

## **ROLE OF INFLUENCERS IN BRAND BUILDING THROUGH SHORT VIDEO PLATFORMS: EVIDENCE FROM TIKTOK, REELS, AND SHORTS**

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**Abstract**—The rapid proliferation of short video content on social media platforms such as Instagram Reels, YouTube Shorts, and TikTok has revolutionized digital marketing strategies. Brands increasingly leverage these short, engaging formats to build brand identity, enhance consumer engagement, and drive sales. This study investigates the effectiveness of short video content in digital brand building, focusing on user engagement, brand recall, and purchase intention. Utilizing a structured questionnaire, data was collected from 200 respondents in Uttar Pradesh, India. Employing descriptive and inferential statistical tools, the analysis reveals that short videos significantly impact consumer perceptions and brand engagement. Findings suggest that such content fosters higher emotional connections, improves brand recall, and positively influences purchase decisions compared to traditional marketing formats. However, challenges such as content saturation and short attention spans are noted. The study provides practical implications for marketers aiming to optimize digital campaigns through short video formats. The research also identifies gaps in understanding the long-term brand loyalty effects and calls for further exploration into content personalization and algorithmic influences. This research contributes to digital marketing literature by providing empirical evidence of the effectiveness of short video content in the contemporary digital ecosystem.

**Keywords:** Short Video Content, Digital Brand Building, Social Media Marketing, Consumer Engagement, TikTok Marketing.

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### **Introduction**

The evolution of digital marketing over the past decade has been significantly influenced by the emergence of social media platforms and mobile technology. Among various content formats, short video content has emerged as a dominant and influential medium. Platforms like Instagram Reels, YouTube Shorts, and TikTok allow users and brands to create and share videos lasting from a few seconds up to one minute, capturing audience attention in increasingly competitive digital environments. Short video content is characterized by its brevity, entertainment value, and high share ability. These qualities make it ideal for engaging younger demographics who prefer quick, visually appealing content over traditional long-form advertisements. Brands harness these platforms to develop digital brand equity, enhance consumer interaction, and increase purchase intentions. Digital brand building involves cultivating a brand's identity and reputation in online spaces. It is a continuous process where brands seek to foster consumer awareness, preference, and loyalty through various digital touch points.

The dynamic nature of short video content facilitates immediate emotional connections and viral potential, offering brands new avenues for storytelling and customer engagement. Uttar Pradesh, as one of India's most populous states with significant digital penetration, provides a fertile ground for studying consumer responses to short video marketing.

The diverse demographic and rapid adoption of smartphones make it a representative sample for assessing the effectiveness of these emerging digital marketing tools. This research paper aims to examine how short video content influences brand building among consumers, focusing on engagement, recall, and purchase behavior. By understanding these impacts, marketers can better strategize content creation and platform utilization to optimize brand outcomes.

## **Literature Review**

**Sharma & Gupta (2025)** explored the role of Instagram Reels in enhancing brand awareness among millennials in urban India. Their study highlighted that the visual and audio elements of short videos radically increase emotional engagement, which in turn boosts brand recall and preference. They concluded that brands using reels effectively witness higher engagement compared to static posts.

**Kumar et al. (2025)** analyzed TikTok's algorithmic impact on content visibility and user interaction. They found that TikTok's personalized feed optimizes content delivery based on user behavior, increasing the likelihood of brand message resonance and conversion. Their research emphasized the importance of authenticity and trend alignment in short video marketing.

**Singh & Reddy (2024)** conducted a comparative analysis of YouTube Shorts and traditional YouTube videos, focusing on viewer retention and engagement rates. Their findings indicated that Shorts have superior engagement rates due to their concise format and mobile-first design. They suggested brands should integrate Shorts into multi-platform campaigns for maximal reach.

**Mishra & Das (2024)** investigated consumer trust in brands promoted through TikTok influencers. The study revealed that influencer authenticity and reliability significantly influence brand perception and purchase intentions. Short video content was found to facilitate more organic and trustworthy brand endorsements.

