

# Impact of Short Video Marketing on Consumer Behavior in Kathmandu Valley

Ankita Kumari Dali\*

---

## Abstract

This study examines the impact of short video marketing on consumer behavior in Kathmandu Valley. Consumer behavior is the dependent variable. The selected independent variables are interesting content, video duration, scenario-based experience, user participation interaction, and perceived usefulness. The primary source of data is used to assess the opinion of respondents regarding interesting content, video duration, scenario-based experience, user participation interaction, perceived usefulness and consumer behavior. The study is based on primary data of 125 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of the impact of short video marketing on consumer behavior in Kathmandu Valley.

The study showed a positive impact of interesting content on consumer behavior. It indicates that interesting content leads to better consumer buying decision. Similarly, the study showed a positive impact of video duration on consumer behavior. It indicates that short runtime of video leads to attract consumer buying behavior in interested field. Likewise, the study showed a positive impact of scenario-based experience on consumer behavior. It indicates that scenario based experience lead to change in consumer behavior. Further, the study showed a positive impact of user participation interaction on consumer behavior. It indicates that better user participation interaction attracts individuals. In addition, the study showed a positive impact of perceived usefulness on consumer behavior. It indicates that perceived usefulness leads to encourage while choosing products.

*Keywords:* interesting content, video duration, scenario-based experience, user participation interaction, perceived usefulness, consumer behavior

---

## 1. Introduction

Short video marketing has become a transformative tool in the realm of digital marketing, profoundly influencing consumer behavior (Smith *et al.*, 2020). These concise, visually engaging videos cater to the short attention spans of modern consumers, offering quick and effective communication of brand messages. Short video platforms like Tik-Tok, Instagram Reels, and YouTube Shorts create opportunities for storytelling, trend adoption, and fostering interactive relationships with consumers (Johnson and Lee, 2019). Short videos not only capture attention but also evoke emotional connections, enhancing brand recall and driving purchase decisions (Davis *et al.*, 2021). Miller and Thompson (2022) stated that consumers influenced by visually rich content, often make spontaneous purchase decisions when exposed to engaging and relatable video campaigns. However, the effectiveness of short revealed that video marketing depends heavily on creativity, authenticity, and alignment with audience preferences. When executed well, it creates memorable experiences, increases customer engagement, and builds long-term brand loyalty (Taylor and Harper, 2020).

Poorly executed campaigns can lead to disengagement or even negative brand perceptions. Thus, understanding consumer behavior in the context of short video marketing is critical for brands aiming to thrive in a competitive digital marketplace. Marketers must continually adapt their strategies to align with evolving consumer preferences, technological advancements, and platform-specific dynamics (Anderson and Gupta, 2021). Smith *et*

---

\* Ms. Dali is a Freelance Researcher, Kathmandu, Nepal.

*al.* (2020) stated that short video marketing has indeed reshaped how brands engage with consumers, leveraging brevity and creativity to make a lasting impact. These videos align with consumer preferences for digestible content in an age of information overload, where attention spans are shrinking.

Miller and Thompson (2022) examined the consumer behavior in the age of video marketing. The study found that consumers are often swayed toward spontaneous purchases after engaging with relatable and creative video content. Similarly, Yan (2019) investigated the factors influencing user engagement in short-term rental platforms: A study on playfulness and mobile video content. The study stated that playfulness is the second most important factor affecting users' willingness to use the short-term rental platform. People usually watch short videos in mobile such as during commuting hours. It is the rich and eye-catching content that greatly attract users. This means whether short video ads can get the attention of customers in a brief period of time often depends on whether they are entertaining. Likewise, Romi (2023) assessed the impact of video marketing on consumer behavior, specifically focusing on purchase intention. The study concluded that video marketing can deliver timely information about products, enabling consumers to evaluate these products effectively. Further, Chen *et al.* (2023) analyzed the impact of short video marketing on tourist destination perception in the post-pandemic era. The study found that shortcomings in both short video content and the overall effectiveness of short video marketing, leading the researchers to propose solutions for these issues. In addition, Ngo *et al.* (2023) examined the factors of short video marketing influencing the purchase intention of Generation Z in Vietnam. The study concluded that consumer brand attitude acted as a mediating variable, positively and significantly impacting consumers' purchase intentions.

