

The Influence of Short-Form Video Marketing on Consumer Engagement and Purchase Intention

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ABSTRACT: Short-form video has become an important digital marketing format because it combines concise audiovisual communication, algorithmic distribution and interactive social-media features. Drawing on the Stimulus-Organism-Response (S-O-R) framework, this paper develops a conceptual model linking short-form video marketing, consumer engagement and purchase intention, with consumer engagement positioned as a mediating mechanism. Short-form video marketing is conceptualised through informativeness, entertainment, visual attractiveness, authenticity, relevance and credibility, while engagement reflects cognitive, emotional and behavioural involvement. Recent studies show that short-video content characteristics can influence engagement, trust, perceived value and purchase-related responses, but the mechanisms examined remain fragmented across platforms and contexts. The present paper addresses this gap by integrating consumer engagement as the organismic state through which short-form video marketing may translate into purchase intention. Four hypotheses are developed and a quantitative cross-sectional research design is proposed for subsequent empirical validation. The paper contributes a parsimonious S-O-R-based framework, a 17-item measurement specification and a transparent empirical analysis plan that can be tested using genuine respondent data.

KEYWORDS: short-form video marketing; consumer engagement; purchase intention; social media marketing; digital marketing; S-O-R model

I. INTRODUCTION

Digital marketing has evolved rapidly with the expansion of mobile-first social media platforms and the growing preference for brief, visually intensive content. TikTok, Instagram Reels and YouTube Shorts have created an environment in which consumers can discover products, interact with brands and respond to marketing messages within seconds. Unlike traditional advertising, short-form video integrates entertainment, information, creator communication and social interaction in a single content format. These features have made short-form video an increasingly important component of contemporary marketing communication.

The commercial value of short-form video does not depend only on exposure. Consumers encounter large volumes of content, and not every video produces attention, engagement or purchase-related responses. Marketing effectiveness may depend on whether the content is informative, entertaining, visually appealing, authentic, relevant and credible. These characteristics can shape consumers' cognitive and emotional reactions and can encourage behavioral engagement such as liking, commenting, sharing, saving content or searching for additional product information.

Consumer engagement is therefore an important mechanism for understanding the effect of short-form video marketing. Engagement captures a consumer's cognitive attention, emotional involvement and behavioural interaction with marketing content. From a consumer-behavior perspective, an engaging short-form video may strengthen interest in the promoted brand or product and subsequently increase purchase intention. This process is consistent with the Stimulus-Organism-Response (S-O-R) framework, in which an external marketing stimulus influences an internal consumer state that subsequently shapes a behavioral response.

Recent research confirms that short-form video can shape consumer responses through several mechanisms. Shen and Wang (2024) demonstrated that shared value creation can mediate the relationship between short-video persona perceptions and purchase intention, while Luo et al. (2025) identified consumer trust as an important mediator between short-video content characteristics and purchase intention. Other studies have linked short-video advertising characteristics with consumer engagement and purchase behaviour. Although these findings establish the importance of internal consumer states, the literature remains fragmented because different studies emphasize trust, perceived value, flow, social presence or platform-specific

characteristics. Comparatively less attention has been given to consumer engagement as a unified cognitive, emotional and behavioural mechanism connecting consumers' evaluations of short-form video marketing with purchase intention. This study addresses that gap through a parsimonious S-O-R model in which consumer engagement serves as the organismic mechanism between the marketing stimulus and the behavioural response.

The study has four objectives: (1) to examine the influence of short-form video marketing on consumer engagement; (2) to examine the influence of short-form video marketing on purchase intention; (3) to examine the influence of consumer engagement on purchase intention; and (4) to examine the mediating role of consumer engagement in the relationship between short-form video marketing and purchase intention. The study contributes theoretically by applying S-O-R logic to an engagement-based mediation model and practically by offering marketers a structured way to evaluate short-form video beyond simple exposure and view counts.