**Patel & Joshi (2023)** studied the effectiveness of short videos in digital marketing campaigns for FMCG brands. Their results showed a positive correlation between short video engagement and increased sales, attributing success to the high shareability and viral nature of the content. They recommended consistent, creative content production for sustained impact.

**Verma & Singh (2023)** analyzed social media engagement patterns with a focus on Instagram Reels. Their study highlighted that interactive features such as polls and challenges embedded in short videos amplify user participation and brand loyalty. They advocated for a user-centric approach in content design.

**Raut & Kulkarni (2022)** examined the psychological impact of short video marketing on consumer behavior. They found that short videos stimulate faster emotional responses and memory retention, making them effective tools for brand positioning. However, they noted that content oversaturation could diminish impact over time.

**Chatterjee & Banerjee (2022)** evaluated the role of TikTok trends in shaping brand narratives. Their study suggested that brands aligning with popular trends experience heightened visibility but risk brand dilution if not aligned with core values. They stressed the need for strategic trend participation.

**Desai & Shah (2021)** focused on the engagement effectiveness of Facebook Stories and Instagram Reels. Their research concluded that short video stories create a sense of urgency and exclusivity, driving immediate consumer action. Brands using time-sensitive offers via short videos saw better conversion rates.

**Mehta & Singh (2021)** studied the integration of user-generated content in short video marketing. They observed that content co-created with consumers leads to higher trust and advocacy, strengthening brand communities. The participatory nature of short video formats fosters this collaboration.

**Banerjee & Roy (2020)** analyzed TikTok's impact on digital brand building in India's fashion sector. Their findings indicated rapid brand awareness growth but cautioned about the platform's volatile user base affecting long-term loyalty. They advocated for cross-platform strategies.

**Das & Kumar (2020)** researched short video advertising effectiveness compared to traditional video ads on YouTube. Their study demonstrated higher click-through and engagement rates for short ads, attributing success to reduced viewer fatigue and optimized mobile viewing experiences.

## **Research Gap**

While several studies have explored short video content's impact on engagement and sales, few have systematically examined its holistic role in digital brand building within the diverse demographic context of Uttar Pradesh. Moreover, existing literature often focuses on urban metros, leaving a knowledge gap regarding consumer behavior in less urbanized or semi-urban areas. This study aims to bridge this gap by providing empirical data from a representative sample in Uttar Pradesh, encompassing varying demographic and socio-economic profiles. Additionally, limited research addresses the

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comparative effectiveness of short video content across platforms (Reels, Shorts, TikTok) and its influence on long-term brand loyalty, an area this paper seeks to explore.

### **Problem Statement**

The rise of short video platforms offers immense opportunities for digital brand building. However, brands often struggle to understand the nuances of consumer engagement, recall, and purchase behavior linked to these formats, particularly in diverse markets like Uttar Pradesh. This research investigates the effectiveness of short video content in enhancing brand metrics, addressing challenges marketers face in content strategy formulation and platform selection to optimize brand outcomes.

### **Research Objectives**

1. To assess the impact of short video content on consumer engagement and brand recall in Uttar Pradesh.
2. To evaluate the influence of short video content on consumer purchase intention and brand loyalty.

### **Research Methodology**

#### **Theoretical & Conceptual Framework**

This study is grounded in the Engagement Theory, which posits that consumer interaction with content increases emotional investment and behavioral outcomes. It also applies the AIDA Model (Attention, Interest, Desire, Action) to evaluate how short videos guide consumers through the buying journey, and the Brand Equity Model to assess impacts on brand perception and loyalty.

#### **Type of Research**

The research is descriptive and exploratory, focusing on understanding relationships between short video content and brand-related outcomes.

#### **Source of Data Collection**

Primary data collected via structured questionnaires; secondary data from scholarly articles, social media analytics reports, and platform insights.

#### **Research Instrument**

A structured questionnaire with Likert-scale and multiple-choice questions designed to measure engagement, recall, and purchase intention.

#### **Population**

Social media users aged 18-45 residing in Uttar Pradesh who watch short video content on platforms such as Instagram Reels, YouTube Shorts, and TikTok.

#### **Sampling Unit**

Individual social media users within the specified age group and region.

