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(AIJBES)**[www.aijbbs.com](http://www.aijbbs.com)**HARNESSING SHORT-FORM VIDEO MARKETING: A REVIEW  
OF STRATEGIES, IMPACT, AND EMERGING TRENDS**Hazliza Haron<sup>1\*</sup>, Nawal Esa Yazid Esa<sup>2</sup>, Nurul Afiqah Ahmad<sup>3</sup>, Azura Abdul Rahman<sup>4</sup><sup>1</sup> Department of Business and Management, Universiti Teknologi MARA, Seri Iskandar Campus, Perak Branch, Malaysia; Arshad Ayub Graduate Business School, Shah Alam Selangor

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This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

This conceptual paper explores the role of ethical transparency in AI marketing and its impact on consumer trust. As AI technologies become integral to marketing strategies, transparent communication about AI practices is crucial for building consumer trust. This paper proposes a framework examining how ethical transparency in AI marketing influences consumer trust. By analyzing existing literature, the paper highlights the importance of disclosing AI usage, ensuring data privacy and security, maintaining algorithmic fairness, and adhering to responsible AI practices. The findings suggest that ethical transparency in AI marketing enhances consumer trust, leading to increased consumer loyalty and positive brand perception. However, implementing ethical transparency presents challenges, including addressing algorithmic bias, ensuring data privacy, and achieving transparency in complex AI systems. This framework provides valuable insights for marketers and businesses aiming to build trust-based relationships with consumers through ethical AI marketing practices.

**Keywords:**

Ethical Transparency, AI Marketing, Consumer Trust, Data Privacy, Algorithmic Fairness, Responsible AI Practices

## Introduction

The rapid evolution of digital marketing has significantly transformed how brands communicate with consumers. One of the most notable developments in recent years is the rise of short-form video content as a powerful tool for engagement. Short-form video is a type of user-generated content characterized by brief durations (usually under 60 seconds) and is often created and consumed on mobile-first platforms such as Tik Tok and Instagram Reels (Liu et al., 2022). Platforms such as TikTok, Instagram Reels, and YouTube Shorts have revolutionized marketing strategies by enabling brands to deliver concise, visually stimulating, and highly shareable content. Unlike traditional long-form videos, which often require sustained viewer attention, short-form videos capitalize on quick storytelling, viral trends, and interactive elements to capture audience interest within seconds. As social media algorithms increasingly prioritize video content, businesses are shifting toward short-form video marketing (SFVM) strategies to enhance brand awareness, customer engagement, and sales conversions.

Characterized by its concise, visually dynamic, and easily shareable content, SFVM has become a dominant strategy across social media platforms such as TikTok, Instagram Reels, and YouTube Shorts. These platforms capitalize on decreasing attention spans by delivering quick, engaging videos capturing consumer interest and driving interaction. The rapid adoption of SFVM is driven by its ability to enhance brand visibility, foster user engagement, and integrate seamlessly with e-commerce. Research indicates that this approach increases brand awareness and significantly boosts conversion rates, as consumers are more likely to respond to engaging, authentic, and visually appealing content (Apasrawirote, Yawised, Chatrangsang, & Muneesawang, 2022).

Furthermore, artificial intelligence (AI) and considerable data analytics advancements have enabled brands to tailor content to individual preferences, maximizing engagement and retention. Live-stream shopping, gamified interactions, and viral trends amplify SFVM's impact, making it one of the most powerful digital marketing tools available today. As consumer behavior shifts towards mobile-first, visually engaging content, short-form video marketing is poised to shape the future of digital advertising. Businesses that embrace this trend stand to gain a competitive advantage by creating compelling, interactive, and highly shareable content that resonates with modern audiences.

Despite the growing adoption of short-form video marketing, its long-term effectiveness, optimal implementation strategies, and impact on consumer behavior remain underexplored. While many brands have successfully leveraged SFVM to generate engagement, others struggle with content visibility, algorithm dependency, and return on investment (ROI) measurement. Furthermore, the influence of AI-driven personalization, platform-specific dynamics, and ethical concerns in short-form video marketing is not fully understood. This knowledge gap necessitates a systematic review of existing research to consolidate key findings, identify trends, and provide a structured framework for future studies.

