ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

Impact of Instagram Reels vs. YouTube Shorts on Brand Engagement among Gen Z Changes

Vinayak Manappa Totad*, Dr. Vinay K S

RV Institute of Management, Bengaluru

***Corresponding Author**

DOI: https://doi.org/10.51583/IJLTEMAS.2026.150600166

Received: 27 June 2026; Accepted: 02 July 2026; Published: 18 July 2026

ABSTRACT

Social media has transformed how brands communicate with consumers, with short-form video platforms emerging as key marketing channels. This study examines the impact of Instagram Reels and YouTube Shorts on brand engagement among Gen Z, focusing on brand discovery, engagement, and purchase intention, and comparing each platform's effectiveness in building awareness.

Prior research links short-form videos to brand visibility and purchase decisions, but most studies examine platforms in isolation, leaving gaps in direct comparison, platform-driven differences in student interaction, and links between platform preference and purchase intention among young Indian consumers.

A descriptive design was adopted. Primary data were collected via a structured Google Forms questionnaire from 300 Gen Z respondents, mainly college students aged 17–26, using convenience sampling, supplemented by secondary data from journals and reports. Data were analysed using frequency, percentage, Chi-square, ANOVA, and Spearman correlation.

Instagram Reels emerged as the most preferred platform (40%), while 35.7% used both equally. Most respondents (57.3%) watched brand-related short videos often, with 57.3% agreeing such videos aid brand discovery and 64% finding them more engaging. YouTube Shorts proved effective at retaining attention (59.7% watched until the end), and 58% credited algorithms for brand discovery. On purchase intention, 57% agreed short video ads influence product trials, and 52.7% reported higher purchase likelihood after viewing. All four hypotheses were supported, confirming significant links between brand discovery and engagement, engagement and purchase intention, platform preference and perceived engagement, and algorithms and trial decisions.

Both platforms significantly shape brand engagement and purchase intention among Gen Z. Instagram Reels leads in preference and visual content, while YouTube Shorts shows stronger retention, with algorithms acting as a key bridge between content and consumer. Marketers should prioritise authentic, creative short-form content to engage young audiences. Future research could expand the sample, include other platforms, and examine brand loyalty.

Keywords: short-form videos; brand engagement; Gen Z consumers; Instagram Reels; YouTube Shorts; social media marketing; purchase intention

INTRODUCTION

In today's digital age, short video content has become an effective medium to engage Gen Z consumers. The use of social media sites like Instagram and YouTube has revolutionised the way content is produced and consumed. Their short video format, such as reels and shorts, have become increasingly popular. Generation Z consumers with a short attention span, steered by visuals, and seeking authenticity in content, play a unique role in engaging with these platforms (Youn et al., 2024). So it is crucial for marketers and academics to recognise their impact on consumer engagement.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

Instagram Reels has proven to be effective in building brand awareness and driving passive engagement in the form of likes and views. With its engaging and visually stimulating format, it is particularly appealing to Gen Z and successful at grabbing users' attention. Research by Sánchez et al. (2025) shows that Reels are more likely to garner more likes and views, suggesting good performance in the first stage of the marketing funnel. Likewise, Fatimah et al. (2025) note the importance of short videos like Reels for enhancing brand awareness and reach for Gen Z.

Conversely, YouTube Shorts presents unique engagement methods. Although it may not always reach audiences as effectively as Reels, it is effective in obtaining active audience engagement, including comments and subscriptions. The study by Sánchez et al. (2025) suggests that YouTube drives greater interactive engagement, including comments. This is corroborated by Fatimah et al. (2025), who suggest that Shorts are successful in changing consumer behaviours and in creating long-term brand consumer relationships.

Another key element of engagement for both platforms is authenticity. Gen Z consumers are more likely to engage with content that is perceived as authentic, relatable and produced for the sake of using the products rather than polished ads. Parisi et al. (2025) indicate that authentic influencer marketing strategies have a positive effect on engagement and purchase intention. Additionally, Putra et al. (2025) highlight that user-generated content (UGC) and stories are important ways by which Gen Z consumers establish trust and loyalty, thus enhancing engagement with brands.

