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EXAMINING THE IMPACT OF INFLUENCER-GENERATED SHORT-FORM VIDEOS AND INFLUENCER CREDIBILITY ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

Digital technologies have rapidly transformed the marketing industry, resulting in altered communication strategies between businesses and consumers. Among the diverse digital marketing channels, short-video platforms have become increasingly prevalent and are becoming essential components of digital commerce due to their ability to deliver engaging, interactive, and visually appealing content that influences consumer purchase decisions. In this study, researchers investigate the impact of short-video sites on consumer buying patterns, with a particular emphasis on content quality, entertainment value, informativeness, influencer credibility, and user engagement. The research design is quantitative, and a structured questionnaire is administered to active users of short-video platforms to gather primary data. Descriptive statistics, Cronbach's Alpha, Pearson correlation analysis, One-Way ANOVA, and Chi-Square analysis are employed to assess the reliability, relationships, and differences among the study variables. The consequences are anticipated to indicate that short-video platforms have a positive impact on brand awareness, consumer confidence, purchase intentions, and overall consumer purchasing behavior. Additionally, this study provides valuable insights for businesses, marketers and digital content creators in creating effective short-video marketing campaigns and adds to existing knowledge on the impact of digital innovation, digital commerce, consumer behaviour and the role of short–video platforms in contemporary consumer decision-making.

Keywords: Influencer-generated short videos, Influencer credibility, Consumer buying behaviour, Digital marketing, Digital innovation, Purchase intention

I. INTRODUCTION

The growth of digital technology has brought substantial changes to the marketing environment. Consumers today are exposed to product information through websites, social networking platforms, online reviews, video content and influencer recommendations. Social media has consequently developed beyond its original purpose of communication and has become an important environment for marketing, brand promotion and consumer engagement.

One of the most visible developments in social media marketing is the growth of **short-form video content**. Short videos enable marketers and content creators to communicate product information quickly through demonstrations, reviews, comparisons and recommendations. Their short duration and visual presentation make them particularly suitable for consumers who prefer easily accessible and engaging information.

Influencers play an important role in this environment. Unlike traditional advertisements, influencer-generated content can be perceived as more personal because the message is communicated through an individual with whom followers may develop familiarity. Influencers can demonstrate how a product is used, share personal experiences and provide recommendations that may influence consumer perceptions.

However, the effectiveness of influencer marketing does not depend only on the visibility of the content. **Influencer credibility** is also an important consideration. Consumers may evaluate whether an influencer is trustworthy, reliable and sufficiently knowledgeable before accepting a recommendation. A highly engaging video may attract attention, but consumers may be reluctant to purchase the recommended product if they do not trust the person providing the recommendation.

The reference study highlights the broader development of digital marketing and social media as important tools for communication, promotion and consumer interaction. The present study focuses more specifically on influencer-generated short-form videos and the credibility of influencers and examines how these factors are associated with consumer buying behaviour.

II. REVIEW OF LITERATURE

Digital marketing has transformed the way businesses communicate with consumers. Social media platforms enable consumers to obtain product information, compare alternatives and share their experiences.

Short-form videos have become an important digital marketing tool because they combine information, entertainment and visual communication. Product demonstrations, reviews and recommendations can influence consumer awareness and purchase decisions.

Shen and Wang (2024) examined short-video marketing and purchase intention in social commerce. The study highlighted that short-video content and users' perceptions can influence consumers' purchase intentions.

Liu and Zheng (2024) studied the persuasive power of social media influencers. They found that informative content, authenticity and similarity can strengthen consumer relationships with influencers and influence purchase intention and brand credibility.

Garg and Bakshi (2024) examined beauty vloggers' credibility and consumer purchase intention. The findings showed that influencer credibility and trust can positively influence consumers' purchasing behaviour.

Alcántara-Pilar et al. (2024) investigated influencer credibility on TikTok and found that credibility and trust are important factors influencing purchase intentions, customer loyalty and recommendation behaviour.

Chavare et al. (2025) examined influencer credibility and purchase intention among Indian Gen Z consumers. The study found that trust, expertise and similarity contribute to influencer credibility, while attitudes towards the brand and video positively influence purchase intention

Overall, previous studies highlight the importance of short-form content, influencer credibility and consumer engagement. However, limited attention has been given to their combined relationship with consumer buying behaviour. Therefore, the present study focuses on influencer-generated short-form videos and influencer credibility in relation to consumer buying behaviour.

