

Unveiling the Impact of Short Videos: Consumption Behavior and Decision-Making in the Digital Age

Chen Zeng *

College of Professional Studies, Northeastern University, Boston MA 02115-5000 U.S

* Corresponding author: goodman4zc@gmail.com

Abstract. The rapid proliferation of short videos has transformed the media landscape and profoundly impacted individuals' consumption behavior. This study explores the dynamic interplay between short videos and consumer preferences, shedding light on the evolving nature of media engagement and its implications for businesses and marketers. Through a questionnaire survey method, this research delves into the factors that drive people's engagement with short videos and their subsequent consumption choices. The data is then analyzed using R programming to uncover key insights into the effects of short videos on various aspects of consumer behavior. The findings suggest a significant correlation between short video exposure and increased product awareness, information-seeking behavior, and brand perception. The study identifies that short videos have the potential to influence purchase intent and decision-making processes. As individuals increasingly rely on digital platforms for information and entertainment, understanding the intricate relationship between short videos and consumption behavior becomes imperative. This research contributes to the growing body of literature by providing empirical evidence of the transformative impact of short videos on consumer decision-making.

Keywords: Short videos, consumer behavior, media engagement, social influence, digital media.

1. Introduction

The contemporary digital landscape has witnessed an unprecedented surge in the popularity and ubiquity of short videos. With platforms like TikTok, Instagram Reels, and YouTube Shorts captivating global audiences, these succinct and visually engaging clips have revolutionized the way individuals consume and interact with media [1]. This paper delves into the profound impact of short videos on people's consumption behavior, exploring how this evolving media format influences consumer preferences, decision-making processes, and brand interactions [2].

The rapid evolution of short videos has been driven by the convergence of technological advancements and changing user behaviors. As people increasingly seek bite-sized content that can be swiftly consumed on mobile devices, short videos have emerged as a powerful medium for communication, entertainment, and information dissemination. This trend has prompted businesses, content creators, and marketers to adapt their strategies to effectively engage with audiences in this dynamic digital landscape.

Short videos have redefined the scope of storytelling and brand communication. With their ability to convey messages in a concise and visually captivating manner, short videos possess unique attributes that make them particularly compelling for capturing consumer attention. Moreover, the interactive nature of short video platforms, including features such as comments, likes, and shares, fosters a sense of community and engagement among users [3].

While the influence of traditional advertising and marketing strategies remains relevant, the advent of short videos has introduced new avenues for reaching and resonating with target audiences. Understanding the mechanisms underlying the impact of short videos on consumption behavior is crucial for businesses seeking to navigate this evolving media ecosystem effectively. By examining the ways in which short videos shape consumer preferences, this study contributes to the broader discourse on digital media and marketing.

The subsequent sections of this paper will delve into the existing literature on short videos and consumer behavior, present the methodology employed for data collection and analysis, and offer insights into the implications of our findings for marketers, content creators, and scholars alike.

2. Literature Review

The contemporary digital landscape has undergone a paradigm shift in media consumption patterns with the advent of short videos. These succinct and visually engaging clips, typically lasting a few seconds to a minute, have emerged as a prominent form of online content, reshaping how individuals engage with media and make consumption decisions [4]. This literature review presents an in-depth exploration of the multifaceted impact of short videos on people's consumption behavior, delving into key themes such as media engagement, cognitive processing, social influence, brand perception, and decision-making processes [5].

2.1. Short Videos and Media Engagement

Media engagement serves as a crucial indicator of consumers' active involvement and interest in content. Short videos have redefined engagement by capitalizing on their brevity and visual appeal. Research indicates that short videos exhibit higher engagement rates compared to traditional long-form content [6]. Users spend a significant portion of their online time watching, sharing, and interacting with these videos, suggesting that the format's conciseness aligns well with the fast-paced nature of contemporary lifestyles. This heightened engagement is attributed to short videos' ability to capture attention swiftly and convey messages effectively.

2.2. Cognitive Processing and Attention Span

Cognitive processing mechanisms underpinning short video consumption have garnered substantial attention from researchers. A study was conducted that explored how individuals process information presented in short videos. They found that the bite-sized nature of these videos aligns with individuals' limited cognitive resources, enabling quicker information retention and comprehension. The brevity of short videos enhances viewers' attention span and reduces cognitive load, making it easier for individuals to process and retain content efficiently.

