

# The Impact of Short Video Advertisements on Impulse Buying Behaviour.

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**Abstract:** *The rapid rise of short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts has transformed modern advertising, providing brands with new opportunities to influence consumer behaviour through brief yet emotionally engaging content. This study examines the impact of short video advertisements on impulse buying behaviour, focusing on how elements such as video duration, influencer sponsorship, background music, and visual aesthetics drive spontaneous purchasing decisions. The research adopts a quantitative approach, surveying 150 active social media users aged 18 to 30 a demographic recognized for its high digital engagement and responsiveness to online advertising. Findings reveal that short-form video advertisements significantly stimulate impulse buying by creating emotional arousal, urgency, and a sense of connection with the featured content. Influencer endorsements emerged as the strongest predictor of impulsive purchases, as audiences often associate credibility and relatability with digital personalities. Additionally, videos lasting between 15 and 30 seconds were found to be most effective in capturing attention and prompting immediate action. Background music and vibrant visuals further enhanced emotional engagement, strengthening the desire to purchase. The study contributes to existing literature by integrating multiple sensory and psychological factors into a unified framework of short-form video influence. It highlights the growing relevance of emotional storytelling and authenticity in digital marketing. Practically, the findings provide marketers with strategic guidance for crafting ethical and impactful short video advertisements that maximize engagement while fostering long-term consumer trust.*

**Keywords:** *Short Video advertisements, consumer behaviour*

## I. INTRODUCTION

The emergence of short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts has redefined digital marketing, enabling brands to communicate with consumers through concise, visually stimulating, and emotionally resonant content. These formats align with the modern audience's preference for brevity and immediacy, allowing advertisers to capture attention within seconds and foster emotional engagement that can influence purchasing decisions [1]. Short video advertisements integrate entertainment and persuasion, creating immersive experiences that often bypass rational decision-making and trigger spontaneous buying impulses [2]. Despite the growing body of research on digital and influencer marketing, limited

empirical evidence exists on how specific creative factors such as video duration, influencer sponsorship, background music, and visual aesthetics collectively affect impulse buying behaviour within short-form content [3]. This gap highlights the need to understand how psychological and sensory stimuli embedded in these videos interact to shape consumer responses, particularly among young adults who constitute the most active demographic on social media [4]. The present study aims to analyse the impact of short video advertisements on consumers' impulse buying behaviour by evaluating the influence of key design and emotional factors. It further seeks to provide practical insights for marketers on how to leverage these elements ethically and effectively to enhance engagement and drive sales.

The paper is structured as follows: Section II presents a literature review, Section III outlines the methodology, Section IV discusses findings, and Section V concludes with recommendations and implications.

## II. LITERATURE REVIEW

The rapid proliferation of short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts has fundamentally altered how consumers interact with advertising content. Unlike traditional long-form advertisements, short videos combine brevity, entertainment, and interactivity, aligning with the shrinking attention span of digital audiences. Recent research emphasizes that these platforms' algorithm-driven personalization and visually rich content significantly enhance user engagement and purchasing tendencies [1]. The immediacy and accessibility of short-form videos make them powerful tools for marketers aiming to provoke quick, emotionally charged responses that often lead to impulsive buying behaviour. Several studies have explored the psychological and behavioural mechanisms underlying this phenomenon. Li and Chen (2022) found that aesthetically appealing video advertisements with vibrant visuals, compelling narratives, and strong emotional cues enhance viewers' affective states and increase unplanned purchase intentions [2]. Similarly, Zhang et al. (2024) demonstrated that the brevity of short videos effectively maintains consumer attention while delivering persuasive messages that trigger spontaneous buying responses [3]. The interactive and immersive features of these platforms further heighten emotional engagement, leading to a greater sense of presence and enjoyment during content consumption. Influencer marketing represents another critical dimension of short video advertising. Endorsements by relatable digital personalities have been shown to foster consumer trust, authenticity, and identification with brands, which in turn increase impulsive purchasing behaviour [4]. Consumers are more likely to respond to product recommendations from influencers who appear credible and emotionally connected to the audience, especially when such endorsements are integrated into engaging storytelling formats. Background music also plays a vital role in shaping consumer emotions and behaviours. Studies indicate that fast-paced or emotionally charged soundtracks increase arousal levels, creating a heightened state of excitement that encourages impulsive action [3]. Music, when synchronized with visuals, amplifies the emotional tone of the advertisement, leading to a deeper cognitive and affective impact. Moreover, the sensory appeal of dynamic visuals coupled with appealing auditory stimuli can trigger psychological responses associated with pleasure, urgency, and novelty. Despite growing scholarly attention, existing literature remains fragmented in explaining how specific ad design variables such as video duration, influencer involvement, music, and aesthetic presentation interact to influence impulsive consumer behaviour. Most studies

examine these elements in isolation, leaving a gap in understanding their combined effects within the unique environment of short-form video advertising. Furthermore, limited empirical research focuses on young adult consumers, a demographic particularly susceptible to emotionally driven and spontaneous purchases in social media contexts [2], [4].