## Literature Review

As SFVM has grown in popularity, research in this area has also increased. Past studies have started examining various areas and disciplines in which short-form video could be helpful. Guo, Kim, and Rubin (2014) conducted extensive research on video length in online education, analyzing viewer retention and engagement patterns. Their findings indicate that shorter videos increase engagement rates, particularly those under six minutes. The study attributes this to

modern viewers' declining attention spans and the cognitive load associated with longer content. While the research primarily focuses on educational videos, its implications extend to digital marketing, where brands increasingly leverage concise video formats to capture and retain audience attention. Marketers applying these principles find that shorter content encourages repeat views and increased interaction, reinforcing brand messaging more effectively than long-form content. Haenlein et al. (2020) explore the importance of short-form video content in digital marketing and social media engagement. Their study highlights how the brevity of videos enhances consumer engagement by catering to shorter attention spans and encouraging repeat views. The authors argue that brands utilizing short-form videos experience increased consumer interaction, ultimately strengthening brand loyalty. However, their study does not delve into platform-specific effectiveness, leaving room for further research on how different platforms, such as TikTok, Instagram Reels, and YouTube Shorts will influence engagement rates.

On the other hand, Wang (2021) investigates a different perspective of SFVM; the emotional and psychological appeal of short-form video content. The study finds that emotionally driven content, particularly those incorporating humor, storytelling, or nostalgia, performs significantly better regarding viewer retention and engagement. Wang's research also emphasizes the role of audio-visual elements in creating immersive experiences that enhance consumer perception of brands. While insightful, the study does not address the ethical concerns surrounding emotional manipulation in marketing, which remains relevant for future research. Belanche et al. (2021) examine the influence of digital creators and user-generated content in short-form video marketing. Their findings indicate that influencer collaborations increase consumer trust and credibility, particularly when influencers align with the brand's values and messaging. Additionally, the study highlights the effectiveness of user-generated content (UGC) in fostering a sense of community and engagement. Despite these contributions, the study does not analyze the long-term impact of influencer marketing on consumer trust and loyalty, an area that warrants further exploration.

Farivar et al. (2022) discuss the challenges of social media algorithms in short-form video marketing. Their study highlights that platform algorithms determine content visibility and engagement, often rendering organic reach unpredictable for brands. The authors suggest that brands must continually adapt their strategies to align with algorithm changes, which can be a resource-intensive process. However, the study lacks empirical data on how businesses can mitigate the risks associated with algorithm dependency, indicating a gap for future research. Cambra-Fierro et al. (2023) examine the ethical implications of short-form video marketing, focusing on privacy concerns, deceptive advertising, and the use of AI-generated content. The study argues that brands must prioritize transparency and ethical advertising to maintain consumer trust. However, it does not provide concrete strategies for brands to implement ethical marketing practices while maintaining competitive engagement levels.

The increasing adoption of SFVM is largely driven by changing consumer behaviors and advancements in social media algorithms. Studies indicate that short videos generate higher engagement rates than traditional advertising formats due to their **snackable nature**, ability to capture attention quickly, and seamless integration into users' social feeds. Moreover, platforms like TikTok have revolutionized digital marketing by enabling brands to participate in viral challenges, leverage user-generated content, and collaborate with influencers to expand reach.

Short-form video content shows distinct patterns of engagement and marketing effectiveness across TikTok, Instagram Reels, and YouTube Shorts. Studies report that Instagram Reels attain an engagement rate of 22% through diverse visual formats and robust influencer networks that shape brand perception. In contrast, TikTok achieves an 18% engagement rate, with algorithmic personalization increasing responsiveness by up to 60% and daily user attention stabilizing near 45%. Quantitative measures of engagement or effectiveness were not evident for YouTube Shorts. TikTok, for example, has an engagement rate of 18%, which focuses on algorithm-driven content and interactive features that drive user attention (approximately 45%). - Augmented reality and live shopping events boost engagement and conversion. On the other hand, Instagram Reels has an engagement rate of 22%. Diverse content formats and a well-established influencer ecosystem enhance brand perception. YouTube Shorts lacks specific quantitative metrics for marketing effectiveness or audience engagement. Evidence further indicates that Generation Z favors Instagram's visual appeal and TikTok's interactive style, whereas platforms like Facebook are less effective in reaching this demographic.

