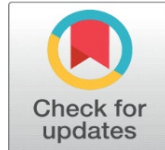


# AN ANALYTICAL STUDY ON STUDENTS' PURCHASING INTENTIONS INFLUENCED BY SHORT VIDEO ADVERTISEMENTS

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## ABSTRACT

The rapid growth of short video commercials on digital platforms has changed consumer behaviour, with students being most affected. In this paper, the study investigates the impact of short video advertisements on the purchase intentions of students, with reference to major influencer factors that include information usefulness, emotional attitude, and attractiveness. This paper uses an analytical approach in conducting the study and gathering primary data from 120 students across all levels: higher secondary, undergraduates, and postgraduates, through a structured questionnaire.

The research studies how the three independent variables, namely information usefulness (relevance and clarity of product details), emotional attitude (feelings and psychological responses evoked), and attractiveness (visual appeal and creativity of the ad), influence the dependent variable, purchase intention. Statistical tools are used to analyze the data to establish the among these factors. The collected data was analyzed using descriptive statistics such as percentages and weighted mean to summarize respondents' perceptions. Inferential statistical tests, including t-test and ANOVA, were employed to examine significant differences between groups, ensuring robust findings. The results provide valuable insights into the factors influencing students' purchasing intentions through short video advertisements and determine their individual and collective influence on students' decision-making. The findings can help marketers design more impactful advertisements that resonate with the student demographic, ultimately driving better engagement and conversion rates.

**Keywords:** Short Video Advertisements, Purchase Intention, Information Usefulness, Emotional Attitude, Attractiveness, Student Consumer Behavior

## 1. INTRODUCTION

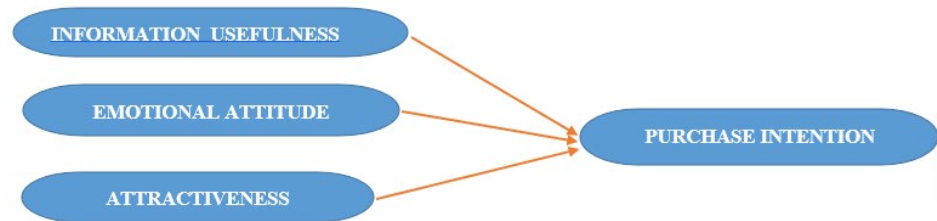
The digital age has revolutionized advertising with the emergence of websites and applications. Short video platforms have been some of the biggest players in this revolution. Platforms that were once only for user-generated content are now necessary channels for advertisement. The shift to digital advertising has provided marketers with opportunities to engage audiences through creative and interactive formats. Short-video platforms like Instagram Reels, Facebook Shorts, Youtube Shorts, and others, which have grown their user base through smartphones, high-

speed internet, and a greater number of content creators, amplify the dynamics of what their platforms do. They are significant for advertisers and consumers alike, as they host and deliver video advertisements to audiences. This study looks at how students perceive and react to short video ads on such sites, exploring their influence on purchase intentions. In investigating the students' awareness of such ads and how they react to them, this research seeks to reveal insights into the influence these ads have on brand perceptions and the buying process.

## 2. NEED FOR THE STUDY

The need for studying Students purchasing intention influenced by short video advertisements lies in understanding how viewers engage with and respond to advertising content in the digital era. With the rapid growth of online video consumption, short video ads have become a primary platform for advertisers to reach their target audiences. However, the effectiveness of video advertisements depends on some factors, such as information usefulness, emotional attitude, attractiveness, and purchasing intention. By conducting research on students purchasing intentions, advertisers can gain valuable insights into their audience, allowing them to create more impactful advertising campaigns.

### 2.1. CONCEPTUAL MODEL



### 2.2. FACTORS INFLUENCING STUDENTS' PURCHASING INTENTIONS: AN ANALYTICAL STUDY ON THE IMPACT OF SHORT VIDEO ADVERTISEMENTS

An Analytical Study on Students' Purchasing Intentions Influenced by Short Video Advertisements explored by various factors such as Information Usefulness, Emotional Attitude, Attractiveness and Purchase Intention.

### 2.3. INFORMATION USEFULNESS

Information usefulness in short video advertisements refers to the relevance, clarity, and value of the information presented to viewers. It indicates how effectively the advertisement communicates key details about the product or service, such as features, benefits, and pricing. Useful information helps viewers make informed decisions, increasing their trust and engagement. In short video formats, concise and well-structured content is essential to deliver meaningful messages quickly. When advertisements provide useful information, they are more likely to influence purchasing intentions positively. Useful information means the audience can make better purchase decisions based on the information obtained.