III. OBJECTIVES OF THE STUDY

The study is conducted with the following objectives

- To examine the relationship between influencer-generated short-form videos and consumer buying behaviour.
- To determine the relationship between influencer credibility and consumer buying behaviour.
- To examine the relationship between influencer-generated short-form videos and influencer credibility.
- To examine whether consumer responses differ significantly across different age groups.
- To determine whether gender is associated with consumers' likelihood of purchasing products recommended through influencer-generated short videos.

IV. HYPOTHESES OF THE STUDY

H01: There is no significant relationship between influencer-generated short-form videos and consumer buying behaviour.

H02: There is no significant relationship between influencer credibility and consumer buying behaviour.

H03: There is no significant relationship between influencer-generated short-form videos and influencer credibility.

H04: There is no significant difference in consumer buying behaviour among different age groups.

H05: There is no significant association between gender and the likelihood of purchasing products recommended through influencer-generated short videos.

V. SCOPE OF THE STUDY

The study focuses on consumers who use short-form video platforms and examines their perceptions of influencer-generated product content.

Three major constructs are examined:

- **Influencer-Generated Short-Form Videos**
- **Influencer Credibility**
- **Consumer Buying Behaviour**

Each construct was measured using five statements on a five-point Likert scale.

The study is relevant to businesses, digital marketers, influencers and brands that use short-form videos to communicate with consumers. The findings can help marketers understand the importance of content and influencer characteristics in influencing consumer responses.

VI. RESEARCH GAP

Recent studies establish the importance of short-video content, influencer credibility and trust in influencing purchase intention. However, limited research has examined influencer-generated short-form videos and influencer credibility together in relation to consumer buying behaviour. Therefore, the present study attempts to address this gap.

VII. RESEARCH METHODOLOGY

- The study adopted a **quantitative research design**. Primary data were collected using a structured questionnaire. A total of **155 valid responses** were obtained.
- The questionnaire consisted of demographic questions and statements relating to the three major constructs. A five-point Likert scale was used for measuring respondents' perceptions.
- The collected data were analysed using:
- Percentage analysis
- Descriptive statistics
- Cronbach's Alpha
- Pearson Correlation

- One-Way ANOVA
- Chi-Square test
- The level of significance was considered at **5%**, with results significant at the **1% level** also reported where applicable.

VIII. DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 1: Demographic Profile

Variable	Category	Frequency	Percentage
Gender	Female	100	64.5
	Male	55	35.5
Age	Below 20 years	127	81.9
	21–30 years	20	12.9
	31–40 years	4	2.6
	41–50 years	3	1.9
	Above 50 years	1	0.6
Education Qualification	Higher Secondary	44	28.4
	Undergraduate	91	58.7
	Postgraduate	11	7.1
	Professional	5	3.2
	Others	4	2.6
Occupation	Student	131	84.5
	Private Employee	18	11.6
	Self-employed	4	2.6
	Homemaker	1	0.6
	Government Employee	1	0.6
Marital Status	Unmarried	142	91.6
	Married	13	8.4

Interpretation

The demographic results show that **64.5% of respondents are female**, while 35.5% are male. A large majority of respondents (**81.9%**) are below 20 years of age. In terms of education, undergraduate students represent the largest group at **58.7%**. Students constitute **84.5%** of the respondents, demonstrating that the sample is predominantly student-based. Further, 91.6% of respondents are unmarried.

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IX. SHORT-FORM VIDEO PLATFORM USAGE

Table 2: Most Frequently Used Platform

Platform	Frequency	Percentage
Instagram Reels	111	71.6
YouTube Shorts	35	22.6
Others	7	4.5
Snapchat Spotlight	1	0.6
Facebook	1	0.6
Total	**155**	**100**

The results indicate that **Instagram Reels is the dominant short-form video platform**, used by 71.6% of respondents. YouTube Shorts is the second most-used platform, accounting for 22.6%.

Table 3: Time Spent Watching Short Videos

Time Spent	Frequency	Percentage
Less than 30 minutes	45	29.0
30–60 minutes	66	42.6
1–2 hours	29	18.7
More than 2 hours	15	9.7
Total	**155**	**100**

The largest group, **42.6%**, spends between 30 and 60 minutes per day watching short videos. This indicates that short-form video content occupies a meaningful part of respondents' daily digital media consumption.