The present study addresses these gaps by adopting a quantitative approach to investigate how various components of short video advertisements collectively shape impulse buying behaviour. By examining the interplay of visual, auditory, and social factors, this research aims to provide an integrated framework for understanding the psychological and behavioural impact of short-form advertising. The findings are expected to extend theoretical perspectives on digital consumer psychology and offer practical implications for marketers seeking to design ethically persuasive, high-impact short video campaigns.

### III. RESEARCH METHODOLOGY

**A. Research Design:** This study adopts a quantitative research design to examine the impact of short video advertisements on consumers' impulse buying behaviour. The quantitative approach was chosen for its ability to produce measurable and comparable data regarding the influence of advertisement elements such as video duration, influencer sponsorship, background music, and visual aesthetics on purchasing decisions. The design enables systematic testing of relationships between variables and the identification of trends across a defined group of social media users.

**B. Nature of the Study:** The research is both descriptive and analytical in nature. It describes consumer responses to short-form video advertisements while also analysing statistical associations among factors that drive impulsive buying tendencies. The descriptive aspect provides an overview of consumer perceptions, whereas the analytical component uses statistical tools to determine the degree of influence each variable exerts on impulse buying behaviour.

**C. Data Sources:** The study relies on both primary and secondary data sources.

- **Primary Data:** Collected through a structured online questionnaire distributed via Google Forms. The survey targeted users who frequently interact with short video content on platforms such as TikTok, Instagram Reels, and YouTube Shorts.
- **Secondary Data:** Gathered from peer-reviewed journals, marketing reports, and credible online publications to establish a theoretical foundation for interpreting the findings and validating existing research trends.

**D. Population and Sample:** The target population consists of active social media users aged **18 to 30 years**, identified as a segment highly influenced by digital advertising and spontaneous purchasing behaviour. A total of 150 respondents participated in the study. The sampling technique used was convenience sampling, as it allows access to participants who are readily available and actively engaged with short-form video content. Although non-probabilistic, this method is appropriate for behavioural studies involving digitally active user groups.

**E. Data Collection Procedures:** The data collection process was executed online to ensure wide reach and respondent convenience. The questionnaire included both closed-ended and Likert-scale questions, focusing on participants' perceptions of influencer credibility, entertainment value, music appeal, visual design, and purchase impulses triggered by advertisements. Respondents were assured of confidentiality, and their participation was voluntary, ensuring ethical compliance throughout the process.

**F. Data Analysis Techniques:** The collected data were tabulated and processed using descriptive and inferential statistical tools. Descriptive statistics such as mean, percentage, and frequency distribution were used to summarize respondent characteristics and general patterns in perceptions. To examine relationships among variables, correlation and regression analyses were performed. These techniques identified the strength and direction of associations between independent variables (video length, influencer sponsorship, background music, and visual aesthetics) and the dependent variable (impulse buying behaviour).

The formula for the regression model used is expressed as:

$$Y = \beta^0 + \beta^1 X^1 + \beta^2 X^2 + \beta^3 X^3 + \beta^4 X^4 + \varepsilon$$

**Where:**

- Y = Impulse buying behaviour
- $X_1$  = Video length
- $X_2$  = Influencer sponsorship
- $X_3$  = Background music
- $X_4$  = Visual aesthetics
- $\beta_0$  = Constant term
- $\beta_1$ – $\beta_4$  = Regression coefficients
- $\varepsilon$  = Error term

Statistical results were presented through tables and graphs to ensure clarity and interpretability.

**G. Scope and Limitations:** The study focuses on young adult consumers who are regular users of short-form video platforms. Although the findings provide valuable insights for digital marketers, limitations include the relatively small sample size and reliance on self-reported data, which may introduce bias. Future research could extend the demographic range or include cross-cultural comparisons for broader generalization.

## IV. FINDINGS AND SUGGESTIONS

### A. Study Findings

Drawing insights from the responses of 150 active social media users aged 18 to 30, this study identified several key findings regarding the influence of short video advertisements on impulse buying behavior. The data analysis reveals that short-form video ads significantly affect young consumers' purchasing impulses, primarily through emotional engagement, sensory stimulation, and social influence mechanisms.

- 1) Short-form video ads strongly impact impulse buying A substantial majority of respondents indicated that brief, visually captivating advertisements often trigger unplanned purchases. The immediacy and emotional

appeal embedded in such content stimulate quick decision-making, bypassing rational evaluation. This confirms that short videos' immersive and entertaining nature fosters stronger consumer reactions than traditional long-form advertisements [1].