II. LITERATURE REVIEW

2.1 Short-Form Video Marketing

Short-form video marketing refers to the strategic use of brief audiovisual content to communicate brand, product or promotional messages through platforms such as TikTok, Instagram Reels and YouTube Shorts. Compared with static digital advertising, short-form video combines visual demonstration, audio, narrative, entertainment and social interaction within a highly compressed format. Its effectiveness therefore depends not only on exposure but also on how consumers evaluate the content.

Recent evidence indicates that content characteristics matter. Meng et al. (2024) identified trustworthiness, expertise, attractiveness, authenticity and brand heritage as important characteristics of short-form video advertising and demonstrated that these characteristics can shape consumer purchase behaviour. Dong et al. (2024) further showed that short-branded video characteristics can facilitate consumer engagement, while Rizomyliotis et al. (2024) found that trustworthiness, expertise and entertainment content significantly influenced purchase intention among Generation Z TikTok users. Liu et al. (2024) also demonstrated that entertainment, informativeness and interactivity can shape flow-related consumer responses in short-video environments. Together, these studies indicate that consumers respond to both informational and experiential qualities of short-form video content.

In the present framework, short-form video marketing is operationalised through six consumer perceptions: informativeness, entertainment, visual attractiveness, authenticity, relevance and credibility. These dimensions capture the capacity of a short-form marketing video to provide useful information, create an enjoyable viewing experience, attract attention, appear genuine, match consumer interests and communicate believable information. They therefore represent the external marketing stimulus in the S-O-R framework.

2.2 Consumer Engagement

Consumer engagement is a multidimensional construct involving cognitive, emotional and behavioural investment in a brand or marketing interaction. In short-video environments, cognitive engagement can be reflected in attention and interest, emotional engagement in involvement with appealing content, and behavioural engagement in actions such as liking, commenting, sharing, saving and seeking additional information.

Engagement is especially relevant to short-form platforms because their interfaces encourage immediate participation rather than passive exposure. Dong et al. (2024) demonstrated that short-video marketing can facilitate consumer engagement, while He et al. (2024) showed that social-learning cues and consumer attitudes are important in explaining customer engagement in short-video commerce. Evidence from Malaysia also indicates that consumer engagement can mediate the relationship between social-media marketing and purchase intention (Shien et al., 2023). More recently, Yang et al. (2026) showed that product-presentation strategy in short-video marketing can enhance consumer engagement through perceived authenticity and value. These findings reinforce the role of engagement as a meaningful cognitive, emotional and behavioural state.

Within the present S-O-R model, consumer engagement represents the organismic state generated after consumers evaluate short-form video marketing stimuli. When content is perceived as informative, entertaining, visually attractive, authentic, relevant and credible, consumers should be more likely to devote attention, emotion and behavioural effort to the content.

2.3 Purchase Intention

Purchase intention represents a consumer's stated willingness or likelihood to purchase a product or service in the future. It is widely used as a behavioural-intention outcome in digital marketing research, although it should be distinguished from actual purchase behaviour. Short-form video can influence purchase intention by communicating product information efficiently, reducing uncertainty, creating emotional appeal and strengthening consumers' confidence in a promoted offering. Shen and Wang (2024) reported significant pathways to purchase intention in short-video social commerce, while Luo et al. (2025) found that usefulness, ease of use and entertainment influenced purchase intention directly and through consumer trust. Ng et al.

(2024) similarly showed that short-video content attributes can influence purchase intention through flow experience and trust. TikTok research has also linked information adoption (Indrawati et al., 2023), perceived value and emotional pleasure (Yang et al., 2023), and influencer/content characteristics (Rizomyliotis et al., 2024) with purchase-related responses.

Accordingly, purchase intention is treated in this study as the response component of the S-O-R sequence. The model does not assume that intention is equivalent to actual purchase; rather, it represents a proximal behavioural response that can be examined following consumers' exposure to and engagement with short-form marketing content.

