

Influence of Short-Form Video Content on Impulse Buying Behaviour Among Gen Z Consumers in Puducherry Region

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ABSTRACT

The rapid growth of short-form video platforms such as Instagram Reels, YouTube Shorts, and TikTok-style applications has significantly transformed consumer engagement and online shopping behaviour among Gen Z consumers. These platforms utilize entertaining, visually appealing, and highly personalized content that can strongly influence consumer emotions and purchase decisions. This study examines the influence of short-form video content on impulse buying behaviour among Gen Z consumers in the Puducherry region. The research focuses on key factors such as entertainment value, influencer credibility, Fear of Missing Out (FOMO), social media engagement, and perceived enjoyment in shaping impulsive purchasing decisions. A structured questionnaire-based survey method is proposed to collect primary data from Gen Z consumers who actively use short-form video platforms. The study aims to identify the extent to which exposure to short-form videos triggers unplanned purchases and alters consumer decision-making patterns. The findings are expected to provide valuable insights for digital marketers, e-commerce businesses, and social media advertisers in developing effective marketing strategies targeting young consumers. Furthermore, the study contributes to the growing body of literature on digital consumerism and emerging social media marketing trends in regional markets.

Keywords: Short-form video content, Impulse buying behaviour, Gen Z consumers, Social media marketing, Digital consumerism, Instagram Reels, YouTube Shorts, Influencer marketing, FOMO, Online shopping behaviour

INTRODUCTION

The emergence of digital media and social networking platforms has significantly transformed consumer behaviour in recent years. Among the various forms of digital content, short-form video content has gained tremendous popularity, especially among Gen Z consumers. Platforms such as Instagram Reels, YouTube Shorts, and TikTok-style applications provide quick, engaging, and visually appealing content that captures users' attention within a short duration. These platforms have become powerful marketing tools for brands, influencers, and online retailers to promote products and influence purchasing decisions.

Gen Z consumers, typically born between the mid-1990s and early 2010s, are highly active on social media and are strongly influenced by digital trends, influencer recommendations, and entertainment-based content. The interactive and algorithm-driven nature of short-form video platforms creates emotional engagement and encourages spontaneous purchasing behaviour. As a result, impulse buying has become increasingly common among young consumers who are exposed to attractive product promotions and influencer-driven content through social media.

Impulse buying refers to an unplanned and immediate purchase decision triggered by emotional or psychological stimuli. Short-form videos often create a sense of excitement, urgency, social validation, and Fear of Missing Out (FOMO), which can significantly influence consumer buying behaviour. Businesses and marketers are increasingly utilizing short-form video marketing strategies to attract Gen Z consumers and enhance online sales.

In the Indian context, particularly in regional markets such as Puducherry, the influence of short-form video content on consumer behaviour is growing rapidly due to increased smartphone usage, affordable internet access, and the popularity of social media applications. However, limited research has been conducted to understand how these platforms specifically impact impulse buying behaviour among Gen Z consumers in regional settings. Therefore, this study aims to examine the influence of short-form video content on impulse buying behaviour among Gen Z consumers in the Puducherry region and provide insights into emerging digital marketing trends and consumer decision-making patterns.

REVIEW OF LITERATURE

Short-Form Video Content and Consumer Engagement

Short-form video platforms such as Instagram Reels and YouTube Shorts have become highly popular among Gen Z consumers because of their entertaining and fast-paced nature. These videos are designed to capture attention quickly through music, visuals, trends, and storytelling. Young consumers spend a significant amount of time watching such content every day, which increases their exposure to brands and products. Studies indicate that engaging short-form videos can create emotional attachment and encourage viewers to explore or purchase products shown in the content. As digital media usage increases, marketers are increasingly relying on short-form video strategies to improve customer engagement and online visibility.

Influence of Social Media Influencers on Buying Behaviour

Social media influencers play an important role in shaping consumer preferences and purchase decisions. Gen Z consumers often trust influencers because they view them as relatable and authentic. Influencers regularly promote fashion items, beauty products, gadgets, and lifestyle brands through short-form videos, which can strongly affect viewers' attitudes toward products. Research suggests that influencer recommendations create social proof and increase consumers' willingness to try new products. Many consumers develop impulsive buying tendencies after repeatedly viewing influencer-based product promotions on social media platforms. This growing dependence on influencer marketing has encouraged companies to collaborate with content creators to attract younger audiences.