Drawing on these findings, the current research seeks to explore the differences in the impact of Instagram Reels and YouTube Shorts on brand engagement among Gen Z users. Through a comparative analysis of the reach, interaction and conversion rate, the study aims to offer insights to marketers for designing effective digital strategies. This, in turn, will help brands to develop engaging, relatable, and effective content that appeals to Gen Z. of Gen Z audiences.

LITERATURE REVIEW

Short-Form Video & Brand Engagement

- Chawla et al. (2025) said brands also use Instagram Reels to connect with their audiences. Now brands are more interested in authentic content rather than expensive ads. This allows them to connect with users, but is hard to track.

- Fatimah et al. (2025) found engagement rates were higher with short videos on TikTok, Reels and Shorts. Emotional connection, popular music, and viewer engagement are key in drawing viewers in. They also recommended brands to use platforms together.

- Islam et al. (2025) said that short video marketing enhances brand recognition and trust. It also increases user interaction and engagement. The research suggests algorithms and micro-influencers are crucial elements to success.

Instagram Reels & User Behaviour

- Rahman et al. (2025) found viewing Instagram Reels has a positive impact on brands. Viewers of Reels are more likely to favour and select brands. Influencers and emotions are important factors in user decision making .

- Lee et al. (2024) demonstrated entertainment, interactivity and escapism are primary motivations for users of Reels. This develops a positive influence from the content. This also increases continuous usage of Reels .

- According to Kannan et al. (2024) Indian youth use Reels which is in high demand among 18-24 year-olds. Their study found that it offers a great opportunity for brands to reach GenZ. It's an important medium for spending time online.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

- In fact, Doloi et al. (2024) discovered that Instagram Reels is one of the most popular format for Gen Z. It has an impact on user engagement and purchase intention behaviour. Influencers and brand user-generated content are key to this process.

- Wolfe et al. (2022) did a comparison between Reels and posts. The researchers found Reels are liked and commented on more. This indicates that short videos are more engaging.

3. YouTube Shorts & Engagement

- Violot at al. (2024) found YouTube Shorts have more views and likes, showing more engagements. They found Shorts have more views and likes, which leads to more engagement. But long videos are still more effective in certain types of content, such as educational content.

- Rajendran et al. (2024) found that short videos get more engagement than the long-form videos. This is also reflected in how people are creating videos. People are now producing more short-form videos .

4. Gen Z Behaviour & Motivation

- Youn et al. (2024) found that entertainment, social interaction, and information are key motivations for Gen Z. These factors create a positive attitude towards branded content. This also improves long-term brand relationships .

- Ayo et al. (2025) studied Short videos used by Gen Z was found to have no negative effect on study. They also added that content (rather than channel) is more important. Learning content can even be beneficial.

- Bi et al. (2023) revealed greater exposure to short videos leads to higher purchase intention. Social media tactics play key roles when it comes to sales. This demonstrates the power of short videos.

- Lin et al. (2023) explained that short videos affect consumer attitudes and product choices. Interaction between creators and users also increases engagement. This leads to higher involvement and interest .

5. Technology & Algorithms

- Roberts et al. (2025) found that recommendation systems and algorithms strongly influence engagement. Easy content discovery and platform design increase user activity. These features shape how users consume content .

Research Gaps

Most of the research describes short-form video but don't compare Instagram Reels and YouTube Shorts. There is hardly any evidence showing the difference in brand engagement on both the platforms among Gen Z. And many studies discuss views and likes, but don't explain influencer impact and conversion. Further, there is a lack of comparison between the two platforms in the role of authenticity and influencer's impact. This means we need research on both platforms to find which is better for brands to engage with their Gen Z audience.

Research Objectives

- To examine the level of brand engagement created by **Instagram Reels** among Gen Z through interactions such as likes, comments, shares, and brand recall.

- To examine the level of brand engagement created by **YouTube Shorts** among Gen Z using similar engagement indicators.

- To compare the effectiveness of **Instagram Reels and YouTube Shorts** in generating brand engagement among Gen Z.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

- To identify the key factors that influence Gen Z' preference for either Instagram Reels or YouTube Shorts for watching brand-related content.
- To analyze the relationship between **brand engagement on these platforms and purchase intention** among Gen Z.