2.4 Stimulus-Organism-Response Theory

The Stimulus-Organism-Response (S-O-R) framework explains behaviour as a sequence in which environmental stimuli influence an individual's internal cognitive or affective state, which subsequently shapes a behavioural response. The framework is particularly suitable for digital marketing because consumers continuously process external content cues before forming internal evaluations and behavioural intentions.

Recent short-video studies demonstrate the continuing relevance of S-O-R. Shen and Wang (2024) extended S-O-R to explain purchase intention through shared value creation, while Ng et al. (2024) combined S-O-R with signalling theory to examine flow experience, trust and purchase intention. Liu et al. (2024) used S-O-R to explain how TikTok attributes and technology factors evoke flow and behavioural intention. Luo et al. (2025) positioned short-video content characteristics as stimuli, consumer trust as the organism and purchase intention as the response. Ghenie et al. (2026) further applied S-O-R to short-form video advertising by examining flow, trust, word-of-mouth and purchase intention. Collectively, these studies support S-O-R as an appropriate theoretical lens for examining intervening consumer mechanisms in short-form video marketing.

In this study, short-form video marketing constitutes the stimulus (S), consumer engagement represents the organismic state (O), and purchase intention constitutes the response (R). This structure permits examination of both the direct relationship between the marketing stimulus and purchase intention and the indirect pathway through consumer engagement.

III. HYPOTHESES DEVELOPMENT

Short-form marketing videos combine informational and experiential cues that can attract attention and stimulate consumer interaction. Informativeness can reduce information uncertainty, while entertainment and visual attractiveness can sustain attention and emotional involvement. Authenticity, relevance and credibility may further strengthen consumers' willingness to interact with marketing content. Consistent with S-O-R logic, these marketing stimuli are therefore expected to generate a stronger organismic response in the form of consumer engagement.

Accordingly, the following hypothesis is proposed.

H1: Short-form video marketing has a positive and significant influence on consumer engagement.

A favourable evaluation of short-form marketing content may also influence purchase-related judgments directly.

Useful product information can reduce uncertainty, while entertaining and credible presentations can strengthen interest and confidence in the promoted offering. Prior short-video research has similarly linked content characteristics and consumer evaluations with purchase intention. Therefore, the following direct relationship is proposed.

H2: Short-form video marketing has a positive and significant influence on purchase intention.

Consumer engagement reflects cognitive attention, emotional involvement and behavioural interaction with marketing content. Consumers who become more engaged are more likely to process product information, seek additional information and develop stronger interest in the promoted offering. Prior social-commerce research found that consumer engagement positively influences purchase intention (Choi, 2019), while Malaysian evidence indicates that engagement can transmit the influence of social-media marketing to purchase intention (Shien et al., 2023). In short-video contexts, He et al. (2024) and Dong et al. (2024) further demonstrate the importance of engagement as a response to platform and content cues. Consequently, engagement can move consumers beyond passive exposure toward purchase consideration and intention.

H3: Consumer engagement has a positive and significant influence on purchase intention.

S-O-R theory proposes that an environmental stimulus influences behaviour partly through an internal consumer state. Applied to short-form video marketing, favourable perceptions of video content can first generate cognitive, emotional and behavioural engagement, which can subsequently strengthen purchase intention. This logic is consistent with studies showing that internal states such as shared values (Shen & Wang, 2024), flow and trust (Ng et al., 2024), and consumer trust (Luo et al., 2025) mediate short-video marketing effects. Evidence that consumer engagement mediates social-media marketing effects on purchase intention (Shien et al., 2023) provides additional support for positioning engagement as the organismic mechanism in the present framework.