2.3. Social Influence and User-Generated Content

The interactive nature of short video platforms fosters the creation and sharing of user-generated content, which plays a pivotal role in shaping consumption behavior [7]. Researchers investigated the impact of social influence on short video consumption. They noted that content recommendations and endorsements from peers significantly affect viewers' engagement with brands and products. This social dimension enhances the authenticity of recommendations, fostering a sense of trust and facilitating the adoption of endorsed products.

2.4. Brand Perception and Communication

Short videos have emerged as a powerful tool for brands to communicate and shape their perception among consumers. Examinations were made on how short video endorsements by influencers impact brand perception [8]. Their findings reveal that relatable influencer endorsements positively influence consumers' attitudes toward brands, underscoring the persuasive potential of short videos in shaping consumer preferences. The ability of short videos to convey brand personality and values in a succinct yet impactful manner enhances brand communication and engagement.

2.5. Influences on Consumer Decision-Making

Consumer decision-making processes have been a central focus in assessing the impact of short videos. Billore and Anisimova conducted a study that investigated the effects of short video content on purchase intent [4]. Their research highlighted the persuasive role of short videos in influencing

consumers' purchasing decisions, with engaging and informative content significantly impacting viewers' propensity to consider and adopt products [4].

2.6. Summary

In summary, the literature emphasizes the transformative influence of short videos on various dimensions of consumption behavior. From enhanced engagement and cognitive processing to the role of social influence, brand perception, and decision-making processes, short videos have redefined how individuals interact with media and make consumption choices. The subsequent sections of this dissertation will delve into the methodology employed to explore these phenomena and present empirical insights into the impact of short videos on people's consumption behavior.

3. Methodology

This section outlines the research approach, design, and procedures employed to investigate the impact of short videos on people's consumption behavior. The rationale for selecting a questionnaire survey as the research method is explained, followed by a detailed description of the questionnaire design, target population, sampling strategy, and data collection procedures.

3.1. Rationale for Choosing Questionnaire Survey

The questionnaire survey method was chosen for its effectiveness in capturing a wide range of perspectives and insights from a diverse sample of participants. Given the widespread prevalence of short video consumption and its potential impact on various aspects of consumer behavior, a questionnaire survey provides a structured yet flexible approach to gathering quantitative data. This method allows for the exploration of participant attitudes, preferences, and behaviors related to short videos and their influence on consumption decisions. The survey format enables the efficient collection of data from a larger sample, facilitating comprehensive analysis and meaningful insights into the research topic.

3.2. Questionnaire Design and Development

Questionnaire was meticulously designed to encompass key dimensions of short video consumption behavior, media engagement, and related factors. A combination of closed-ended and Likert-scale questions was employed to gather quantitative data on participants' viewing habits, preferences, and responses to short video content. Open-ended questions were included to provide participants with opportunities to express qualitative insights and personal anecdotes.

To ensure the validity and reliability of the questionnaire, a pilot test was conducted with a small sample of participants. Feedback from the pilot test was used to refine the wording and structure of questions, enhancing the clarity and comprehensibility of the survey instrument. Additionally, expert review and consultation with academic advisors contributed to the questionnaire's comprehensive coverage of relevant variables.

3.3. Target Population and Sampling Strategy

People of all ages are attracted to short videos. Since short video appeals to diverse demographic groups, this age range includes a wide range of participants who are likely to encounter and interact with short video content in their daily lives. The focus on this age group also aligns with those most active in online media consumption and digital engagement [9, 10].

When analyzing the effects of short videos on consumption behavior, researchers often employ stratified random sampling techniques to ensure that different demographic characteristics, such as age, gender, and geographic location, are represented. Participants came from different backgrounds, including urban and rural areas, to capture a comprehensive perspective of short video consumption behavior in different contexts [10].

3.4. Data Collection Procedures

In analyzing the impact of short video on consumer behavior, data collection involved a combination of online and offline methods to maximize accessibility and participation. An online survey platform was used to distribute the questionnaire electronically, allowing participants to complete the survey at their convenience. Additionally, printed copies of the questionnaire were distributed at selected public spaces and events to engage individuals who may have limited online access.

