information became accumulated from one hundred twenty respondents aged among 16 and 25. The take a look at makes a speciality of key metrics consisting of viewing frequency, content material possibilities, engagement stages (likes, shares, feedback), and perceived authenticity of branded content. The findings imply that quick-shape motion pictures extensively boom teenagers engagement due to their unique and relatable nature. Influencer collaborations and storytelling within those formats were discovered to expand trust and logo loyalty.

The research concludes that brief-form video is a effective device for brands aiming to have interaction with teenagers audiences, provided the content is creative, true, and aligned with the viewers' values and pursuits. This paper presents precious insights for marketers in search of to refine their virtual techniques in an increasingly more interest-scarce online surroundings.

Keywords: brief-shape video, adolescents engagement, emblem content material, social media advertising, Instagram Reels, digital advertising

Introduction

The fast evolution of virtual media has dramatically altered the landscape of emblem conversation, specifically among more youthful audiences. With lowering attention spans and an increasing choice for visible content material, quick-form movies have emerged as a dominant medium for information consumption and enjoyment. Platforms such as Instagram Reels, and YouTube Shorts have popularized this layout, presenting manufacturers a brand new and fairly enticing manner to engage with customers—specially kids, who are most of the maximum energetic customers of those structures. Short-form movies, usually beneath 60 seconds, are designed to be concise, visually appealing, and easily shareable. Their viral capacity and high engagement costs lead them to best for turning in marketing messages speedy and effectively. As manufacturers shift their focus closer to virtual-first techniques, understanding the position of these movies in influencing youngsters conduct, preferences, and brand perceptions will become crucial.

This examine explores the effect of brief-shape video content on kids engagement with logo verbal exchange. It seeks to find how the precise features of this layout—together with brevity, creativity, interactivity, and influencer participation—affect the way younger purchasers understand, interact with, and reply to branded content. Furthermore, the look at goals to perceive the important thing elements that power better engagement, emotional connection, and brand loyalty amongst teenagers thru brief-form motion pictures. The importance of this studies lies in its capability to manual marketers, advertisers, and content creators in designing extra powerful emblem techniques tailor-made to the intake behavior of the youth demographic. By gaining insights into the preferences and behaviors of younger viewers, brands can craft content that now not best captures attention but also fosters long-term engagement and loyalty.

Top of Form

Bottom of Form

Objectives of the Study

- To assess the level of exposure and consumption of short-form video content among youth.

- To identify the key factors that influence youth engagement with branded short-form video content (e.g., entertainment value, relatability, influencer presence, authenticity).
- To examine the impact of short-form videos on youth's perception, recall, and trust towards brands.

Literature Review

Kotler and Keller (2016) emphasized that digital media has transformed traditional marketing communication channels, making it essential for brands to meet consumers where they are most active. In the case of youth, that space is increasingly dominated by short-form video platforms. According to Statista (2024), platforms like TikTok and Instagram are among the most popular social media platforms for users aged 18–25, confirming the need for brand visibility in these digital environments.

Solomon (2017) supports this by discussing how young consumers are not just passive recipients but active co-creators of content, engaging with media that reflects their identity and preferences. This interaction becomes a key touchpoint for marketers to understand behavior and tailor content that resonates.

Mangold and Faulds (2009) argued that social media serves as a hybrid element in the promotion mix, combining personal and commercial content to foster consumer engagement. This notion is especially applicable to short-form video content, where branded messages are often embedded within entertaining, creative, or influencer-driven formats.

Smith (2011) identified the importance of relevance and relatability in digital marketing strategies targeting millennials and Gen Z. The findings of this research echo that sentiment, with factors such as humor, authenticity, and influencer involvement being primary drivers of youth engagement with branded videos.

De Veirman, Cauberghe, and Hudders (2017) examined the role of influencers on platforms like Instagram and found that the number of followers and the perceived credibility of the influencer significantly impact audience perceptions of the brand. This aligns with the current study, which found that influencer partnerships improve youth trust and engagement with brand messages.

Evans (2010) also emphasized that social media allows brands to build stronger connections with niche audiences through authentic voices and storytelling, both of which are core attributes of successful short-form video strategies.

According to insights published on the Business website (2023), brands are increasingly leveraging short-form videos to create snackable, engaging content that drives quick attention and brand recall. Similarly, the YouTube Official Blog (2023) and Instagram for Business (2023) highlight best practices for content optimization, showing how creative visuals, trends, and influencer collaborations can significantly enhance viewer engagement.