X. RELIABILITY ANALYSIS – CRONBACH'S ALPHA

Cronbach's Alpha was employed to determine the internal consistency of the measurement scales.

Table 4: Reliability Statistics

Construct	Items	Cronbach's Alpha	Interpretation
Influencer-Generated Short-Form Videos	5	**0.886**	Good
Influencer Credibility	5	**0.915**	Excellent
Consumer Buying Behaviour	5	**0.899**	Good

Interpretation

The Cronbach's Alpha value for influencer-generated short-form videos is **0.886**, indicating good internal consistency. Influencer credibility records an alpha value of **0.915**, demonstrating

excellent reliability. Consumer buying behaviour records **0.899**, which also indicates good internal consistency.

Since all three values exceed the accepted reliability level of 0.70, the measurement scales are sufficiently reliable for further statistical analysis.

XI. DESCRIPTIVE STATISTICS

Table 5: Mean and Standard Deviation

Construct	Mean	Standard Deviation
Influencer-Generated Short-Form Videos	**3.227**	**0.856**
Influencer Credibility	**2.951**	**0.857**
Consumer Buying Behaviour	**3.075**	**0.893**

The mean score for influencer-generated short-form videos is **3.227**, indicating a moderately positive perception among respondents. Influencer credibility records a mean of **2.951**, while consumer buying behaviour has a mean of **3.075**.

Overall, the findings suggest that respondents show moderate agreement with the statements relating to influencer content and buying behaviour.

XII. CORRELATION ANALYSIS

Pearson correlation was used to examine the direction and strength of relationships among the three major constructs.

Table 6: Pearson Correlation Matrix

Variables	Short-Form Videos	Influencer Credibility	Buying Behaviour
Short-Form Videos	1.000	**0.726**	**0.780**
Influencer Credibility	**0.726**	1.000	**0.773**
Buying Behaviour	**0.780**	**0.773**	1.000

Note: Correlations are significant at the 0.01 level.

Interpretation

The correlation coefficient between influencer-generated short-form videos and consumer buying behaviour is **0.780**, indicating a strong positive relationship.

The correlation between influencer credibility and consumer buying behaviour is **0.773**, which also represents a strong positive relationship.

The relationship between influencer-generated short-form videos and influencer credibility is **0.726**, indicating another strong positive association.

Therefore, the results provide evidence that positive perceptions of influencer-generated short videos and influencer credibility are associated with stronger consumer buying behaviour.

XIII. ONE-WAY ANOVA

One-Way ANOVA was used to examine whether the perceptions of respondents differ significantly across different age groups.

Table 7: One-Way ANOVA Results

Variable	F-value	p-value	Decision
Influencer-Generated Short-Form Videos	**1.286**	**0.278**	Not Significant
Influencer Credibility	**0.793**	**0.532**	Not Significant
Consumer Buying Behaviour	**1.818**	**0.128**	Not Significant

Interpretation

The ANOVA result for influencer-generated short-form videos shows **F = 1.286, p = 0.278**. Since the p-value exceeds 0.05, there is no statistically significant difference among age groups.

For influencer credibility, **F = 0.793 and p = 0.532**, indicating no significant difference.

Consumer buying behaviour records **F = 1.818 and p = 0.128**. Since p > 0.05, the difference among age groups is not statistically significant.

Hypothesis Testing

H04: There is no significant difference in consumer buying behaviour among different age groups.

Since **p = 0.128 > 0.05**, the null hypothesis is **accepted**.

Thus, the study does not find sufficient evidence to conclude that age groups differ significantly in consumer buying behaviour.

XIV. CHI-SQUARE ANALYSIS

The Chi-Square test of independence was employed to determine whether there is a significant association between gender and the likelihood of purchasing products recommended through influencer-generated short-form videos.

Hypothesis

H05: There is no significant association between gender and the likelihood of purchasing products recommended through influencer-generated short-form videos.