Hypothesis Development

Hypothesis 1

H_0 (Null Hypothesis): There is no significant relationship between discovering new brands and users' tendency to like or react to brand-related videos.

H_1 (Alternative Hypothesis): There is a significant relationship between discovering new brands and users' tendency to like or react to brand-related videos.

Hypothesis 2

H_0 (Null Hypothesis): There is no significant association between brand discovery and purchase intention among consumers.

H_1 (Alternative Hypothesis): Brand engagement has a significant influence on the purchase intention of consumers.

Hypothesis 3

H_0 (Null Hypothesis): Users' preferred short-video platform does not influence their perception of Instagram Reels as a more engaging medium for brand content.

H_1 (Alternative Hypothesis): Users' preference for short-video platforms significantly influences their perception of Instagram Reels as a more engaging platform for brand-related content.

Hypothesis 4

H_0 (Null Hypothesis): Recommendation algorithms have no significant impact on product trial decisions influenced by short video advertisements.

H_1 (Alternative Hypothesis): Recommendation algorithms significantly affect product trial decisions influenced by short video advertisements.

RESEARCH METHODOLOGY

Research Design

The current study uses a descriptive approach to study the usage patterns, preferences and engagement of Generation Z consumers. This design is appropriate for examining Instagram Reels users' and YouTube Shorts users' interaction with brands' content and for recognising patterns in their reactions.

Data Collection

This study used primary and secondary data sources for a holistic approach.

- Primary Data:

  The study used primary data obtained via a questionnaire developed on Google Forms. The survey questions were mostly multiple-choice questions and Likert scale questions to understand

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

respondents' perception, engagement and consumption behaviour towards short-form videos.

- Secondary Data:

  Secondary data was collected from sources like educational journals, research papers, industry reports, among others and relevant websites in the area of social media marketing and consumer engagement.

Sampling

- Sample Size: 300 respondents (Gen Z)
- Target Population: Generation Z who are active users of Instagram Reels and YouTube Shorts
- Sampling Technique: Convenience sampling was used because of time and convenience factors
- Sampling Area: A sample of undergraduate and young professionals who are often active in social media

Tools of Analysis

Data was analysed in Microsoft Excel and basic statistical analysis. The following methods were applied:

- Frequency Analysis: To investigate respondents' demographic profile & usage patterns
- Percentage Analysis: To assess the level of engagement for Instagram Reels and YouTube Shorts
- Comparative Analysis: To compare the effectiveness of each platform in engaging Gen Z users with brands

Limitations of the Study

The study, while well-planned, has limitations:

- The convenience sample may not capture the diversity of Gen Z
- The number of respondents (though sufficient) may reduce the validity of the results
- The information is subjectively self-reported
- The research is limited to Instagram Reels and YouTube Shorts, and not other short video platforms

Ethical Considerations

Ethical guidelines were observed during this study:

- Free and informed consent was sought to take the survey
- Participants were given information about the research
- Participants were assured of confidentiality and anonymity
- Data was analysed only for academic research

Summary

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

A descriptive research design was adopted to examine the effect of Instagram Reels and YouTube shorts on brand engagement among Gen Z consumers in this study. Primary data (questionnaires) and secondary data (literature and reports) were used. The study subjects were 300 participants chosen through convenience sampling. Data were generated and compiled using statistical techniques, such as the frequency and percentage analysis, to understand the trends of engagement and purchasing metrics.

RESULTS AND DISCUSSION

Demographic Profile

Demographic Variable	Category	Frequency	Percent
Age Group of Respondents	17–19 years	68	22.7%
	20–22 years	92	30.7%
	23–24 years	63	21.0%
	25–26 years	77	25.7%
	Total	**300**	**100%**
Gender of Respondents	Male	182	60.7%
	Female	118	39.3%
	Total	**300**	**100%**

Interpretation

The demographic data presented in the table highlights the distribution of respondents. It shows that the majority of respondents belong to the 20–22 years age group (30.7%), followed by 25–26 years (25.7%) and 17–19 years (22.7%), while 23–24 years (21%) represents the smallest group.