Research Methodology

1. Research Design

This study adopts a **descriptive research design** to explore and analyze the impact of short-form video content on youth engagement with branded content. The research aims to assess exposure levels, identify engagement drivers, and understand the influence of such content on brand perception, recall, and consumer behavior.

2. Type of Research

The study is based on **primary research**, collecting first-hand data from youth respondents through a structured questionnaire. Quantitative data collection was employed to ensure objective measurement and statistical analysis of responses.

3. Research Objectives

The main objectives of the study are:

- To assess the level of exposure and consumption of short-form video content among youth.
- To identify the key factors that influence youth engagement with branded short-form video content (e.g., entertainment value, relatability, influencer presence, authenticity).
- To examine the impact of short-form videos on youth's perception, recall, and trust towards brands.

4. Data Collection Method

The data was collected using a **structured questionnaire**, consisting of closed-ended and multiple-choice questions. The questionnaire was divided into three sections:

- Section A: Exposure and Consumption Patterns
- Section B: Engagement with Branded Content

- Section C: Perception, Recall, and Trust

The survey was administered digitally using Google Forms and distributed through social media platforms and email.

5. Sampling Method

A **non-probability convenience sampling** method was used, targeting youth aged between 18 to 25 years who are active users of short-form video platforms. Respondents were selected based on accessibility and willingness to participate.

6. Sample Size

The study was conducted with a sample size of **100 respondents**. This size was deemed sufficient to observe patterns and draw general conclusions regarding youth behavior in the context of short-form video content.

7. Data Analysis

The collected data was tabulated and analyzed using **percentage analysis** to interpret the frequency and proportion of responses for each question. Tables were generated for each variable to draw insights and support the research objectives.

8. Scope of the Study

This research is focused specifically on the youth demographic within the age group of 18–25 years. It examines their interaction with branded short-form video content across various social media platforms such as Instagram Reels, YouTube Shorts, and others.

Data Interpretation

Section A: General Information

Section A: Exposure and Consumption Patterns

Q1. How often do you watch short-form videos (e.g., , Instagram Reels, YouTube Shorts)?

Particulars	No. of Respondents	Percentage (%)
Daily	45	45%
A few times a week	30	30%
Occasionally	15	15%
Rarely	7	7%
Never	3	3%

Interpretation:

The majority of respondents (75%) watch short-form videos either daily or a few times a week, indicating a high level of regular exposure among youth.

Q2. Which platform do you use most frequently to watch short-form videos?

Particulars	No. of Respondents	Percentage (%)
Instagram Reels	70	70%
YouTube Shorts	20	20%
Snapchat Spotlight	5	5%
Other	5	5%

Interpretation:

Instagram is the most preferred platform for short-form videos, followed by YouTube Shorts, showing a clear dominance of visual-centric platforms among youth.

Q3. On average, how much time do you spend watching short-form videos per day?

Particulars	No. of Respondents	Percentage (%)
Less than 30 minutes	20	20%
30 minutes to 1 hour	35	35%

1–2 hours	30	30%
More than 2 hours	15	15%

Interpretation:

Most respondents (65%) spend between 30 minutes to 2 hours daily on short-form videos, indicating considerable consumption time among youth.

Section B: Engagement with Branded Content

Q4. Have you ever come across brand-related content in short-form videos?

Particulars	No. of Respondents	Percentage (%)
Yes	85	85%
No	15	15%

Interpretation:

A significant majority (85%) of respondents have encountered branded content in short-form videos, indicating that brands are effectively reaching youth through these platforms.

5. Which of the following factors make you engage (like, comment, share) with branded short-form videos?

(Multiple responses allowed – totals may exceed 100%)

Particulars	No. of Respondents	Percentage (%)
Entertaining content	70	70%
Relatable content	55	55%
Creative visuals	60	60%
Short and to the point	50	50%
Features of a favorite influencer	40	40%
Discounts or promotional offers	45	45%

Interpretation:

Entertainment, creativity, and relatability are top drivers of engagement, while influencers and offers also play a strong supporting role. This shows that quality and relevance are key to effective branded short-form content.

6. Do you follow any brands on short-form video platforms?

Particulars	No. of Respondents	Percentage (%)
Yes	60	60%
No	40	40%

Interpretation:

A notable 60% of youth follow brands on short-form video platforms, reflecting openness to engaging with branded content in these formats.