Various factors have been found to contribute to the effectiveness of these videos, including content elements, platform-specific strategies, and the role of influencers and user-generated content (UGC). The content elements of short-form videos play a crucial role in determining their effectiveness. entertainment value, informativeness, and calls-to-action (CTAs) significantly influence audience engagement and conversion rates. **Entertainment Value:** Humor, viral challenges, and trending content are key drivers of engagement in short-form video marketing (Li et al., 2022). Content that evokes emotional responses, particularly humor, increases shareability and brand recall (Chou et al., 2021). **Informativeness,** educational, and informational content fosters trust and credibility among viewers. Studies indicate that brands incorporating informative content in their marketing videos experience higher audience retention and brand loyalty (Zhang & Wang, 2023). Effective Call to Actions (CTAs) guide viewers toward desired actions, such as visiting a website or purchasing. Research suggests that clear and compelling CTAs significantly improve conversion rates in digital marketing campaigns (Brown & Lee, 2021).

Different social media platforms cater to distinct audience preferences, necessitating tailored strategies for optimal impact. **TikTok:** As a platform driven by viral trends and user participation, TikTok marketing thrives on challenges and user-generated content (UGC). Studies indicate that brands leveraging these elements achieve higher engagement and brand awareness (Smith et al., 2023). **Instagram Reels:** Instagram emphasizes aesthetics and brand storytelling. Research suggests that visually appealing content with strong narratives performs better in driving audience engagement on Instagram Reels (Gonzalez & Kim, 2022). **YouTube Shorts:** YouTube Shorts is particularly effective for educational and product demonstration videos. Studies highlight that brands using Shorts for instructional content experience increased credibility and customer trust (Anderson et al., 2023).

## Methodology

The methodology proceeded with content analysis from research articles and marketing videos. The Semantic Scholar database was utilized to search for research articles relevant to the study's purpose. Out of 126 million papers in the database, 50 papers were extracted that were deemed most relevant to the query. This was narrowed down to 10 highly pertinent articles that fit with the research objectives. To ensure the robustness of the data analysis, the search proceeded with analysis of short-form videos across Tiktok, Instagram Reels and YouTube

Shorts. A minimum of 30 video posts per platform were selected, facilitating meaningful comparative insights. The screening for articles went through the following criteria:

- Platforms Studied:** We included studies that conducted comparative analyses of marketing campaigns across multiple short-form video platforms, specifically TikTok, Instagram Reels, and YouTube Shorts, to assess cross-platform engagement trends.
- Engagement Metrics:** Only studies that provided quantifiable engagement metrics—such as views, likes, shares, comments, or conversion rates—were considered, ensuring an empirical basis for evaluating marketing effectiveness.
- Content Type:** Research examining commercial or branded short-form video content with measurable marketing outcomes, such as brand awareness, audience engagement, or purchase intent, was prioritized.
- Content Duration:** Studies focusing on video content with a maximum duration of three minutes were included, aligning with industry definitions of short-form video marketing.
- Consumer Behavior:** We selected research that explored consumer behavior and response patterns to short-form video marketing, including user engagement, brand perception, and purchase decision-making. Table 1 below provides the key findings of the research articles searched.

Table 1: Summary of Key Literature Search

	Study Focus	Platform Coverage	Methodology	Key Metrics Examined	Full text retrieved
Ahmed, 2023	Effectiveness of social media reels and shorts for business promotion	TikTok, Instagram Reels	Qualitative case study	Engagement rate, brand promotion effectiveness	Yes
Chen, 2025	Effectiveness of short-form videos as advertising	TikTok, Instagram, YouTube	Literature review and comparative analysis	User engagement, influencer collaborations, platform strategies	No
Dewi, "How TikTok Works for Content Marketing" Customer engagement	Impact of TikTok marketingbased content on customer engagement and value	TikTok	Quantitative survey	customer value	No
, Haque et al., 2024	Influence of Instagram and TikTok on marketing strategies effectiveness	Instagram, TikTok	Mixed-method approach (Qualitative interviews and quantitative	Brand perception, consumer engagement, influencer marketing	No