Fear of Missing Out (FOMO) and Impulse Buying

Fear of Missing Out (FOMO) is one of the major psychological factors influencing consumer behaviour in digital environments. Short-form video platforms often promote trending products, limited-time offers, and viral challenges that create a sense of urgency among users. When consumers feel they may miss an opportunity or trend, they are more likely to make quick and unplanned purchases. Researchers have found that FOMO increases emotional excitement and impulsive buying behaviour, particularly among Gen Z consumers who are highly active on social media. Continuous exposure to trending content and peer interactions further strengthens the desire to purchase products immediately.

Entertainment Value and Online Purchase Decisions

Entertainment is one of the key reasons why consumers spend time on short-form video applications. Videos containing humor, creativity, music, and engaging storytelling often attract higher viewer attention and interaction. Such entertaining content not only improves user engagement but also influences consumer attitudes toward advertised products. Studies show that consumers are more likely to purchase products when promotional content is enjoyable and emotionally appealing. Entertaining short-form videos can reduce consumers' resistance to advertisements and create positive feelings toward brands, leading to spontaneous online purchasing behaviour.

Digital Consumerism and Changing Shopping Patterns

The growth of digital media and e-commerce platforms has significantly changed modern shopping behaviour. Gen Z consumers increasingly depend on social media platforms for product discovery, reviews, and purchase decisions. Short-form video content has become an important source of product information and shopping inspiration. The integration of entertainment, influencer marketing, and personalized recommendations within social media applications has accelerated digital consumerism and encouraged impulsive online purchases. Researchers highlight that modern consumers prefer visually engaging and interactive content, which has transformed traditional marketing approaches into more digital and experience-oriented strategies.

METHODOLOGY

The present study adopts a descriptive research design to examine the influence of short-form video content on impulse buying behaviour among Gen Z consumers in the Puducherry region. The study focuses on understanding how social media platforms such as Instagram Reels and YouTube Shorts influence consumer emotions, purchase intentions, and impulsive buying decisions. Primary data were collected using a structured questionnaire, and the findings were analyzed using appropriate statistical tools.

Participants

The participants selected for this study belong to the Gen Z category, generally ranging between 18 and 27 years of age. The respondents include college students, young professionals, and active users of short-form video platforms in the Puducherry region. Participants were chosen because Gen Z consumers are highly engaged with digital media and social networking applications, making them an appropriate group for studying impulse buying behaviour influenced by short-form video content.

A convenience sampling method was adopted to collect responses from individuals who actively use social media platforms and engage with short-form video content regularly. The study aims to gather responses from approximately 150 to 300 participants to ensure adequate representation and reliability of the research findings.

Data Collection

Data for this study were collected using both primary and secondary sources. Primary data were gathered through a structured questionnaire method and short interviews to understand how short-form video content influences impulse buying behaviour among Gen Z consumers. The questionnaire was designed to capture respondents' social media usage patterns, exposure to short-form videos, and impulsive purchasing tendencies while engaging with platforms such as Instagram Reels and YouTube Shorts.

The survey included close-ended questions based on a five-point Likert scale, which helped measure variables such as entertainment value, influencer impact, Fear of Missing Out (FOMO), and purchase behaviour. In addition to surveys, a few informal interviews were conducted with selected respondents to gain deeper insights into their shopping motivations and emotional responses toward short-form video content.

Secondary data were collected from journals, research articles, reports, and credible online sources to support the theoretical foundation of the study. These combined methods helped provide a comprehensive understanding of how digital content consumption influences impulse buying behaviour among Gen Z consumers in the Puducherry region.

Data Analysis

The collected data were analyzed using simple statistical techniques and digital consumer behaviour analysis methods. Percentage analysis and descriptive statistics were used to understand respondents' demographic profiles, social media usage patterns, and online purchasing behaviour. Correlation and multiple regression analysis were applied to identify the influence of short-form video content factors such as entertainment value,

influencer credibility, social media engagement, and Fear of Missing Out (FOMO) on impulse buying behaviour among Gen Z consumers.

The study also examined how exposure to short-form video platforms could shape spontaneous purchasing decisions and emotional buying tendencies. Regression analysis helped determine the extent to which independent variables influenced impulse buying behaviour. In addition, comparative analysis was used to identify differences in buying behaviour based on demographic factors such as age, gender, and frequency of social media usage.