Wang *et al.* (2020) examined the influence of video duration on sharing and consumer behavior in digital marketing. The study highlighted that scenario-based experiences allow consumers to visualize product usage within relatable contexts, reducing uncertainties and fostering trust. This experiential approach drives consumer behavior by enhancing brand perception and increasing purchase intentions. Similarly, Zhou *et al.* (2021) investigated the effectiveness of short video marketing: Reducing fatigue and enhancing recall. The study emphasized that scenario-driven narratives not only make marketing more appealing but also improve content share ability and consumer loyalty. Likewise, Alghizzawi *et al.* (2024) examined the short video marketing and consumer engagement: Mediation effect of social sharing. The study concluded that there is a significant mutual relationship between social sharing and consumer engagement, highlighting that sharing behaviors play a crucial role in enhancing engagement levels among tourists. Further, Ali *et al.* (2024) analyzed the impact of short video marketing advertising on consumer purchase intention. The study concluded that daily consumption patterns, the rising share of the B2C e-commerce market, and competition between industries have positive impact on consumer intentions. In addition, Shen and Wang (2024) analyzed the influence of short video marketing on purchase intention in social commerce. The study found that efficient precision marketing has a positive impact on consumer behavior.

Liu *et al.* (2019) examined the influence of social media short video marketing on consumer brand attitude. The study showed that interactive features in short video marketing positively influence brand perception and consumer attitudes by encouraging meaningful engagement between users and the brand. Similarly, Long (2024) analyzed the impact of evaluation videos on social media on consumer behavior in China. The study found that

evaluation videos can serve as a more trusted promotional tool among users on social media. Likewise, Geet *et al.* (2021) examined the effect of short video ads on sales through social media. The study revealed a moderating effects of influencers and sellers positively influence the relationship between sociability and product sales, while the buyer's moderating effect positively impacts the relationship between vividness and product sales. Further, Manzoor *et al.* (2020) analyzed the impact of social media marketing on consumer purchase intentions. The study concluded that both trust and social media significantly affect consumers' purchase intentions. In addition, Lee and Kim (2023) examined the impact of short video marketing on consumer behavior: Exploring originality, genuineness, and audience resonance. The study stated that consumers are more likely to make impulsive purchases when exposed to captivating and relatable video content.

Yang *et al.* (2019) assessed the impact of short video content marketing on consumer's purchasing intention. The study noted that consumers are more likely to engage with videos that highlight valuable information, actionable insights, or solutions to common problems. Further, Williams and Chen (2021) analyzed the role of social proof in online purchasing decisions. The study found that customer reviews and testimonials significantly influence consumer trust and willingness to buy. Similarly, Garcia and Smith (2022) analyzed the effectiveness of mobile advertising in enhancing brand awareness. The study concluded that concise, visually appealing ads significantly capture consumer attention and encourage engagement. Likewise, Patel and Gomez (2023) explored the impact of eco-friendly branding on consumer preferences. The study revealed that brands emphasizing sustainability can foster deeper emotional connections and loyalty among environmentally conscious consumers. Further,

In the context of Nepal, Khadka (2021) examined the impact of social media marketing practices among Nepalese restaurants in Helsinki. The study concluded that although Nepalese restaurants in Helsinki are utilizing social media platforms for their businesses, their engagement levels appear to be inadequate. Likewise, Dahal *et al.* (2023) investigated the effect of mobile marketing on online purchase intention in urban areas. The findings concluded that mobile marketing can significantly impact online purchase intention among Nepalese consumers. According to Shrestha (2023), the use of humor, cultural references, and local dialects in short video marketing has significantly enhanced consumer engagement in Nepal. Additionally, the growing trend of collaborating with local influencers who resonate with Nepalese audiences has proven to be a powerful strategy in driving brand visibility and consumer decision-making. In addition, Sharma (2023) argued that consumer engagement through platforms like TikTok, Instagram, and YouTube has become a staple, enabling brands to effectively communicate their messages and showcase products in innovative ways.

The above discussion shows that empirical evidences vary greatly across the studies on the impact of short video marketing on consumer behavior. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the impact of short video marketing on consumer behavior in Kathmandu Valley. Specifically, it examines the relationship of interesting content, video duration, scenario-based experience, user participation interaction and perceived usefulness with consumer behavior in Kathmandu Valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

## 2. Methodological aspects

The study is based on the primary data which were collected from 125 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on interesting content, video duration, scenario-based experience, user participation interaction, perceived usefulness and consumer behavior. This study is based on descriptive as well as causal comparative research designs.