Islam and Kabir, 2025	Impact of short video content and social media influencers on digital marketing success	TikTok, Instagram Reels, YouTube Shorts	data analysis) Systematic literature review	Engagement rates, retention rates, shares, algorithmic personalization effectiveness	Yes
Konak, 2023	Effectiveness of video content for audience engagement in Ukrainian fashion brands	Not specified (various social media platforms)	Data mining/content analysis	Video duration, audience response	No
Shen, 2023	Engagement with brand posts across different social media platforms	TikTok (mentioned), other platforms not specified	Data mining and one-way Analysis of Variance (ANOVA)	Engagement with brand posts	No
Sitanggang et al., 2024	Effectiveness of digital marketing strategies on social media for Generation Z	Facebook, Instagram, TikTok	Quantitative survey	Platform effectiveness, content engagement	Yes
Xiao et al., 2023	Factors influencing consumer engagement behavior in short-form video advertising	TikTok	Quantitative survey and structural equation modeling	Performance expectancy, entertainment, tie strength, sales approach	Yes
Zannettou et al., 2023	User engagement with TikTok's short format video recommendations	TikTok	Data analysis of user-donated data	Daily usage time, user attention, video likes	Yes

## Findings

### *Short-Form Video Platform*

The analysis revealed that short-form video marketing was the primary focus in 4 of the 10 studies, indicating a growing academic interest in this format. However, the remaining studies covered various topics, including platform influence, TikTok marketing, influencer impact, video content strategies, brand engagement, digital marketing, consumer engagement, and user engagement, each appearing in a single study. This distribution suggests that while short-form video marketing is an emerging research area, broader topics related to digital marketing and engagement strategies continue to attract scholarly attention.

TikTok emerged as the dominant platform, being the subject of analysis in 9 out of the 10 studies. This overwhelming representation aligns with TikTok's rapid rise as a leader in short-form video content and its impact on digital marketing. Instagram was the second most frequently studied platform, appearing in 5 studies, reflecting its growing role in brand storytelling through Instagram Reels. YouTube, despite its substantial presence in digital video marketing, was covered in only two studies, indicating that YouTube Shorts may still be underexplored in academic research. Additionally, Facebook was included in just one study, suggesting that its influence in short-form video marketing may be limited compared to other platforms. Notably, two studies did not specify a particular platform, possibly indicating a more generalized focus on short-form video strategies across multiple social media channels.

Various methodological approaches were employed across the studies, showcasing diverse research perspectives. Quantitative methods were the most common and were utilized in three studies, emphasizing data-driven insights into user engagement and marketing performance. Similarly, data mining and content analysis were also employed in three studies, demonstrating a focus on extracting meaningful patterns from digital interactions. Literature reviews were conducted in two studies, highlighting efforts to synthesize existing knowledge on short-form video marketing. Statistical analysis was another prominent approach, appearing in 2 studies, suggesting a reliance on empirical data for evaluating marketing effectiveness. Additionally, qualitative, mixed-method, and content analysis approaches appeared in 1 study, further contributing to a well-rounded exploration of the topic.

Engagement emerged as the most widely examined metric, analysed in 7 of the 10 studies. This aligns with the central role of engagement in determining the success of digital marketing strategies, particularly in short-form video content, where audience interaction is crucial. Beyond engagement, influencer effectiveness and brand promotion/perception were each explored in 2 studies, reflecting the significance of influencers in shaping brand narratives and consumer trust. Similarly, platform effectiveness and strategies were investigated in 2 studies, indicating an interest in understanding how different platforms optimize short-form video marketing.

Other notable metrics appeared in individual studies, demonstrating the breadth of research perspectives in this field. These included customer value, retention, shares, algorithmic personalization, video duration, audience response, performance expectancy, entertainment value, tie strength, sales approach, usage time, user attention, and video likes. The diversity of these metrics underscores the complexity of short-form video marketing and the multiple factors influencing its effectiveness.