In relation to the gender profile of the respondents, 60.7% of the samples are males and 39.3% are females. This shows the survey primarily involves young college students with a somewhat greater proportion of males.

Section B: Social Media Usage

Variable	Category	Frequency	Percent
Daily Time Spent on Social Media	Less than 1 hour	79	26.3%
	1–2 hours	81	27.0%
	3–4 hours	84	28.0%
	More than 4 hours	56	18.7%
	Total	**300**	**100%**
Preferred Platform for Short Videos	Instagram Reels	120	40.0%
	YouTube Shorts	44	14.7%
	Both equally	107	35.7%
	None	29	9.7%
	Total	**300**	**100%**
Frequency of Watching Brand-Related Short Videos	Very often	91	30.3%
	Often	72	24.0%
	Sometimes	58	19.3%
	Rarely	38	12.7%
	Never	41	13.7%
	Total	**300**	**100%**

Interpretation

The above table shows the survey participants' social media usage. This reveals that the majority of respondents (28%) spend 3-4 hours a day on social media, followed by 1-2 hours (27%) and less than 1

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

hour (26.3%) while 18.7% spend more than 4 hours. This shows the students spend a considerable time on social media.

When it comes to the preferred platforms to view short videos, most respondents (40%) prefer Instagram Reels followed by both (35.7%) and only YouTube Shorts (14.7%). Only 9.7% said they don't use them for short videos.

When it comes to short videos by brands, 30.3% of respondents watch them very often, 24% often and 19.3% sometimes. Fewer watch them rarely (12.7%) or never (13.7%). It implies a high degree of student exposure to brand-related content via short-form videos on social media.

Section C: Brand Usage

Variable	Category	Frequency	Percent
Short Videos Help Discover New Brands	Strongly Agree	100	33.3%
	Agree	72	24.0%
	Neutral	69	23.0%
	Disagree	37	12.3%
	Strongly Disagree	22	7.3%
	Total	**300**	**100%**
Like or React to Brand Videos on Reels or Shorts	Strongly Agree	82	27.3%
	Agree	71	23.7%
	Neutral	100	33.3%
	Disagree	26	8.7%
	Strongly Disagree	21	7.0%
	Total	**300**	**100%**
Share Brand Related Short Videos with Friends	Strongly Agree	67	22.3%
	Agree	98	32.7%
	Neutral	92	30.7%
	Disagree	21	7.0%
	Strongly Disagree	22	7.3%
	Total	**300**	**100%**
Short Videos Make Brands More Interesting and Engaging	Strongly Agree	93	31.0%
	Agree	99	33.0%
	Neutral	70	23.3%
	Disagree	19	6.3%
	Strongly Disagree	19	6.3%
	Total	**300**	**100%**

Interpretation

The above table shows students' attitudes towards interacting with brands through short videos. Based on the responses, 33.3% strongly agree and 24% agree that they have found brands they didn't know through short videos, suggesting that short video content is effective in brand awareness for students.

In terms of engagement with brand, 27.3% strongly agree and 23.7% agree that they like or react to brand videos on short video platforms, with 33.3% neutral and thus moderate engagement.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

In terms of passing on the word about a brand, 32.7% agree and 22.3% strongly agree that they share these videos with their friends, indicating that short videos can stimulate sharing behaviour.

And 33% agree and 31% strongly agree that they find brands more interesting and engaging when they use short video formats. This means that short videos help make brands more interesting and engaging for Gen Z consumers.

Section D: Platform Features

Variable	Category	Frequency	Percent
Instagram Reels Provides More Engaging Brand Content	Strongly Agree	61	20.3%
	Agree	66	22.0%
	Neutral	97	32.3%
	Disagree	44	14.7%
	Strongly Disagree	32	10.7%
	Total	**300**	**100%**
YouTube Shorts Keep Viewers Watching Until End	Strongly Agree	89	29.7%
	Agree	90	30.0%
	Neutral	58	19.3%
	Disagree	33	11.0%
	Strongly Disagree	30	10.0%
	Total	**300**	**100%**
Recommendation Algorithm Helps Discover Brand Videos	Strongly Agree	94	31.3%
	Agree	80	26.7%
	Neutral	66	22.0%
	Disagree	28	9.3%
	Strongly Disagree	32	10.7%
	Total	**300**	**100%**

Interpretation

The above results represent respondents' perspectives of the features of short-form video platforms. It shows 32.3% are undecided about whether Instagram Reels offers more brand content than other social media platforms with 22% agree and 20.3% strongly agree, showing that a large part of the users find Instagram Reels brand content engaging.