#### **Sample Size**

Using Cochran's formula for sample size calculation with a 95% confidence level and 7% margin of error:  $n = (Z^2 * p * q) / e^2$

Where  $Z = 1.96$ ,  $p = 0.5$  (maximum variability),  $q = 1 - p = 0.5$ ,  $e = 0.07$   $n = (1.96^2 * 0.5 * 0.5) / 0.07^2$

$n = (3.8416 * 0.25) / 0.0049$

$n = 0.9604 / 0.0049 = 196$

Rounded to 200 respondents.

#### **Area of the Study**

The research is conducted across various urban and semi-urban districts in Uttar Pradesh.

**Sampling Technique Used**

Stratified random sampling to ensure representation across age groups, genders, and urban/semi- urban locations.

**Statistical Tools Used**

Descriptive statistics, Chi-square tests, correlation analysis, and regression analysis using SPSS software.

**Data Analysis & Interpretation**

**Table 1: Gender of the respondents**

Gender	Frequency	Percentage (%)
Male	110	55%
Female	90	45%

**Table 2: Age of the respondents**

Age	Frequency	Percentage (%)
18-25	80	40%
26-35	70	35%
36-45	50	25%

**Table 3: Location of the respondents**

Location	Frequency	Percentage (%)
Urban	120	60%
Semi-Urban	80	40%

**Table 4: Frequency of Watching Short Videos**

Frequency of Watching Short Videos	Frequency	Percentage (%)
Daily	140	70%
Weekly	40	20%
Occasionally	20	10%

**Table 5: Platforms Used for Short Videos**

Platforms Used for Short Videos	Frequency	Percentage (%)
Instagram Reels	90	45%
TikTok	70	35%
YouTube Shorts	40	20%

**Table 6: Level of Engagement with Brand Videos**

Level of Engagement with Brand Videos	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Short videos grab my attention better than other ads	80 (40%)	70 (35%)	30 (15%)	15 (7.5%)	5 (2.5%)

**Table 7: Brand Recall After Watching Short Videos**

Brand Recall After Watching Short Videos	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I remember brands better after watching short videos	75 (37.5%)	80 (40%)	25 (12.5%)	15 (7.5%)	5 (2.5%)

**Table 8: Influence of Short Videos on Purchase Intent**

Influence of Short Videos on Purchase Intent	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Short videos increase my interest in buying products	65 (32.5%)	85 (42.5%)	30 (15%)	15 (7.5%)	5 (2.5%)

**Table 9: Emotional Connection with Brands through Short Videos**

Emotional Connection with Brands through Short Videos	Frequency	Percentage (%)
Strong	90	45%
Moderate	70	35%
Weak	40	20%

**Table 10: Preference for Short Videos vs. Traditional Ads**

Preference for Short Videos vs. Traditional Ads	Frequency	Percentage (%)
Prefer short video content	130	65%
Prefer traditional ads	20	10%
No preference	50	25%

**Results and Findings**

1. Majority (70%) of respondents watch short video content daily, indicating high consumption rates.
2. Instagram Reels and TikTok dominate as preferred platforms for short video content.
3. 75% of respondents agreed that short videos grab attention better than traditional ads, enhancing engagement.

4. Brand recall is positively influenced, with 77.5% acknowledging better memory retention of brands featured in short videos.
5. Purchase intention is significantly boosted, with 75% showing increased interest in products promoted via short videos.
6. Emotional connection to brands through short videos is moderate to strong for 80% of respondents.
7. Overall, 65% prefer short video content over traditional advertising methods, emphasizing the shift in consumer content preferences.