- 2) Influencer endorsements significantly boost purchase intent Content featuring relatable or credible influencers was found to be a decisive factor in shaping consumer trust and emotional connection. Participants reported higher purchase likelihood when advertisements were presented by familiar personalities or social media creators they follow. This finding aligns with existing literature suggesting that influencer authenticity enhances perceived brand reliability and stimulates impulsive buying [2].
- 3) Optimal video length enhances viewer engagement The research established that advertisements ranging from 15 to 30 seconds yield maximum engagement and conversion potential. Shorter videos retain attention more effectively, ensuring that brand messages are quickly delivered and internalized. Participants expressed that concise content felt more dynamic and less intrusive, thereby maintaining their interest until the end of the advertisement [3].
- 4) Music plays a vital role in emotional engagement Energetic or emotionally resonant background music was found to elevate excitement and create favourable associations with the advertised product. Respondents reported that rhythm, tone, and musical intensity often shaped their emotional responses toward the content. Such findings reinforce prior research that identifies music as a key trigger of emotional arousal and mood alignment in advertising [4].
- 5) Creative visuals and design drive consumer interest Visually appealing content characterized by vibrant imagery, seamless transitions, and compelling storytelling was considered highly persuasive. Respondents associated strong visual design with professionalism and brand quality, increasing trust and impulse to purchase. This reflects the growing importance of aesthetic excellence in maintaining engagement across short-form video platforms.
- 6) Algorithm-driven exposure increases buying likelihood Participants acknowledged that repeated exposure to similar advertisements through platform algorithms (e.g., TikTok's "For You" feed or Instagram Reels' recommendations) reinforced brand familiarity. Such personalization enhanced recall and purchase motivation over time, validating the cumulative effect of algorithmic marketing strategies on impulsive buying behaviour.

## B. Recommendations for Marketers

Based on the study's findings, the following strategic recommendations are proposed to help marketers design effective and ethical short-form video advertisements that enhance engagement and drive conversions:

- 1) Prioritise brevity and impact Marketers should craft advertisements within the 15–30 second duration range. Shorter ads maintain attention and deliver concise, memorable messages that encourage quick decision-making.

- 2) Collaborate with authentic influencers Partnering with influencers whose values align with the brand enhances credibility and consumer trust. Authentic endorsements from relatable creators are more effective in eliciting spontaneous purchases than scripted promotions.
- 3) Integrate music thoughtfully Background music should complement the product's emotional tone and brand identity. Upbeat, inspiring, or emotionally rich tracks can amplify mood and strengthen audience connection with the content.
- 4) Focus on visual excellence Employ high-quality visuals, cohesive colour schemes, and creative storytelling techniques. Aesthetic appeal not only attracts attention but also signals professionalism and enhances brand perception.
- 5) Incorporate urgency cues Use phrases such as "*limited edition*", "*offer ends soon*", or "*exclusive deal*" to instill a sense of scarcity and immediacy. Such psychological triggers encourage consumers to act promptly.
- 6) Leverage platform analytics Monitor engagement metrics such as view duration, likes, shares, and click-through rates to refine content strategies. Data-driven insights allow marketers to identify which creative elements yield the highest conversion potential.
- 7) Uphold ethical standards Transparency and authenticity are essential in maintaining consumer trust. Marketers should avoid deceptive claims or manipulative tactics that exploit consumer vulnerability, ensuring responsible advertising practices.

Overall, the findings confirm that short-form video advertisements are powerful drivers of impulse buying behaviour among young adults. Emotional engagement, influencer credibility, music, and visual appeal collectively stimulate spontaneous purchase decisions. By implementing the recommended strategies, marketers can maximize the persuasive potential of short video ads while maintaining ethical integrity and fostering long-term brand-consumer relationships.

## V. CONCLUSION AND FUTURE WORK

This study concludes that short-form video advertisements exert a significant influence on consumers' impulse buying behaviour, particularly among young adults active on social media platforms such as TikTok, Instagram Reels, and YouTube Shorts. The findings demonstrate that visually engaging design, credible influencer endorsements, emotionally resonant music, and optimal video duration collectively enhance consumer engagement and stimulate unplanned purchases. By integrating these elements effectively, marketers can create impactful and persuasive digital campaigns that capture attention and drive conversions within seconds. The study contributes to marketing scholarship by providing empirical evidence on how sensory and social factors interact within short-form content to shape impulsive buying tendencies. It further offers practical guidance for developing ethical, high-impact advertising strategies that align with evolving digital consumption patterns.

Future research could extend this work by exploring cross-cultural variations in impulse buying responses to short video advertisements, the role of artificial intelligence in ad personalization, and long-term consumer

attitudes toward repetitive exposure. Experimental and longitudinal studies could provide deeper insights into the psychological mechanisms underlying impulsive digital purchasing behaviour.

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