IV. CONCEPTUAL FRAMEWORK

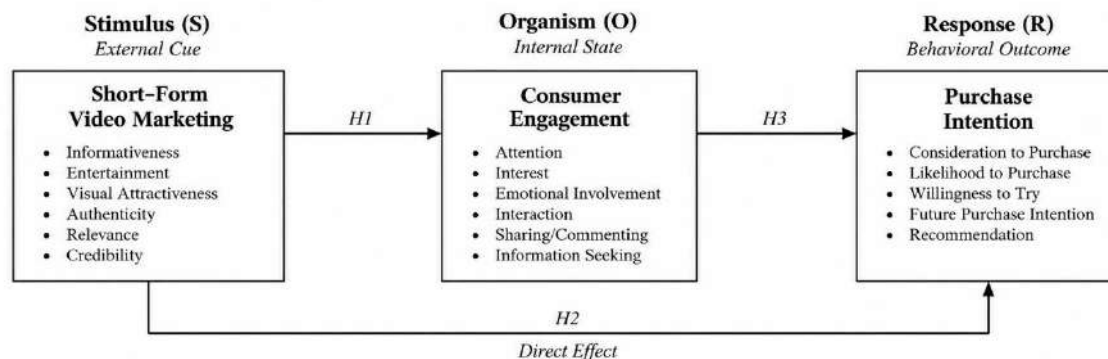


Figure 1. Conceptual framework based on the S-O-R model.

V. METHODOLOGY

4.1 Research Design

For subsequent empirical validation, the study proposes a quantitative cross-sectional survey design. The target respondents are consumers who have prior exposure to short-form marketing or promotional videos on platforms such as TikTok, Instagram Reels or YouTube Shorts. A screening question should be used to ensure that participants meet the exposure criterion. Because all variables would be measured at one point in time, future findings should be interpreted as statistical relationships rather than experimental causation.

4.2 Population, Sample and Sampling

A target sample of approximately 500 eligible consumers is proposed to provide adequate observations for multivariate analysis and mediation testing. Respondents should be recruited using purposive sampling because participation requires prior exposure to short-form marketing videos and a complete population sampling frame is unlikely to be available. The final empirical study must report the actual achieved sample size, recruitment channel, geographical coverage, data-collection period, response screening procedures and demographic profile. No demographic distribution is assumed in advance.

4.3 Research Instrument

The proposed questionnaire contains four sections. Section A captures screening and demographic information. Section B measures short-form video marketing using six items, Section C measures consumer engagement using six items, and Section D measures purchase intention using five items. All construct items use a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Before field administration, the instrument should undergo expert review for content validity and pilot testing to assess clarity, reliability and item performance.

Code	Construct / Item	Scale
SFVM1	Short-form marketing videos provide useful product/service information.	1-5
SFVM2	Short-form marketing videos are entertaining to watch.	1-5
SFVM3	Short-form marketing videos are visually attractive.	1-5
SFVM4	Short-form marketing videos appear authentic and genuine.	1-5
SFVM5	Short-form marketing videos are relevant to my interests and needs.	1-5
SFVM6	I consider information in short-form marketing videos credible.	1-5
CE1	Short-form marketing videos capture my attention.	1-5

CE2	I feel interested when watching short-form marketing videos.	1-5
CE3	I feel emotionally involved with short-form marketing content that I like.	1-5
CE4	I am likely to interact with short-form marketing videos.	1-5
CE5	I am likely to like, comment, share or save relevant short-form marketing videos.	1-5
CE6	Short-form marketing videos encourage me to seek more information about the brand/product.	1-5
PI1	I would consider buying products/services promoted through short-form videos.	1-5
PI2	I am likely to purchase after seeing an appealing short-form marketing video.	1-5
PI3	I would be willing to try a product/service promoted through short-form videos.	1-5
PI4	I intend to purchase products/services promoted through short-form videos in the future.	1-5
PI5	Short-form marketing videos increase my consideration of the promoted product/service.	1-5

Table 1. Measurement Instrument.

4.4 Data Analysis Procedure

Following genuine field data collection, analysis should begin with data screening and descriptive statistics. If PLS-SEM is adopted, the measurement model should be evaluated using indicator loadings, Cronbach's alpha, composite reliability, average variance extracted (AVE) and HTMT. Collinearity should be examined using VIF. The structural model should then report path coefficients, R^2 , effect sizes where appropriate and bootstrapped confidence intervals. The mediating role of consumer engagement should be tested through the bootstrapped indirect effect of short-form video marketing on purchase intention. Hypotheses should be evaluated at the 5% significance level.