## 2.4. EMOTIONAL ATTITUDE

Emotional attitude in short video advertisements refers to the feelings and emotions evoked in viewers while watching the ad. It encompasses how the ad resonates emotionally, such as creating joy, excitement, trust, or even nostalgia. Positive emotional attitudes can enhance the connection between the viewer and the brand, making the ad more memorable. This emotional response influences viewers' perceptions of the product or service being advertised. Ultimately, a strong emotional attitude can drive engagement and increase the likelihood of purchase intentions.

## 2.5. ATTRACTIVENESS

Attractiveness refers to the visual and emotional appeal of the ad content. It encompasses elements such as vibrant visuals, engaging storytelling, and relatable characters that capture viewers' attention. Attractiveness also involves the use of appealing music, design, and creative elements that make the ad memorable. It enhances viewer engagement by creating a positive perception of the product or brand. Ultimately, it motivates the audience to consider the advertised product or service more favorable.

## 2.6. PURCHASE INTENTION

Purchase intention refers to the likelihood or willingness of a consumer to buy a product or service in the future. It reflects a consumer's mind set or decision-making process regarding a potential purchase, based on their interest, needs, and preferences. This intention does not necessarily result in an immediate purchase but indicates the consumer's readiness or inclination to buy.

## 3. OBJECTIVES OF STUDY

- To examine the factors influencing the Purchase intention of students watching short video advertisements.
- To determine group differences among respondents concerning information usefulness, emotional attitude, Attractiveness, and Purchase intention.
- To determine the impact of the factors of Short Advertisement and purchasing intention

## 4. RESEARCH METHODOLOGY

- 1) **Nature of the study:** It is an empirical study based on the survey method.
- 2) **Data Collection:** The study is based on primary and secondary data.
- 3) **Primary Data:** It was collected through a structured questionnaire.
  - **Part A:** The first part of the questionnaire consists of the demographic profile of the respondent, such as age, gender, and educational qualification.
  - **Part B:** This part of the questionnaire consists of factors such as Information Usefulness, Emotional Attitude, Attractiveness and

Purchase Intention questions that are based on an Analytical Study On Students' Purchasing Intentions Influenced By Short Video Advertisements. A five-point Likert scale from strongly agree (5) to strongly disagree (1) has been used.

- 4) **Secondary Data:** Secondary data was collected based on relevant websites, national and international referred journals, business magazines, relevant books, and articles.
- 5) **Research Area:** The research was conducted in India and covered all age groups.
- 6) **Research Area:** The research was carried out in India and covered all age groups.
- 7) **Sample Size:** The purposive sampling method was used to select the samples for this study. The size of the sample is 120, to whom questionnaires were distributed after confirming that they were Social media users.
- 8) **Tools for analysis:** The collected Primary Data has been statistically processed, classified, and tabulated using appropriate methods. Tables and statistical results have been derived with the help of a computer software package called SPSS (Statistical Package for Social Science). Percentage test, Weighted mean, t-test, and One-way ANOVA test

## 5. LIMITATION OF THE STUDY

Although every effort was made to conduct a survey as rigorously as possible, certain limitations were unavoidable and such limitations are as follows:

- Research is based on sampling method, hence as the sample changes, the result may vary according to the sample.
- The present study is limited to Chennai
- The study is also constrained by time and it is conducted within a time range.

## 6. REVIEW OF LITRATURE

[Zhao et al. \(2024\)](#), explored the effects of short video ads on attitude toward the audience and purchase intention among which 530 short video ad viewers participated in survey dated between October to December 2022 and were randomly assigned to control and treatment group Mediation result shows that ad information quality, user atmosphere and user information usefulness also have significant influence of purchase intention. Though, impulsiveness does not have positive effect on purchase intention. Overall short video ads have impact on audience attitudes and purchase intention, information quality is the most important factor.

[Bakar et al. \(2023\)](#), considered the perceptions of TikTok advertisements and impact on purchasing behaviour. Google Forms was used to distribute a survey instrument containing Likert scale questions to 60 respondents. SPSS was used to perform descriptive and correlation analyses of the data. While perception had three levels of negative, neutral or positive, purchasing behaviour could be low, moderate or high. The study acknowledged limitations like generalization, self reported bias and it had only covered TikTok with no further confounding factors possible

[Kumar et al. \(2023\)](#), reviewed the effects of short video marketing on brand perception and consumer behaviour. The study focused on three broad areas: engaging content, situational experiences, user participation by collecting responses from 365 participants and used SPSS to analyse the data. Engaging content, especially entertaining videos in which the brand is included, was found to exert a favourable effect on consumer sentiment by adding an emotional connection. Situational experiences, real-life scenarios, shaped brand attitudes by providing a more relatable understanding of the brand. User participation also in creating content and interaction improved brand perception and loyalty.