### *The model*

The model used in this study assumes that consumer behavior depends upon various factors associated with short video marketing in Kathmandu Valley. The dependent variable selected for the study is consumer behavior. Similarly, the selected independent variables are interesting content, video duration, scenario-based experience, user participation interaction and perceived usefulness. Therefore, the model takes the following form:

Consumer behavior =  $f$  (interesting content, video duration, scenario-based experience, user participation interaction, perceived usefulness)

More specifically,

$$CB = \beta_0 + \beta_1 INC + \beta_2 VD + \beta_3 SBE + \beta_4 UPI + \beta_5 PU + e$$

Where,

CB = Consumer behavior

INC = Interesting content

VD = Video duration

SBE = Scenario-based experience

UPI = User participation interaction

PU = Perceived usefulness

Consumer behavior was measured using a 5-point Likert scale where the consumer were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "Exposure to engaging short video can significantly enhance consumer purchase intention", "Loyal customers are more inclined to advocate for brand within their social circles" and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.786$ ).

Interesting content was measured using a 5-point Likert scale where the consumer were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "Interesting content in short video influence viewer retention rates", "High quality visuals, graphics, and editing can make videos more engaging" and so on. The reliability of the items was measured by computing the Cronbach's alpha ( $\alpha = 0.749$ ).

Video duration was measured using a 5-point Likert scale where the respondents

were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “A shorter duration forces marketers to convey their message clearly and quickly”, “Videos that are 15 to 30 seconds long tend to keep viewers attention better” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.740$ ).

Scenario-based experience was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “Video that depict real life scenarios or related situations help consumers envision how a product fits into their daily life”, “Scenario based video allow brands to convey their personality and values, helping consumers connect with them on a more personal level” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.750$ ).

User participation interaction was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “Encouraging viewers to engage through likes, comments and shares increases their emotional investment in the content”, “Interaction helps to gain consumer loyalty and repeat business” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.808$ ).

Perceived usefulness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “Brand that frequently appear in consumer feed may be viewed as more authoritative”, “Highlighting key product feature and benefits for more consumer attention” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.788$ ).

The following section describes the independent variables used in this study along with the hypothesis formulation.

### *Interesting content*

Interesting content is a key driver in digital marketing, often defined by its ability to capture attention, evoke curiosity, and maintain viewer engagement. According to Yang *et al.* (2019), interesting content is a critical component of short video marketing, positively influencing purchase intentions by appealing to consumer preferences for entertainment and relevance. Additionally, Zhou *et al.* (2021) emphasized that content with unique, visually appealing, and relatable elements can increase consumer interaction with marketing campaigns. Geet *et al.* (2021) showed that interesting and vivid content positively moderates the relationship between video marketing and consumer behavior, driving stronger sales outcomes. Based on it, this study develops the following hypothesis:

H<sub>1</sub>: There is a positive relationship between interesting content and consumer behavior.

### *Video duration*

Video duration significantly impacts the effectiveness of short video marketing by influencing viewer engagement and retention. According to Yang *et al.* (2019), short videos that balance concise messaging with engaging content are more likely to sustain viewer interest, leading to higher consumer interaction and positive brand perception. Zhou *et al.* (2021) found that shorter videos, often ranging from 15 to 60 seconds, are effective in

reducing viewer fatigue and increasing recall rates. This aligns with consumer preferences for quick, digestible content in fast-paced digital environments. Similarly, Wang *et al.* (2020) highlighted that video duration impacts the likelihood of sharing and recommendation, further amplifying its role in shaping consumer behavior. Based on it, this study develops the following hypothesis:

H<sub>2</sub>: There is a positive relationship between video duration and consumer behavior.

#### *Scenario-based experience*

Scenario-based experience in marketing refers to creating immersive, relatable, and contextually rich content that resonates with the consumer's daily life or aspirations. According to Liu *et al.* (2019), scenario-based marketing in short videos positively impacts consumer attitudes by building stronger emotional connections and increasing brand relevance. Wang *et al.* (2020) highlight that scenario-based experiences allow consumers to visualize product usage within relatable contexts, reducing uncertainties and fostering trust. Similarly, Zhou *et al.* (2021) emphasized that scenario-driven narratives not only make marketing more appealing but also improve content share ability and consumer loyalty. Based on it, this study develops the following hypothesis:

H<sub>3</sub>: There is a positive relationship between scenario-based experience and consumer behavior.