4.5 Empirical Validation Requirement

This manuscript presents the theoretical framework, hypotheses, measurement specification and proposed analysis procedure. Numerical hypothesis results are not reported because genuine respondent-level observations are required for empirical claims. Once field data are collected, the proposed model can be tested using the procedure described above and the results section can report the actual respondent profile, measurement-model assessment, structural paths and mediation analysis.

VI. PROPOSED EMPIRICAL ASSESSMENT

The proposed framework requires empirical validation using genuine consumer responses. The empirical assessment should first report the achieved respondent profile and descriptive statistics. The measurement model should then establish internal consistency, convergent validity and discriminant validity before interpretation of the structural relationships. H1 is supported only if the path from short-form video marketing to consumer engagement is positive and statistically significant; H2 concerns the direct path from short-form video marketing to purchase intention; and H3 concerns the path from consumer engagement to purchase intention. H4 requires a statistically significant bootstrapped indirect effect from short-form video marketing to purchase intention through consumer engagement. The direct effect should also be examined to determine whether the empirical pattern is consistent with partial or indirect-only mediation. This sequence prevents unsupported conclusions from being drawn before actual data are collected.

VII. THEORETICAL AND PRACTICAL IMPLICATIONS

7.1 Theoretical Implications

The proposed framework contributes to digital marketing research by specifying consumer engagement as the organismic mechanism within an S-O-R model of short-form video marketing. Recent studies have frequently examined trust, shared value, perceived value, flow and related psychological mechanisms. Positioning engagement as a multidimensional cognitive, emotional and behavioural state provides a complementary explanation of how consumers may move from evaluating short-form marketing stimuli to developing purchase intention. The parsimonious model also provides a basis for future comparison with alternative or sequential mediating mechanisms.

7.2 Practical Implications

For marketing practitioners, the framework suggests that short-form video strategy should be evaluated through both content quality and consumer response. Content should provide useful information while remaining entertaining, visually attractive, authentic, relevant and credible. Campaign evaluation can extend beyond exposure metrics by examining attention, emotional involvement, interaction and information-seeking behaviour. These implications remain propositions until the hypothesised relationships are confirmed with genuine field data.

VIII. LIMITATIONS AND FUTURE RESEARCH

Several limitations should be considered. First, the framework has not yet been empirically validated with genuine respondent data; consequently, the proposed relationships should be treated as hypotheses rather than findings. Second, the proposed cross-sectional design would limit causal inference. Third, purchase intention is a self-reported behavioural intention and may not translate into actual purchase behaviour. Fourth, purposive non-probability sampling may limit population generalisability. Finally, platform, product category, age, cultural context and intensity of short-video use may alter the relationships among the constructs.

Future research should validate the model using genuine field data and may extend the design through longitudinal or experimental methods, actual behavioural purchase measures, probability or stratified sampling, platform-specific comparisons and multi-group analysis. Additional mediators such as trust, perceived value, flow experience or social presence may be compared with consumer engagement, while age, platform usage intensity and product involvement may be examined as moderators.

IX. CONCLUSION

Short-form video marketing has become an important part of digital consumer communication, but its effectiveness depends on more than exposure or view counts. This paper develops an S-O-R-based framework in which consumers' perceptions of short-form video marketing are expected to influence purchase intention both directly and indirectly through consumer engagement. The framework integrates six short-form video marketing attributes, a multidimensional view of engagement and a purchase-intention response into four testable hypotheses. It also specifies a 17-item measurement instrument and a transparent PLS-SEM-oriented analysis plan for subsequent empirical validation. By treating consumer engagement as the organismic mechanism, the framework offers a focused explanation of how short-form video content may translate into purchase-related intention. Genuine respondent data are required before conclusions about the magnitude or statistical significance of these relationships can be made.

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