[Hussin et al. \(2021\)](#), examined the relationship between video ads and consumer purchase intention, focusing on the effects of current video advertisement practices. The variables discussed here are ad attractiveness, persuasiveness, awareness. A survey was conducted among 535 respondents aged 18 – 29, UniKL MIIT students, to collect the data. The findings indicate a strong relation between ad attractiveness, persuasiveness, and awareness with consumer purchase intention. Marketers can make use of it to gain more insight and thus develop even better video advertisements in understanding consumers' expectations.

[Sebastian et al. \(2021\)](#), explored the attitudes of young users towards advertisements and their role in influencing purchase behaviour. We recruited 50 (23male, 27female) participants who viewed YouTube and thematically analyzed the data for key themes and patterns, resulting in four key themes of ad relevance, boredom, subjective distress, and information/entertainment. The conclusion was, YouTube users have a mixed view of ads. Ads that were personalized, short and unique were seen in a more positive light than other types and were less likely seen as intrusive as ads that were not individualized. In others, participants hated repetitive and interruptive ads and felt they disrupted their experience when viewing content.

## 7. DATA ANALYSIS AND INTERPRETATION

**Table 1**

**Table 1 Demographic Profile of the Respondents**

S.NO	DEMOGRAPHIC VARIABLES	CATEGORY	FREQUENCY (N=120)	PERCENTAGE 100%
1	Gender	Male	30	25%
		Female	90	75%
2	Age	Less then 18	26	21.7%
		18 - 20 years	79	65.8%
		21 - 24 years	10	8.3%
		More than 24	5	4.2%
3	Educational Qualification	Higher Secondary School	24	20%
		Undergraduate Degree	77	64.2%
		Postgraduate Degree	13	10.8%
		Others	6	5%
4	How Often Do You Use Platforms with Short Videos Like Instagram, Youtube, or Others.	Daily	105	87.50%
		Weekly	8	6.7

5	Which Platform Do You Use Most for Watching Short Videos.	Monthly	2	1.7%
		Rarely	5	4.2%
		Instagram	72	60%
		YouTube	41	34.2%
		Facebook	5	4.2%
		Others	2	1.7%

Source: Primary Data

From the above table, it is found that the gender profile shows that females comprise 75% of the population and males comprise 25%. 65.8% of respondents belong to the age group between 18-20 years, 21.7% belong to Less than 18 years, followed by 8.3% belong to 21 to 24, and 4.2% belong to the age above 24 years. Based on Educational Qualification, 64.2% of them are pursuing undergraduate degrees. 20% of students are pursuing Higher Secondary School, 10.8% of them pursuing Postgraduate Degrees, and 5% of them are qualified my other ways. Regarding the platforms' usage of the platforms 87.5% of them use it daily, 6.7% of them use the platforms weekly, 4.2% use them rarely, and 1.7% use the platforms monthly. based on frequently used platforms 60% of them are using Instagram, 34.2% of them use YouTube, 4.2% of them use Facebook, and 1.7% of them use other platforms for watching short videos.

**Table 2**

**Table 2 Factors Influencing the Student's Purchasing Intention**

Factors	Weighted Mean	Standard Deviation
Information Usefulness	2.76	0.85
Emotional Attitude	2.37	0.96
Attractiveness	2.03	0.67
Purchase Intention	2.18	0.21

Source: Primary Data

From the above table, it can be inferred that all the factors influencing students purchasing intention have a mean score of above 2.0 to 4.0 indicating that the respondents agree that these factors are important in influencing the student's purchasing intention. The respondent gave first importance to information usefulness (2.76), followed by Emotional attitude (2.37), Purchase intention (2.18), and Attractiveness (2.03). Thus, purchasing intention influence students purchasing behaviour by watching short video advertisements.

**Table 3**

**Table 3 Factors of the Study Based on Gender – T-Test**

Factors	t	Sig (2 Tailed)
Emotional Attitude	-3.570	0.001(S)
Information Usefulness	-2.235	0.027(S)
Attractiveness	-2.516	0.13(Ns)
Purchase Intention	-3.00	0.003(S)

Source: Primary Data

Note: NS – Denotes Not Significant

S- Denotes Significant



The null hypothesis was assessed using the independent sample t test. Since the P value is higher than 0.05 ( $P > 0.05$ ), the null hypothesis is accepted. Emotional attitude (0.001), information usefulness (0.027), and purchase intention (0.003) all show significant differences with gender, but the attractiveness factor does not. Thus, students' purchasing intentions are influenced by brief video advertising.