#### *User participation interaction*

User participation interaction in short video marketing refers to the active engagement of consumers through actions like commenting, liking, sharing, or creating related content. According to Liu *et al.* (2019), interactive features in short video marketing positively influence brand perception and consumer attitudes by encouraging meaningful engagement between users and the brand. Zhou *et al.* (2021) highlighted that interactive elements, such as polls, live comments, and challenges, empower users to feel more connected to the content, increasing their likelihood of supporting the brand. Similarly, Wang *et al.* (2020) emphasized that higher levels of user participation lead to greater content vitality and purchasing intentions, as consumers feel personally invested in the marketing experience. Based on it, this study develops the following hypothesis:

H<sub>4</sub>: There is a positive relationship between user participation interaction and consumer behavior.

#### *Perceived usefulness*

Perceived usefulness refers to the degree to which users believe a marketing strategy or platform enhances their experience or provides value. According to Davis *et al.* (1989), perceived usefulness significantly influences consumer attitudes and decisions, especially in technology-driven environments, by emphasizing practical benefits and efficiency. Similarly, Yang *et al.* (2019) noted that consumers are more likely to engage with videos that highlight valuable information, actionable insights, or solutions to common problems. Similarly, Liu *et al.* (2019) found that when content is perceived as useful, it enhances consumer trust and purchase intentions, particularly when paired with interactive and relatable scenarios. Based on it, this study develops the following hypothesis:

H<sub>5</sub>: There is a positive relationship between perceived usefulness and consumer behavior.

### 3. Results and discussion

#### *Correlation analysis*

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

#### **Kendall's Tau correlation coefficients matrix**

This table presents Kendall's Tau coefficients between dependent variable and independent variables. The correlation coefficients are based on 125 observations. The dependent variable is CB (Consumer behavior). The independent variables are INC (Interesting content), VD (Video duration), SBE (Scenario-based experience), UPI (User participation interaction) and PU (Perceived usefulness).

Variables	Mean	S.D.	CB	INC	VD	SBE	UPI	PU
CB	3.922	0.710	1					
INC	3.883	0.714	0.412**	1				
VD	3.909	0.690	0.288**	0.464**	1			
SBE	3.750	0.688	0.470**	0.511**	0.364**	1		
UPI	4.037	0.711	0.353**	0.457**	0.432**	0.486**	1	
PU	3.933	0.718	0.466**	0.410**	0.352**	0.513**	0.454**	1

Note: The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that interesting content is positively correlated to consumer behavior. It indicates that interesting content leads to better consumer buying decision. Similarly, video duration is positively correlated to consumer behavior. It indicates that short runtime of video leads to attract consumer buying behavior in interested field. Likewise, scenario-based experience is positively correlated to consumer behavior. It indicates that scenario based experience lead to change in consumer behavior. Further, user participation interaction is positively correlated to consumer behavior. It indicates that better user participation interaction attracts individuals. In addition, perceived usefulness is positively correlated to consumer behavior. It indicates that perceived usefulness leads to encourage while choosing products.

#### Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of interesting content, video duration, scenario-based experience, user participation interaction and perceived usefulness on consumer behavior.

Table 2

#### **Estimated regression results of interesting content, video duration, scenario-based experience, user participation interaction and perceived usefulness on consumer behavior**

The results are based on 125 observations using linear regression model. The model is  $CB = \beta_0 + \beta_1 INC + \beta_2 VD + \beta_3 SBE + \beta_4 UPI + \beta_5 PU + e$  where the dependent variable is CB (Consumer behavior). The independent variables are INC (Interesting content), VD (Video duration), SBE (Scenario-based

experience), UPI (User participation interaction) and PU (Perceived usefulness).