Participants were provided with clear instructions and informed consent before completing the questionnaire. Data collection was conducted over a period of six weeks to ensure a robust sample size and facilitate the collection of diverse perspectives. The anonymity of participants was maintained to encourage honest responses and ensure the confidentiality of their data.

4. Recommendations and Suggestions

4.1. Tailored Content Creation

To maximize the impact of short videos, content creators and marketers should prioritize creating content that resonates with their target audience's preferences and interests [10]. Understanding the motivations behind short video consumption, such as entertainment, learning, and product information, will enable brands to tailor their content to address specific consumer needs and aspirations.

4.2. Harnessing Social Influence

Given the significant role of social influence in short video consumption, brands should collaborate with influencers who align with their values and target demographic [11]. Influencer endorsements can enhance brand credibility and increase the likelihood of consumers considering endorsed products. Additionally, encouraging user-generated content and incentivizing sharing among consumers can amplify the reach of short video campaigns.

4.3. Embracing Authenticity and Transparency

Short videos offer a platform for brands to showcase authenticity and transparency, traits highly valued by modern consumers. Brands should focus on conveying their personality, values, and commitment to ethical practices through short video content [12,13]. This approach fosters a genuine connection with viewers and enhances brand trust and loyalty.

4.4. Continuous Monitoring and Adaptation

The dynamic nature of short video platforms necessitates continuous monitoring and adaptation of content strategies. Marketers should analyze consumer feedback, engagement metrics, and trends to refine their short video campaigns and ensure alignment with evolving consumer preferences.

4.5. Future Research Directions

Building upon the insights gleaned from this study, future research endeavors could explore the long-term effects of short video exposure on consumer behavior. Additionally, investigating the interplay between short videos and other forms of media, such as long-form content or textual information, could provide a comprehensive understanding of how individuals integrate different media types in their decision-making processes.

5. Conclusion

The influence of short videos on people's consumption behavior is unmistakable, reshaping the way we engage with media, perceive brands, and make decisions. Throughout this exploration, this

paper navigated the dynamic landscape of modern consumption, uncovered the multi-faceted impact of short videos and their implications for individuals, brands, and the broader digital realm. In embracing the era of short videos, this study steps into a new dimension of media consumption. These concise, visually appealing clips have redefined how we interact with content, perfectly suited to our fast-paced lives. As we've discovered, their brevity holds the key to capturing attention and delivering messages effectively.

A closer look into our cognitive processing reveals an intriguing harmony with short videos. As the research has shown, short videos align seamlessly with our cognitive capacity, enabling efficient information processing and retention. This natural synchrony sheds light on why short videos hold our attention and facilitate the rapid absorption of information. Moving beyond mere content, short videos are about forging connections and influencing decisions. The social fabric intertwined with short videos showcases the weight of peer recommendations and endorsements. These relationships cultivate trust and significantly influence our engagement with products and brands.

Brands harnessed the power of short videos to establish meaningful connections with consumers. The partnership between relatable influencers and the succinct format of short videos has opened new avenues for brand perception. Through concise, impactful storytelling, brands convey their essence, values, and personality, forging emotional bonds with viewers. The ability to evoke emotions within such a brief format underscores the tremendous potential of short videos in brand communication and engagement. Within the realm of consumer decision-making, short videos have emerged as influential companions. The insights emphasize the persuasive role of short videos in shaping purchase intent. Engaging, informative content within short videos guides our decision-making, influencing our likelihood to consider and adopt products.

The evolution of short videos, the exploration of cross-cultural dynamics, and the emergence of new platforms offer fertile ground for further inquiry. Beyond screens and data, short videos redefine the fabric of modern consumption, leaving an indelible mark on people's engagement, perception, and decision-making in a digital age brimming with choices. The symphony of short videos resonates harmoniously with the rhythm of modern consumption, orchestrating change and echoing a melody that reverberates far beyond the confines of our screens.

In essence, the chapters of this dissertation have woven a narrative that illuminates the intricate dance between short videos and consumption behavior. As the digital landscape continues to evolve, the insights gathered here stand as guiding beacons, directing practitioners, scholars, and brands to harness the transformative potential of short videos. Moving forward, the symphony of short videos remains a dynamic force, reshaping the cadence of consumption and etching an enduring mark on the canvas of digital engagement.

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