**Table 4**

<b>Table 4 Factors of Study Based on Age (Anova)</b>						
		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Emotional Attitude</b>	Between Groups	14.167	3	4.722	5.796	.001(S)*
	Within Groups	94.515	116	.815		
	Total	108.683	119			
<b>Information</b>	Between Groups	8.909	3	2.970	4.429	.006(S)*
	Within Groups	77.783	116	.671		
	Total	86.692	119			
<b>Attractiveness</b>	Between Groups	3.591	3	1.197	2.747	.046(NS)**
	Within Groups	50.557	116	.436		
	Total	54.148	119			
<b>Purchase Intention</b>	Between Groups	.722	3	.241	6.102	.001(S)*
	Within Groups	4.578	116	.039		
	Total	5.300	119			

**Source:** Primary Data

**Note:**

\*\*Denotes significance at 1%

\*Denotes significance at 5%

NS – Denotes Not Significant

From the table values based on their age, emotional attitude (0.001), information (0.006), and purchase intention (0.001) show statistically significant differences, indicating their impact on the studied variable. The low p-values ( $< 0.05$ ) suggest these differences are unlikely due to chance. However, attractiveness (0.046) is not significant, implying it does not strongly influence the outcome. A p-value above 0.05 indicates that variations in attractiveness lack statistical significance. Thus, short video ads significantly influence emotional attitude, information, and purchase intention, while attractiveness does not.

**Table 5**

<b>Table 5 Factors of Study Based on Educational Qualification (Anova)</b>						
		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Emotional Attitude</b>	Between Groups	12.103	3	4.034	4.846	.003(S)
	Within Groups	96.579	116	0.833		
	Total	108.683	119			
<b>Information</b>	Between Groups	9.532	3	3.177	4.777	.004(S)
	Within Groups	77.16	116	.665		
	Total	86.692	119			
<b>Attractiveness</b>	Between Groups	4.245	3	1.415	3.289	.023(NS)**
	Within Groups	49.903	116	0.43		
	Total	54.148	119			
<b>Purchase Intention</b>	Between Groups	0.705	3	0.235	5.93	.001(S)

Within Groups	4.595	116	0.04
Total	5.3	119	

**Source:** Primary Data

**Note:**

\*\*Denotes significance at 1%

\*Denotes significance at 5%

NS – Denotes Not Significant

From the above table, based on educational qualification, emotional attitude (0.003), information (0.004), and purchase intention (0.001) show statistically significant differences, indicating their impact on the studied variable. The low p-values ( $<0.05$ ) suggest these differences are unlikely due to chance. However, attractiveness (0.023) is not significant, implying it does not strongly influence the outcome. A p-value above 0.05 indicates that variations in attractiveness lack statistical significance. Thus, short video ads significantly influence emotional attitude, information, and purchase intention, while attractiveness does not.

## 8. FINDINGS AND CONCLUSION

The study reveals several key insights into students purchasing intention that are influenced by short video advertisements. In terms of demographics, the majority of my respondents are female i.e. 75% who belongs to the age group between 18-20 years the percentage is 65.8. Most of my participants are pursuing an undergraduate degree with a percentage of 64.2, followed by higher secondary school students (20%). Regarding usage of social media platform, (87.5%) of respondents use short video platforms like Instagram and YouTube daily, with Instagram being the most preferred platform (60%).

The study identifies that information usefulness as the most influencing factor in shaping students purchase intention with the mean score of 2.76, following by the emotional attitude 2.37, purchasing intention as the factor 2.18 and finally attractiveness with the mean score of 2.03. This indicates that students are more influenced by video contents information usefulness values rather than its attractiveness and aesthetic appeal. Based on gender based analysis through the t-test used as the statistical method emotional attitude ( $p=0.001$ ), information usefulness ( $p=0.027$ ), and purchase intention ( $p=0.003$ ) significantly differ between males and females, while attractiveness ( $p=0.13$ ) does not. Similarly, ANOVA analysis based on age and educational qualification indicates that emotional attitude, information usefulness, and purchase intention significantly vary across different groups, while attractiveness remains a less significant factor.

The study concludes that short video advertisements play a vital role in influencing students' purchasing intentions. Among the variables analysed in the study, information usefulness is the most impactful factor, followed by emotional attitude and purchase intention. Attractiveness does not significantly influence purchasing behaviour, suggesting that students prioritize informative and emotionally engaging content over visual appeal. Going forward with gender, age, and educational qualifications influence purchasing intentions, with younger students (18-20 years) and undergraduate students showing a higher impact from short video ads. Overall, businesses targeting student consumers through short video advertisements should focus on delivering informative and emotionally compelling content to drive higher engagement and purchasing intentions.



## **CONFLICT OF INTERESTS**

None.

## **ACKNOWLEDGMENTS**

None.

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