Model	Intercept	Regression coefficients of					Adj. R <sub>bar</sub> <sup>2</sup>	SEE	F-value
		INC	VD	SBE	UPI	PU			
1	1.021 (5.299)**	0.749 (15.103)**					0.640	0.210	228.113
2	1.021 (5.299)**		0.749 (15.103)**				0.682	0.592	275.433
3	1.143 (5.278)**			0.783 (12.816)**			0.561	0.695	164.257
4	0.474 (2.747)**				0.901 (20.044)**		0.758	0.516	401.751
5	0.474 (2.747)**					0.725 (11.910)**	0.524	0.724	141.838
6	0.474 (2.747)**	0.340 (4.250)**	0.563 (6.104)**				0.720	0.555	165.246
7	0.526 (2.787)**	0.313 (3.624)**	0.563 (6.104)**	0.079 (0.825)			0.719	0.556	110.110
8	0.215 (1.348)	0.169 (2.308)*	0.563 (6.104)**	0.224 (2.572)**	0.901 (20.044)**		0.812	0.455	138.843
9	0.215 (1.348)	0.276 (3.934)**	0.231 (2.686)**	0.231 (2.686)**	0.485 (5.956)**	0.257 (5.020)**	0.842	0.417	137.791

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumer behavior is the dependent variable.

Table 2 show that the beta coefficients for interesting content are positive with consumer behavior. It indicates that interesting content has a positive impact on consumer behavior. This finding is consistent with the findings of Yang *et al.* (2019). Similarly, the beta coefficients for video duration are positive with consumer behavior. It indicates that video duration has a positive impact on consumer behavior. This finding is consistent with the findings of Wang *et al.* (2020). Likewise, the beta coefficients for scenario-based experience are positive with consumer behavior. It indicates that scenario-based experience has a positive impact on consumer behavior. This finding is consistent with the findings of Zhou *et al.* (2021). Further, the beta coefficients for user participation interaction are positive with consumer behavior. It indicates that user participation interaction has a positive impact on consumer behavior. This finding is consistent with the findings of Liu *et al.* (2019). In addition, the beta coefficients for perceived usefulness are positive with consumer behavior. It indicates that perceived usefulness has a positive impact on consumer behavior. This finding is similar to the findings of Davis *et al.* (1989).

#### 4. Summary and conclusion

Short video marketing has become a transformative tool in the realm of digital marketing, profoundly influencing consumer behavior. These concise, visually engaging videos cater to the short attention spans of modern consumers, offering quick and effective communication of brand messages. Short video platforms like Tik-Tok, Instagram Reels, and YouTube Shorts create opportunities for storytelling, trend adoption, and fostering interactive relationships with consumers. Consumers influenced by visually rich content, often make spontaneous purchase decisions when exposed to engaging and relatable video campaigns.

This study attempts to examine the impact of short video marketing on consumer

behavior in Kathmandu Valley. The study is based on primary data of 125 respondents.

The major conclusion of the study is that interesting content, video duration, scenario-based experience, user participation interaction and perceived usefulness have positive impact on consumer behavior. The study also concludes that user participation interaction is the most significant factor followed by video duration that influence the consumer behavior of Kathmandu Valley.

## References

- Alhizzawi, M., A. Alzghoul, H. Alhanatleh, F. Omeish, T. Abdrabbo, and I. Ezmigna, 2024. Short video marketing and consumer engagement: Mediation effect of social sharing. *International Journal of Data and Network Science* 8(3), 1379-1386.
- Ali, H., R. Kumar, and A. Singh, 2024. The impact of short video marketing advertising on consumer purchase intention. *Journal of Advertising and Consumer Research* 18(1), 25-40.
- Anderson, P., and R. Gupta, 2021. Consumer behavior and platform dynamics in digital marketing. *Journal of Consumer Marketing* 18(2), 34-47.
- Chen, H., X. Wu, and Y. Zhang, 2023. Impact of short video marketing on tourist destination perception in the post-pandemic era. *Sustainability* 15(13), 102-120.
- Dahal, A., A. Acharya, S. Shilpakar, P. Risal, A. Narasariya, and M. H. Lawati, 2023. Effect of Mobile Marketing on Online Purchase Intention in Urban Area. *Journal of Business and Economics* 6(1), 43-51.
- Davis, P., R. Johnson, and S. Lee, 2021. The emotional power of short videos: Enhancing brand recall and consumer behavior. *Journal of Digital Marketing* 12(3), 45-58.
- Garcia, L., and R. Smith, 2022. The power of mobile advertising: Enhancing brand awareness through concise and engaging content. *Journal of Digital Advertising* 14(2), 34-50.
- Geet, A., R. Sharma, and P. Kapoor, 2021. Impact of video marketing on consumer behavior: The role of content vividness and interest. *Journal of Marketing Insights* 15(3), 145-160.
- Johnson, R., and S. Lee, 2019. The rise of short-form video in consumer engagement. *Marketing Insights* 15(2), 78-91.
- Johnson, T., and J. Lee, 2019. Viral marketing strategies: Harnessing trends and humor to drive engagement. *Marketing Insights Quarterly* 10(4), 78-95.
- Khadka, N., 2021. Social Media Marketing Practices of Nepalese Restaurants in Helsinki. *Changsha, People's Republic of China* 3(1), 15-17.
- Lee, J., and H. Kim, 2023. The impact of short video marketing on consumer behavior: Exploring originality, genuineness, and audience resonance. *Journal of Digital Marketing Strategies* 15(2), 45-62.
- Liu, G. F., P. C. Gao, Y. C. Li, and Z. P. Zhang, 2019. Research on the influence of social media short video marketing on consumer brand attitude. *Advances in Social Science, Education and Humanities Research* 33(6), 433-438.
- Long, Y., 2024. The impact of evaluation video on social media on consumer behavior in China. *Advance in Design and Social Development* 1(1), 213-221.
- Manzoor, U., S. A. Baig, M. Hashim, and A. Sami, 2020. Impact of social media marketing on consumer's purchase intentions. *International Journal of Entrepreneurial Research* 3(2), 41-48.