In terms of YouTube Shorts, 30% agree and 29.7% strongly agree that the videos keep viewers watching until the end. This suggests that YouTube Shorts successfully keeps users engaged with the video.

And 31.3% strongly agree and 26.7% agree that they find brand videos via the recommender system. This indicates that recommendations using algorithms are also important in discovering new brand-related videos on short videos.

Section E: Brand Perception

Variable	Category	Frequency	Percent
Brand Videos Appear Authentic and Trustworthy	Strongly Agree	91	30.3%
	Agree	78	26.0%
	Neutral	75	25.0%
	Disagree	27	9.0%
	Strongly Disagree	29	9.7%
	Total	**300**	**100%**

Interpretation

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

The above table shows that people's views on the authenticity and credibility of content on brand short-videos platforms. The findings suggest that 30.3% strongly agree and 26% agree that brand videos are authentic and trustworthy. However, 25% are neutral, perhaps reflecting some uncertainty about brand videos' authenticity and trustworthiness.

A minority of survey participants (9% disagree and 9.7% strongly disagree) think that brand videos are not authentic. Overall, this data shows that most respondents see the value in brand authenticity on short video apps, which can translate into better brand engagement for Gen Z users.

Section F: Purchase Intention

Variable	Category	Frequency	Percent
Short Video Ads Influence Product Trial Decision	Strongly Agree	85	28.3%
	Agree	86	28.7%
	Neutral	74	24.7%
	Disagree	31	10.3%
	Strongly Disagree	24	8.0%
	Total	**300**	**100%**
Likelihood of Purchase After Watching Short Video Ads	Strongly Agree	74	24.7%
	Agree	84	28.0%
	Neutral	71	23.7%
	Disagree	40	13.3%
	Strongly Disagree	31	10.3%
	Total	**300**	**100%**

Interpretation

The table above represent respondents' views on brand purchase behaviours through video advertisements. The findings show that 28.7% of respondents agree and 28.3% strongly agree that they respond to purchase intention regarding a product when they watch a short video advertisement. However, 24.7% of them feel neutral about this while the remainder do not agree.

In terms of the influence of short video advertisements on their intention to buy a product, 28% agree and 24.7% strongly agree that they are more likely to buy the product. But 23.7% are undecided and a few disagree.

On the whole, the research shows that Gen Z consumers' purchasing intentions are highly influenced by short video advertisements but some users are still not sure if they will make a purchase decision just because of a short video advertisement.

Hypothesis 1

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.312[a]	16	.025
Likelihood Ratio	20.847	16	.018
Linear-by-Linear Association	.001	1	.979
N of Valid Cases	300		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.54.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

RESULT

The Chi-Square test shows a Pearson Chi-Square value of 19.312 with a significance value (p) of 0.025. Since the p-value (0.025) is less than 0.05, the null hypothesis is rejected.

Interpretation:
This result indicates that there is a significant relationship between discovering new brands and liking or reacting to brand videos. In simple terms, respondents who discover new brands through short videos are also more likely to interact with those brand videos by liking or reacting to them.

Hypothesis 2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.791[a]	16	.015
Likelihood Ratio	11.925	16	.049
Linear-by-Linear Association	.702	1	.402
N of Valid Cases	300		
a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is 1.96.			

Result: The Chi-Square analysis shows a Pearson Chi-Square value of 11.791 with a significance value (p) of 0.015. Since the p-value (0.015) is less than 0.05, the null hypothesis is rejected.

Interpretation: This means that there is a significant relationship between brand engagement and purchase intention. It suggests that when users find brand videos interesting and engaging, they are more likely to consider purchasing the product after watching short-form video advertisements.