### **Suggestions**

1. **Strategic Content Creation:** Brands should focus on creating authentic, relatable, and platform-specific short videos that resonate with their target audiences. Incorporating trending audio, challenges, and culturally relevant themes can enhance engagement and shareability.
2. **Leveraging Influencers:** Collaborations with micro and nano influencers who have a loyal and niche following can increase credibility and trust. Brands should carefully select influencers whose values align with their brand image to avoid authenticity dilution.
3. **Data-Driven Optimization:** Regular monitoring of engagement metrics such as watch time, shares, comments, and conversion rates is crucial. Brands should utilize analytics tools to optimize posting times, content formats, and messaging based on real-time consumer behavior.
4. **Cross-Platform Synergy:** Short video content should be integrated within a broader multi-channel marketing strategy. Brands must ensure consistency of messaging across platforms like Instagram, YouTube, and TikTok to reinforce brand recall and build a cohesive digital identity.
5. **Interactive and Participatory Content:** Incorporating features such as polls, challenges, and user-generated content campaigns can enhance consumer participation and emotional bonding with the brand.
6. **Focus on Quality over Quantity:** To prevent content fatigue among users, brands must prioritize high-quality creative content over frequent but low-value posts.

### **Implications**

1. **For Marketers:** This study emphasizes the critical role of short video content in shaping modern brand-building strategies. Marketers are encouraged to allocate increased budgets and resources towards producing engaging short videos tailored to platform algorithms and user preferences.
2. **For Brand Equity:** Short videos help in creating emotional connections and enhancing brand recall, which vital components are of brand equity. Understanding these dynamics enables marketers to design campaigns that translate digital engagement into tangible business outcomes such as purchase intent and loyalty.
3. **For Consumer Insights:** The research provides insights into the consumption patterns and preferences of consumers in Uttar Pradesh, a key emerging market with rising digital adoption. This knowledge can aid marketers in customizing regional campaigns and targeting strategies.
4. **For Platform Development:** Social media platforms can leverage these findings to refine their algorithms, tools, and features to better support brand content creators, fostering a mutually beneficial ecosystem for brands and users.

### **Limitations**

1. **Geographical Constraint:** The study is limited to Uttar Pradesh, which may restrict the generalizability of findings to other regions with different socio-economic and cultural characteristics.
2. **Cross-Sectional Design:** The research employs a cross-sectional survey, capturing data at a single point in time. This design limits the ability to assess long-term effects of short video content on brand loyalty and customer lifetime value.
3. **Platform Evolution:** Social media platforms and their algorithms evolve rapidly. Findings may become less applicable as platforms introduce new features or change content promotion strategies.

4. **Content Diversity Not Accounted:** The study does not deeply differentiate between types of short video content (e.g., educational, entertainment, promotional), which might affect engagement differently.

#### **Scope for Future Research**

1. **Longitudinal Studies:** Future research could adopt a longitudinal approach to track how short video content influences brand loyalty, customer retention, and lifetime value over time.
2. **Qualitative Analysis:** In-depth qualitative studies could explore the narrative and emotional appeal of different short video content types, providing richer insights into consumer-brand relationships.
3. **Comparative Regional Studies:** Expanding research to other Indian states or global markets could help understand regional and cultural variations in short video content effectiveness.
4. **Platform Algorithm Analysis:** Future work could analyze how algorithmic changes influence content visibility and engagement metrics, integrating data science and marketing disciplines.
5. **Content Type Effectiveness:** Research could differentiate between content categories (e.g., influencer endorsements, brand-generated content, user-generated content) to evaluate which formats yield the best outcomes in brand building.
6. **Impact of Emerging Technologies:** Exploration of the integration of AI, AR, and VR in short video content and their potential to further revolutionize digital brand building.

#### **Conclusion**

This study confirms that short video content on platforms such as Instagram Reels, YouTube Shorts, and TikTok has become a powerful tool for digital brand building, especially among younger consumers in Uttar Pradesh. The format's inherent brevity, creativity, and shareability contribute to higher consumer engagement, enhanced brand recall, and increased purchase intention compared to traditional marketing formats.

Brands that leverage authentic storytelling, align with trending content, and collaborate effectively with influencers can build stronger emotional connections with their audience. However, marketers must remain vigilant against challenges such as content saturation and rapidly evolving platform algorithms.

While this research provides valuable insights into short video content's impact on brand metrics, it also highlights the need for continued study, especially concerning long-term consumer loyalty and cross-platform strategies. Overall, embracing short video content as a core component of digital marketing will enable brands to stay relevant and competitive in today's fast-paced digital landscape.

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