- Miller, A., and B. Thompson, 2022. Consumer behavior in the age of video marketing. *Journal of Marketing Trends* 45(3), 123-140.
- Ngo, T. T. A., P. Quach, T. V. Nguyen, A. D. Nguyen, and T.M.N. Nguyen, 2023. Short video marketing factors influencing the purchase intention of Generation Z in Vietnam. *Innovative Marketing* 19(3), 34-46.
- Patel, R., and M. Gomez, 2023. Eco-friendly branding and its influence on consumer loyalty. *Journal of Sustainable Marketing* 16(1), 45-60.
- Romi, I., 2023. Video marketing impact on consumers' behavior. *Journal of Business and Management* 25(8), 58-68.
- Sharma, R., 2023. The role of social media platforms in consumer engagement and brand communication. *Global Digital Marketing Review* 8(3), 56-70.
- Shen, X., and J. Wang, 2024. How short video marketing influences purchase intention in social commerce. *Advance in Humanities and Social Sciences Communications* 11(1), 1-13.
- Shrestha, P., 2023. Leveraging humor, cultural references, and local influencers in Nepalese short video marketing. *Journal of Regional Marketing Practices* 12(1), 34-47.
- Smith, J., L. Brown, and M. Taylor, 2020. The role of short video marketing on consumer behavior. *International Journal of Digital Media* 10(4), 100-115.
- Taylor, C., and D. Harper, 2020. The power of storytelling in video marketing campaigns. *Marketing Strategies Journal* 12(4), 78-95.
- Taylor, J., and L. Harper, 2020. Keys to consumer engagement and loyalty. *Digital Trends Journal* 9(1), 25-39.
- Wang, T., Y. Zhang, and X. Liu, 2020. The influence of video duration on sharing and consumer behavior in digital marketing. *Journal of Interactive Media* 12(3), 45-58.
- Williams, T., and L. Chen, 2021. Social proof in e-commerce: The impact of customer reviews on purchasing decisions. *International Journal of Consumer Studies* 13(3), 78-92.
- Yan, L., 2019. Factors influencing user engagement in short-term rental platforms: A study on playfulness and mobile video content. *Journal of Hospitality and Tourism Technology* 10(2), 234-250.
- Yang, L., R. Chen, and M. Huang, 2019. Balancing engagement and messaging in short video marketing: Keys to sustaining viewer interest. *Journal of Digital Marketing* 10(4), 67-82.
- Yang, Q., L. Qin, Z. Chen, S. Ji, K. Zhang, and X. Ma, 2019. Impact of short video content marketing on consumer's purchasing intention. *Advance in Economics and Business Management* 2(1), 519-524.
- Zhou, Q., H. Li, and S. Wu, 2021. The effectiveness of short video marketing: Reducing fatigue and enhancing recall. *International Journal of Consumer Studies* 15(2), 34-50.