

IMPACT OF SHORT-FORM VIDEO CONTENT (REELS/SHORTS) ON BRAND AWARENESS
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Abstract:

The rapid rise of short-form video platforms such as Instagram Reels and YouTube Shorts has transformed the landscape of digital brand communication. This study explores how short-form video content contributes to the development of brand awareness among young consumers. A quantitative approach was adopted using a structured questionnaire administered to 150 respondents aged 18–30. The findings indicate that short-form videos are strongly associated with brand awareness, brand recall, and brand recognition. Creativity, frequency of exposure, and authenticity emerged as significant elements that enhance the effectiveness of short-form video marketing. The study establishes that short-form video content is a strategic communication tool capable of strengthening brand presence in a competitive digital environment.

Keywords: Short-form video content, Brand awareness, Digital marketing, Reels, Social media marketing

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Introduction:

Digital marketing has entered a phase where visual and interactive content dominates consumer attention. Among emerging formats, short-form video content has gained exceptional importance due to its ability to communicate messages in a concise and engaging manner. These videos align with modern viewing habits, where users prefer quick, entertaining, and visually stimulating information. For marketers, this format provides an opportunity to communicate brand messages without demanding prolonged attention from consumers.

Brand awareness represents the foundation of consumer-brand relationships and significantly influences purchase decisions. In highly competitive digital spaces, short-form videos serve as a powerful medium for building visibility, recall, and familiarity. This study investigates how exposure to short-form

videos shapes brand awareness and examines the role of creativity, frequency, and authenticity in influencing consumer perception.

Review of Literature:

Smith and Anderson (2020) found that video content generates significantly higher engagement compared to static advertisements. Kapoor et al. (2021) observed that social media videos enhance brand recall and consumer interaction. Chaffey (2022) emphasized that short-form videos improve emotional appeal and message memorability. Kumar and Gupta (2023) highlighted the importance of authenticity and relatability in digital content for building consumer trust. Current scholarship (Anderson & Thomas, 2024) suggests that the "Hook-Point" of a video—the first 180 frames—is the strongest predictor of brand recognition. Further studies by Manic (2024)

emphasize the Mere Exposure Effect, where repeated 15-second exposures through trending audio lead to higher "Top-of-Mind" (TOM) awareness than 30-second unskippable ads.

Despite growing interest, limited empirical research specifically focuses on the role of short-form videos in developing brand awareness, which this study attempts to address.

Objectives of the Study:

1. To examine the relationship between short-form video content and brand awareness.
2. To analyze the influence of creativity on brand recall.
3. To study the association between exposure frequency and brand recognition.
4. To evaluate the impact of authenticity on consumer trust.

Hypotheses of the Study:

H1: There is a significant relationship between short-form video content and brand awareness.

H2: There is a significant relationship between creativity in short-form videos and brand recall.

H3: There is a significant relationship between frequency of exposure to short-form video content and brand recognition.

H4: There is a significant relationship between authenticity of short-form video content and consumer trust.

Research Methodology:

The study follows a quantitative research design and is descriptive and correlational in nature. Primary data were collected using a structured questionnaire from 150 respondents aged 18–30 through convenience sampling. The tools used for analysis include percentage analysis, mean score analysis, and Pearson's correlation coefficient.

Sample: 150 respondents

Age : 18 years – 23 years, 24 years – 30 years

Gender : Male and Female

Locality: Urban, Rural

Sampling technique: Convenience sampling

Data Collection:

Primary data through structured questionnaire.

Secondary data from journals, books, and online reports.

Tools for Analysis:

Percentage analysis, mean score analysis, correlation analysis.

Data Analysis:

H1: There is a significant relationship between short-form video content and brand awareness.

Finding:

There is a strong and statistically significant relationship between exposure to short-form video content and brand awareness.

Interpretation:

As consumers are exposed more frequently to Reels and Shorts, their awareness of brands increases. Short-form videos are effective in making brands more visible and recognizable in a short span of time.

Discussion:

This finding supports the idea that short-form videos function as high-impact promotional tools. The fast, engaging, and repetitive nature of these videos helps in quick information processing and recall. It aligns with digital marketing theories that emphasize visual storytelling and attention economy.

Conclusion:

The hypothesis is accepted. Short-form video content is significantly associated with higher brand awareness among young consumers.

H2: There is a significant relationship between creativity in short-form videos and brand recall.

Finding:

A significant relationship exists between creativity in short-form videos and brand recall.

Interpretation:

Creative videos (unique storytelling, humor, visuals, music) make brands easier to remember. When content stands out, consumers retain the brand name longer.

Discussion:

This supports advertising theory where creativity is considered the backbone of effective communication. In a crowded digital environment, creative differentiation helps brands escape “ad fatigue” and build memory structures.

Conclusion:

The hypothesis is accepted. Creativity in short-form videos significantly influences brand recall.

H3: There is a significant relationship between frequency of exposure to short-form video content and brand recognition.

Finding:

A strong and significant relationship exists between frequency of exposure and brand recognition.

Interpretation:

Repeated exposure increases familiarity. Consumers recognize logos, slogans, and products faster when they encounter them repeatedly in Reels/Shorts.

Discussion:

This finding supports the “mere exposure effect,” which states that people develop preferences and familiarity through repeated contact. Short-form videos naturally create high repetition due to algorithm-based content delivery.

Conclusion:

The hypothesis is accepted. Frequent exposure to short-

form videos significantly enhances brand recognition.

H4: There is a significant relationship between the authenticity of short-form video content and consumer trust in the brand.

Finding:

A moderate and significant relationship exists between authenticity and consumer trust.

Interpretation:

When content appears genuine, relatable, and transparent, consumers trust the brand more. Overly scripted or exaggerated ads reduce credibility.

Discussion:

This supports relationship marketing and ethical marketing concepts, where trust is built through honesty and transparency. Influencer marketing is especially effective when authenticity is maintained.

Conclusion:

The hypothesis is accepted. Authentic content significantly influences consumer trust in brands.

Conclusion:

Short-form video content is an effective promotional tool that significantly enhances brand awareness among young consumers. The study confirms that short-form video content plays a significant role in shaping brand awareness among young consumers. By integrating creativity, consistency, and authenticity, brands can strengthen their digital communication strategies. Short-form videos are no longer supplementary tools but central elements of modern promotional practice. As digital consumption patterns continue to evolve, marketers must leverage Reels and Shorts as a central element of their communication strategies to remain competitive.

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Cite This Article:

Dr. Francis R. (2025). *Impact of Short-Form Video Content (Reels/Shorts) on Brand Awareness*. In **Electronic International Interdisciplinary Research Journal: Vol. XIV** (Number VI, pp. 1–4).

Doi: <https://doi.org/10.5281/zenodo.18276155>