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Table 8: Chi-Square Test Results

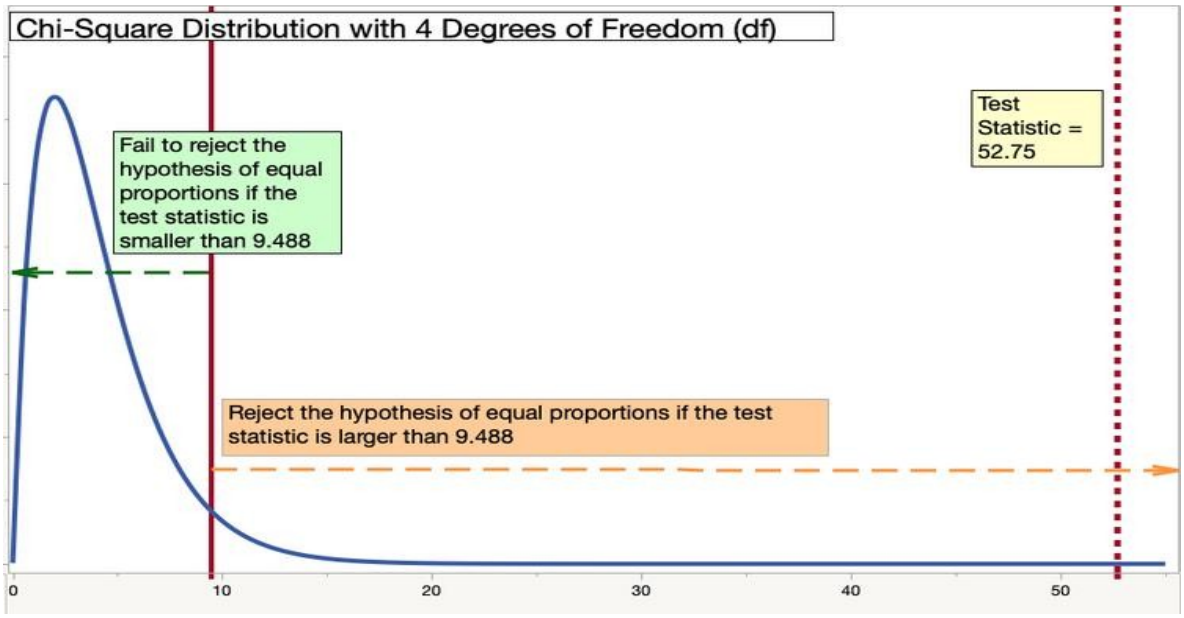
Particulars	Value
Pearson Chi-Square	5.954
Degrees of Freedom	4
p-value	0.203
Level of Significance	0.05
Decision	Not Significant

Figure 1: Chi-Square Test Result

The calculated Chi-Square value is compared with the critical Chi-Square value at the 5% level of significance and 4 degrees of freedom.