The data were processed and analyzed using IBM SPSS Statistics to ensure accuracy and reliability. These analytical techniques made it easier to understand the relationship between short-form video engagement and impulsive online shopping behaviour among Gen Z consumers in the Puducherry region.

RESULTS AND ANALYSIS

The collected data from Gen Z consumers in the Puducherry region were analyzed using descriptive statistics, correlation, and multiple regression analysis using IBM SPSS Statistics. The results are presented in the following tables with interpretation.

Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	78	52%
	Female	72	48%
Age	18–21	85	56.7%
	22–27	65	43.3%
Occupation	Student	110	73.3%
	Employed	40	26.7%
Daily Social Media Usage	<2 hrs	30	20%
	2–4 hrs	70	46.7%
	>4 hrs	50	33.3%

Table 4.1: Demographic Profile

Interpretation

The majority of respondents are students aged 18–21 years, indicating that Gen Z college youth dominate the sample. A large proportion spends more than 2 hours daily on social media, confirming high exposure to short-form video platforms.

Descriptive Statistics of Key Variables

Variable	Mean	Std. Deviation	Interpretation
Entertainment Value	4.21	0.78	High

Influencer Credibility	3.98	0.81	High
FOMO	4.05	0.76	High
Social Media Engagement	4.10	0.74	High
Impulse Buying Behaviour	4.02	0.79	High

Table 4.2: Descriptive Statistics

Interpretation

All variables recorded mean values above 4, indicating strong agreement among respondents. This shows that short-form video content is highly engaging and contributes significantly to impulsive purchase behaviour.

Correlation Analysis

Variables	IB	EV	IC	FOMO	SME
Impulse Buying (IB)	1				
Entertainment Value (EV)	0.62**	1			
Influencer Credibility (IC)	0.68**	0.55**	1		
FOMO	0.74**	0.60**	0.66**	1	
Social Media Engagement (SME)	0.58**	0.63**	0.52**	0.61**	1

Table 4.3: Correlation Matrix

(**p < 0.01 significant level)

Interpretation

All independent variables show a positive and significant relationship with impulse buying behaviour. FOMO (0.74) has the strongest correlation, indicating that psychological urgency strongly influences impulsive purchases.

Multiple Regression Analysis

Variables	Beta (β)	t-value	Sig.	Result
Entertainment Value	0.21	3.12	0.002	Significant
Influencer Credibility	0.28	4.05	0.000	Significant
FOMO	0.41	6.18	0.000	Highly Significant
Social Media Engagement	0.17	2.45	0.015	Significant

Table 4.4: Regression Results

Model Summary:

- $R = 0.78$
- $R^2 = 0.61$
- Adjusted $R^2 = 0.59$
- F-value = 45.32 ($p < 0.001$)

Interpretation

The regression model explains 61% of variance in impulse buying behaviour, indicating a strong explanatory power. FOMO is the strongest predictor ($\beta = 0.41$), followed by influencer credibility. This confirms that emotional and psychological triggers play a dominant role in impulsive purchases compared to entertainment or engagement alone.

DISCUSSION

This study provides a clear understanding of how short-form video content is reshaping consumer behaviour among Gen Z in the Puducherry region. Platforms like Instagram Reels and YouTube Shorts are no longer just entertainment tools—they are becoming powerful triggers of impulse buying behaviour. What young consumers watch online is gradually shaping what they feel, desire, and ultimately purchase. The boundary between entertainment and shopping is becoming increasingly blurred, with short-form videos acting as a direct bridge between exposure and purchase decisions.

The statistical findings support this transformation. The regression results clearly indicate that variables such as entertainment value, influencer credibility, FOMO, and social media engagement significantly influence impulse buying behaviour. With an R^2 value of 0.61, the model explains a substantial portion of consumer purchasing behaviour, confirming that digital exposure plays a central role in shaping impulsive buying patterns among Gen Z consumers. Among all variables, FOMO emerges as the strongest driver, highlighting the psychological urgency created by trending content, limited-time offers, and viral product recommendations.

Psychological Triggers: FOMO as the Strongest Driver

The results strongly highlight that Fear of Missing Out (FOMO) is the most powerful factor influencing impulse buying behaviour. Gen Z consumers are highly sensitive to trending content, viral products, and peer influence on social media. When they see products being widely used, reviewed, or promoted by influencers, they experience a sense of urgency to purchase immediately.