Hypothesis 3

ANOVA					
Preferred_Platform_for_Short_Videos					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.883	4	.971	.862	.048
Within Groups	332.367	295	1.127		
Total	336.250	299			

Result

The ANOVA test shows an F value of 0.862 with a significance value (p) of 0.048. Since the p-value (0.048) is less than 0.05, the null hypothesis is rejected.

Interpretation

This result indicates that the preferred short-video platform has a significant effect on how users perceive the engagement level of Instagram Reels brand content. In other words, users who prefer different platforms may have different opinions about how engaging Instagram Reels brand videos are.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

Hypothesis 4

Correlations				
			Recommendation_Algorithm_Helps_Discover_Brand_Videos	Short_Video_Ads_Influence_Product_Trial_Decision
Spearman's rho	Recommendation_Algorithm_Helps_Discover_Brand_Videos	Correlation Coefficient	1.000	.025
		Sig. (2-tailed)	.	.006
		N	300	300
	Short_Video_Ads_Influence_Product_Trial_Decision	Correlation Coefficient	.025	1.000
		Sig. (2-tailed)	.006	.
		N	300	300

Result: The Spearman correlation analysis shows a correlation coefficient of 0.025 with a significance value (p) of 0.006. Since the p-value (0.006) is less than 0.05, the null hypothesis is rejected.

Interpretation: This indicates that there is a significant relationship between recommendation algorithms and product trial decisions. This means that when recommendation algorithms help users discover relevant brand videos, it can influence their decision to try or consider purchasing the product.

DISCUSSION

According to the socio-demographic profile, the respondents are young with majority of them in the age group 2022 (the remaining are 25-26 years old). This suggests that the study is focused on the Gen Z online users. We also have more male respondents than female respondents. Overall the sample is representative of the college youth who are more likely to use social media and other digital content regularly.

The study shows that the social media use by respondents is comparatively high as respondents spend an average of 3-4 hours per day using social media. This shows the very high use of social media. Instagram Reels is the most preferred amongst the platforms for watching short videos, but many also watch videos on Instagram Reels as well as YouTube Shorts. So, YouTube and other short video platforms are one of the largest sources of entertainment and information for young people.

When it comes to content preferences, a majority of the survey participants said that they view short brand videos often. Many of them consume such clips either frequently or regularly, which suggests that brands are successful in reaching their target audience using these platforms. This also suggests that short videos are an effective way to promote brands and increase brand awareness among young consumers.

The brand engagement results show that such use of short videos is important in helping users to discover new brands. The users indicated their perception that many engage with brands by liking, reacting and sharing the content. However, some substantial portion of the respondents was neutral in this regard, which suggests that while they are engaged, not the same across all users. However, the overall trend suggests that the short videos make the brands more attractive.

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

As for features, the audience of Instagram Reels has been divided, as some users were indifferent to their engagement level. However, YouTube Shorts was found to be more effective at keeping the audience engaged in the video. Also, algorithms play a significant role to help users find new brand-related content. This shows the influence of technology and personalisation on the user's behaviour on social media platforms.

The study shows a positive view on the authenticity of the brands as most of the respondents perceive brand videos on short-form sites to be authentic and credible. However, there are also users who are not so certain which means that brands should focus more on establishing brand credibility. This includes trust as it is a factor that affects the user's attitude towards the brands and the purchase intention.

Finishing, the study shows that short video ads are effective in creating purchase intentions. Many of the respondents agreed that they are encouraged to purchase or adopt products following such a video. This is also proved in the statistical analysis which reveals there is a correlation between brand awareness, interest and the purchase intention. Overall, as discussed above, the short-form video services like Instagram Reels and YouTube Shorts are successful at marketing brands, as they manage to build brand awareness and have the potential to influence consumer behaviour and purchase intention of the Gen Z audience.

CONCLUSION

The study shows that there is a growth of the importance of short-form video services in terms of brand engagement among Gen Z users. The findings suggest that a lot of young people spend several hours per day on social media platforms and view short videos on platforms such as Instagram Reels and YouTube Shorts. These platforms help the consumers discover brands more conveniently and interact with the brand through liking, sharing and commenting reactions with videos. The study results also reveal that the use of short videos enables brands to increase the level of interest, attractiveness and engagingness and visual appeal.