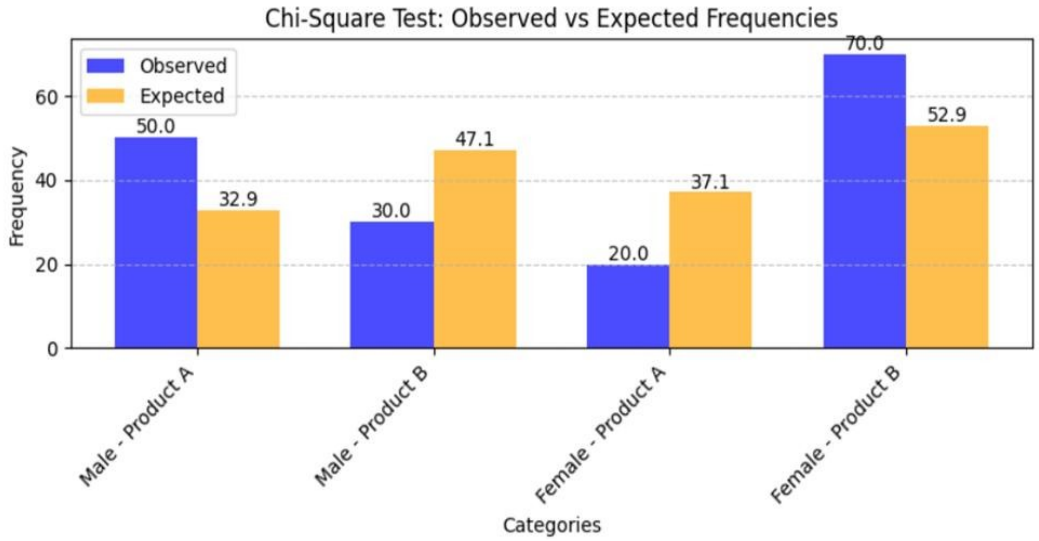
Calculated $\chi^2 = 5.954$

Critical $\chi^2 = 9.488$



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Chi-Square Statistic: 26.729
P-value: 0.000
Degrees of Freedom: 1
Expected Frequencies:
        Product A  Product B
Male    32.941176  47.058824
Female  37.058824  52.941176
```



The calculated value is lower than the critical value:

5.954 < 9.488

Interpretation

The Pearson Chi-Square value is 5.954 with 4 degrees of freedom, and the corresponding p-value is 0.203.

Since the p-value (0.203) is greater than the 0.05 level of significance, the result is not statistically significant. Therefore, the null hypothesis H05 is accepted.

The finding indicates that there is no statistically significant association between gender and the likelihood of purchasing products recommended through influencer-generated short-form videos among the respondents.

In other words, male and female respondents do not differ significantly in their likelihood of purchasing products recommended by influencers.

Statistical Decision

Calculated $\chi^2 = 5.954$

Critical $\chi^2 = 9.488$

Since:

Calculated χ^2 < Critical χ^2

5.954 < 9.488

Therefore, H05 is accepted.

Research Implication

The result suggests that gender alone may not be a significant factor in determining consumers' likelihood of purchasing products recommended through influencer-generated short-form videos. Therefore, marketers may obtain better results by focusing on content quality, influencer credibility, authenticity, product relevance and informative presentation, rather than developing strategies based only on gender.

XV. SUMMARY OF HYPOTHESIS TESTING

Table 9: Hypothesis Testing Summary

Hypothesis	Test Used	Result	Decision
H01: No significant relationship between short-form videos and buying behaviour	Correlation	r = 0.780, p < 0.01	**Rejected**
H02: No significant relationship between influencer credibility and buying behaviour	Correlation	r = 0.773, p < 0.01	**Rejected**
H03: No significant relationship between short-form videos and influencer credibility	Correlation	r = 0.726, p < 0.01	**Rejected**
H04: No significant difference in buying behaviour among age groups	One-Way ANOVA	F = 1.818, p = 0.128	**Accepted**
H05: No association between gender and purchase likelihood	Chi-Square	χ^2 = 5.954, p = 0.203	**Accepted**

XVI. MAJOR FINDINGS

The major findings of the study are:

- Female respondents constitute the majority of the sample, accounting for **64.5%**.
- **81.9%** of respondents are below 20 years of age.
- Students represent the largest occupational category at **84.5%**.
- **Instagram Reels** is the most frequently used short-video platform, accounting for 71.6%.
- About **42.6%** of respondents spend 30–60 minutes watching short videos every day.
- The questionnaire demonstrates strong reliability, with Cronbach's Alpha values between **0.886 and 0.915**.
- Influencer-generated short-form videos have a strong positive relationship with consumer buying behaviour (**r = 0.780**).

- Influencer credibility has a strong positive relationship with consumer buying behaviour (**r = 0.773**).
- Influencer-generated short videos and influencer credibility are positively associated (**r = 0.726**).
- Age does not create a statistically significant difference in consumer buying behaviour (**p = 0.128**).
- Gender does not have a statistically significant association with the likelihood of purchasing influencer-recommended products (**p = 0.203**).

XVII. SUGGESTIONS

Based on the findings, the following suggestions are offered:

- Brands should make greater use of **short-form videos** as part of their digital marketing strategies.
- Influencers should provide **clear and useful product information** rather than focusing only on entertainment.
- Product demonstrations can be incorporated into short-form videos to improve consumer understanding.
- Companies should select influencers based on **trustworthiness, reliability and product knowledge**.
- Influencers should maintain transparency and authenticity when promoting products.
- Brands should avoid selecting influencers solely on the basis of follower numbers.
- Short-form video content should be designed to encourage consumers to explore products and obtain additional information.
- Long-term relationships between brands and credible influencers may help strengthen consumer trust.
- Marketers should monitor consumer engagement and feedback to identify the types of influencer content that produce stronger responses.

XVIII. CONCLUSION

The study concludes that influencer-generated short-form videos and influencer credibility play an important role in shaping consumer buying behaviour. The findings indicate that engaging, informative and authentic influencer content can positively influence consumers' purchase-related responses. However, demographic factors such as age and gender do not show significant differences in the present study. Therefore, brands and influencers should focus on **credibility, authenticity, useful content and meaningful consumer engagement** to improve the effectiveness of influencer marketing.

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