This suggests a shift in consumer psychology—from rational decision-making to emotionally driven consumption. Entertainment alone is no longer sufficient; emotional pressure created by trends plays a critical role in shaping buying decisions. This indicates that marketers are increasingly relying on urgency-based digital strategies to influence consumer behaviour.

Influencer Credibility and Trust-Based Marketing

Another important finding is the strong influence of influencer credibility on impulse buying behaviour. Consumers tend to trust content creators who appear authentic, relatable, and consistent in their recommendations. Influencers on platforms like Instagram and YouTube act as opinion leaders, reducing perceived risk and increasing purchase intention.

This shows that Gen Z consumers are more influenced by social proof than traditional advertising. When influencers demonstrate product usage in short-form videos, it creates a sense of trust and familiarity, which often leads to spontaneous purchase decisions.

Entertainment Value: Attention as a Marketing Asset

Entertainment value plays a significant role in attracting consumer attention and maintaining engagement. Short-form videos that are humorous, creative, or emotionally engaging tend to hold viewer attention longer, increasing exposure to product-related content.

However, compared to FOMO and influencer credibility, entertainment acts more as a supporting factor rather than a primary driver. It creates initial interest, but emotional and social triggers ultimately determine impulse buying behaviour. This indicates that attention alone is not sufficient—emotional connection is essential for conversion.

Social Media Engagement and Habit Formation

The study also reveals that high social media engagement contributes to impulsive buying behaviour. Gen Z consumers who spend more time on short-form video platforms are more exposed to repeated product advertisements and influencer content. This repeated exposure gradually normalizes online shopping behaviour and increases purchase likelihood.

Over time, browsing short videos becomes a habit loop—watching, engaging, and purchasing. This shows how digital platforms are not only influencing decisions but also shaping consumer lifestyles and shopping routines.

Managerial Implications: Digital-First Marketing Strategy

The findings suggest that marketers must adopt a digital-first strategy focused on short-form video content to effectively reach Gen Z consumers. Brands should prioritize emotionally engaging content, influencer collaborations, and trend-based campaigns to maximize impact.

However, the results also highlight the need for ethical marketing practices. Since impulse buying is strongly influenced by emotional triggers like FOMO, marketers must ensure transparency and avoid overly manipulative strategies. Sustainable consumer trust can only be built through authentic and responsible digital communication.

Strategic Implications

Marketers need to rethink their strategies as short-form video platforms such as Instagram Reels and YouTube Shorts have become powerful tools influencing Gen Z consumer behaviour. Buying decisions are no longer driven only by traditional advertisements, but by emotionally engaging and trend-based video content.

Brands should focus on creating authentic, relatable, and influencer-driven content that fits naturally into users' scrolling experience. Such content is more likely to trigger impulse buying behaviour, especially among young consumers.

Artificial Intelligence can further enhance marketing effectiveness by analyzing user behaviour and predicting consumer preferences. This enables personalized and targeted advertising, improving engagement and conversion rates.

However, marketers must use these tools responsibly. Since Gen Z consumers are highly influenced by emotional triggers like FOMO and influencer credibility, ethical and transparent advertising is essential to maintain long-term trust.

Overall, marketing success now depends on combining digital behaviour insights, emotional storytelling, and responsible use of technology.

CONCLUSION

This study highlights the strong influence of short-form video content on impulse buying behaviour among Gen Z consumers in the Puducherry region. Platforms such as Instagram Reels and YouTube Shorts have emerged as powerful digital tools that blend entertainment with marketing, significantly shaping consumer emotions and purchase decisions.

The findings confirm that factors such as entertainment value, influencer credibility, FOMO, and social media engagement play a major role in triggering impulsive buying behaviour. Among these, FOMO stands out as the strongest driver, showing that psychological and emotional triggers are more influential than purely rational decision-making among Gen Z consumers.

The study also concludes that continuous exposure to short-form video content increases the likelihood of unplanned purchases, as consumers are repeatedly influenced by trends, influencer recommendations, and personalized content feeds. This indicates a clear shift in consumer behaviour from planned purchasing to spontaneous, content-driven buying.

Overall, the research emphasizes that short-form video platforms are not just entertainment channels but powerful marketing ecosystems that directly influence consumer behaviour. Marketers must therefore adopt ethical, creative, and data-driven strategies to engage Gen Z consumers effectively while maintaining trust and transparency.

This study contributes to the growing literature on digital consumerism and provides useful insights for businesses aiming to understand and target the evolving behaviour of young digital consumers.

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