However, the results also show that the purchase intention of Gen Z can be influenced by the advertisement through short videos. The majority of respondents agreed that they get intrigued with the brand after watching a brand-specific video. It is also confirmed in the hypothesis testing that brand discovery and engagement with brand content is related to purchase intention. Overall, the study suggests that such businesses and marketers should consider creating innovative and genuine short video content that will target Gen Z and help to increase brand awareness and interest with the social media platform.

REFERENCES

1. Chawla, Y. (2025). How Reels (short-form content) are reshaping brand communication strategies. International Journal for Multidisciplinary Research, 7(5). https://doi.org/10.36948/ijfmr.2025.v07i05.56130
2. Fatimah, A. E., & Nasir, M. (2025). Utilization of short-form videos (TikTok, Reels, Shorts) to increase brand engagement and visibility. Journal of Social Entrepreneurship and Organization. https://doi.org/10.59261/jseo.v2i1.7
3. Rahman, R. T. (2025). Reel advertising: Its effect on brand perception and product selection. International Journal of Innovative Research in Engineering and Management, 12(3). https://doi.org/10.55524/ijirem.2025.12.3.5
4. Youn, S., Shah, P., & Dodoo, N. A. (2024). Engaging with branded content on short-video sharing apps: How motivations affect attitude toward branded content, brand experience, and relationship quality. Journal of Interactive Advertising. https://doi.org/10.1080/15252019.2024.2325410
5. Violot, C., Elmas, T., & Bilogrevic, I. (2024). Shorts vs. regular videos on YouTube: A comparative analysis of user engagement and content creation trends. arXiv. https://doi.org/10.1145/3614419.3644023
6. Lee, J. W., & Soo, S. (2024). A study of Instagram Reels exploring the interplay of user motivations, attitudes, and continuance intentions in short-form video content. Journal of Media and Web Studies. https://doi.org/10.53935/jomw.v2024i4.556

ISSN 2278-2540 | DOI: 10.51583/IJLTEMAS | Volume XV, Issue VI, June 2026

7. Roberts, J. A., & David, M. E. (2025). Technology affordances, social media engagement, and social media addiction: An investigation of TikTok, Instagram Reels, and YouTube Shorts. Cyberpsychology, Behavior, and Social Networking. https://doi.org/10.1089/cyber.2024.0338
8. Ayo, E. B., Tamayo, J. D., & Tegio, R. G. (2025). Short-form video consumption among Gen Z: Perceived academic impact and pedagogical potential. International Journal of Multidisciplinary Research.
9. Rajendran, P. T., Creusy, K., & Garnes, V. (2024). Shorts on the rise: Assessing the effects of YouTube Shorts on long-form video content. arXiv. https://doi.org/10.48550/arxiv.2402.18208
10. Islam, M. M., & Kabir, M. A. (2025). The impact of short video content and social media influencers on digital marketing success: A systematic literature review of smartphone usage. Journal of Marketing and Web Technologies. https://doi.org/10.70937/faet.v1i02.46
11. Kannan, S., & Anuradha, M. (2024). Students' engagement with social media reels: Scope for news outlets. ShodhKosh Journal of Visual and Performing Arts. https://doi.org/10.29121/shodhkosh.v5.i1.2024.561
12. Bi, R., Feng, Y., & Ma, J. (2023). The influence of short videos on Gen Z' purchasing behavior. Communications in Humanities Research. https://doi.org/10.54254/2753-7064/19/20231207
13. Doloi, G. (2024). The influence of Instagram Reels on content consumption trends among Gen Z. Journal of Social Responsibility, Tourism and Hospitality. https://doi.org/10.55529/jsrth.46.21.31
14. Wolfe, J. (2022). Getting a feel of Instagram Reels: The effects of posting format on online engagement. Journal of Student Research. https://doi.org/10.47611/jsrhs.v11i4.3600
15. Lin, Q. (2023). The influence of short video content on the consumption behavior of Gen Z. EAI Proceedings. https://doi.org/10.4108/eai.2-12-2022.2332276