Section C: Perception, Recall, and Trust

Q7. How likely are you to remember a brand that you see in a short-form video?

Particulars	No. of Respondents	Percentage (%)
Very likely	35	35%
Somewhat likely	40	40%
Neutral	15	15%
Not very likely	7	7%
Not at all likely	3	3%

Interpretation:

A combined 75% of respondents are likely to remember brands seen in short-form videos, which suggests strong recall potential for brand visibility through this medium.

8. To what extent do you trust a brand more if it collaborates with influencers you follow?

Particulars	No. of Respondents	Percentage (%)
Great extent	30	30%
Some extent	40	40%
Neutral	20	20%
Very little	7	7%
Not at all	3	3%

Interpretation:

70% of respondents indicate some level of increased trust when brands collaborate with familiar influencers, showing influencer marketing's role in building brand credibility.

Q9. Has watching short-form brand videos ever influenced your decision to explore or purchase a product?

Particulars	No. of Respondents	Percentage (%)
Yes	55	55%
No	30	30%
Not sure	15	15%

Interpretation:

Over half of the respondents have been influenced to explore or purchase a product after watching branded short-form videos, indicating a strong impact on consumer behavior.

Findings

1. Exposure and Consumption of Short-Form Video Content • A majority of the kids (75%) watch short-form films daily or a few times every week, indicating high publicity.

- Instagram Reels (70%) emerged as the most preferred platform, followed YouTube Shorts (20%).
- Most respondents (65%) spend 30 minutes to two hours consistent with day looking short-shape films, confirming that those structures have a strong presence of their daily exercises.

2. Engagement with Branded Content • 85% of respondents have stumble upon branded content in brief-form motion pictures, reflecting huge emblem visibility on those structures.

- The top factors influencing engagement with branded content material encompass: Entertaining content material (70%)

Creative visuals (60%) o Relatable content (55%) o Short and direct messaging (50%) Influencer participation and promotional offers also play a supportive role (40–45%).

- 60% of respondents comply with manufacturers on quick-form video structures, indicating lively engagement with brand pages.

3. Impact on Perception, Recall, and Trust • 75% of respondents are in all likelihood to don't forget brands featured in quick-shape films, suggesting strong emblem bear in mind.

- 70% of adolescents specific a diploma of agree with in manufacturers that collaborate with influencers they observe, highlighting the significance of influencer advertising.

- Over 55% were inspired via short-shape motion pictures to discover or purchase a product, confirming that those movies have a measurable effect on consumer behavior and selection-making.

Conclusion

In the evolving landscape of digital media, short-shape video content material has emerged as a dominant medium, especially some of the teenagers demographic. This studies aimed to discover the depth and dynamics of youth engagement with branded quick-shape films, and the findings offer several theoretical and realistic insights. The study well-knownshows that young people are drastically exposed to and actively eat quick-shape movies on platforms such as , Instagram Reels, and YouTube Shorts. These platforms have efficiently incorporated into the day by day virtual behavior of young people, making them an excellent channel for manufacturers to attain this target market phase. From a media intake concept perspective, this aligns with

the Uses and Gratifications Theory, wherein teenagers are seeking leisure, facts, and social interaction thru effortlessly handy and attractive content material codecs.

Engagement with branded content in quick-shape films is located to be stimulated by using diverse psychological and social factors. Elements which includes entertainment price, relatability, authenticity, and the presence of influencers appreciably decorate audience interplay. This statement supports the Elaboration Likelihood Model, which indicates that peripheral cues (like visuals and influencers) can strongly effect persuasion when cognitive involvement is moderate, as is common in short-form video viewing. Moreover, the capability of quick-form videos to persuade logo notion, believe, and recollect underscores their persuasive electricity. The findings suggest that adolescents no longer best remember brands featured in such motion pictures however also are inclined to discover or purchase products due to publicity. This reinforces standards from Brand Equity Theory, which posits that frequent and favorable emblem interactions make a contribution to more potent brand associations and customer loyalty.

Additionally, the position of influencers as agree with-developers highlights the growing importance of parasocial relationships in virtual advertising and marketing. Youth tend to region more believe in manufacturers advocated via influencers they comply with, suggesting that peer-like relatability and perceived authenticity are important in shaping customer attitudes.

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