## *Thematic analysis*

### *Platform-Specific Engagement Drivers*

Based on the literature analysis, algorithmic personalization is crucial to user engagement. Islam and Kabir (2025) demonstrated that personalized videos can boost engagement rates by up to 60% compared to non-personalized campaigns. Additionally, Zannettou et al. (2023) observed that user engagement on TikTok increases, with daily usage growing while attention levels remain stable at approximately 45%. Feature utilization also significantly impacts user interaction. Haque et al. (2024) highlight how Instagram's diverse content formats and well-established influencer ecosystem shape brand perception and consumer engagement. Islam and Kabir (2025) further emphasize the effectiveness of augmented reality (AR) features, which can enhance engagement by 50%, and live shopping events, which can drive conversion rates up by 40%.

Regarding user behavior patterns, Sitanggang et al. (2024) note that Generation Z users prefer Instagram and TikTok over Facebook, particularly engaging with visual content on Instagram and interactive short videos on TikTok. Xiao et al. (2023) identify four key factors influencing consumer engagement with short-form video content: performance expectancy, entertainment, tie strength, and sales approach. These findings underscore the growing importance of algorithm-driven personalization, diverse content features, and evolving user behaviors in shaping digital engagement strategies.

### *Content Strategy Effectiveness*

Format optimization plays a significant role in audience engagement, with Ahmed (2023) reporting that Instagram Reels achieve a 22% engagement rate, compared to 18% for TikTok Shorts. Additionally, Konak (2023) highlights the influence of video duration on audience retention and interaction. Creative elements also shape the effectiveness of short-form video content. Chen (2025) underscores the role of user engagement and influencer collaborations in driving the success of video ads, while Xiao et al. (2023) identify entertainment value as a key factor influencing consumer engagement. Cross-platform adaptation further impacts content performance, with Shen (2023) suggesting that platform strategy may outweigh content strategy in driving engagement. Haque et al. (2024) highlight the distinct strengths of Instagram and TikTok, noting that Instagram enhances brand perception through diverse content formats, while TikTok fosters high engagement through its algorithm-driven content discovery. These findings suggest that optimizing content format, leveraging creative elements, and adapting to platform-specific strategies are critical for maximizing digital engagement.

### *Marketing Performance Indicator*

Engagement metrics indicate varying levels of user interaction across platforms. TikTok reported an 18% engagement rate and 45% user attention, while Instagram Reels demonstrated a slightly higher engagement rate at 22%. In contrast, Facebook showed lower engagement among Generation Z users than Instagram and TikTok. No specific engagement metrics were found for YouTube Shorts. Regarding marketing effectiveness, TikTok's impact was measured through customer value and viral potential, while Instagram Reels was associated with brand perception and visual content engagement. Facebook was considered less effective for Generation Z audiences, and no specific marketing effectiveness measures were found for YouTube Shorts. Key success factors also varied across platforms. TikTok's success was attributed to algorithm-driven content discovery and entertainment value, whereas Instagram Reels benefited from diverse content formats and an established influencer ecosystem.



However, no specific success factors were identified for Facebook or YouTube Shorts. These findings highlight the dominance of TikTok and Instagram Reels in engaging users and driving marketing effectiveness, while Facebook and YouTube Shorts require further exploration.

### ***Audience Response Pattern***

Generation-specific engagement trends indicate that Instagram and TikTok attract and engage Generation Z more effectively than Facebook (Sitanggang et al., 2024). Additionally, influencer marketing plays a significant role in engaging younger demographics, particularly Generation Z and Millennials (Islam & Kabir, 2025). These insights suggest that brands targeting younger audiences should prioritize platforms emphasizing visual and interactive content and influencer-driven campaigns.

Content consumption habits further highlight TikTok's growing user engagement. Zannettou et al. (2023) observe that the average daily usage time on TikTok increases over a user's lifetime, while user attention remains stable at approximately 45%. Xiao et al. (2023) identify performance expectancy and entertainment as key factors influencing consumer engagement with short-form video advertising. These findings emphasize the importance of engaging and entertaining content in sustaining user interest.

Platform preferences further distinguish the strengths of Instagram and TikTok. Sitanggang et al. (2024) report that Instagram sees the highest engagement levels for visual content, while TikTok holds an advantage in interactive short video content. Haque et al. (2024) reinforce these findings, noting that Instagram's diverse content formats impact brand perception, whereas TikTok's algorithm-driven content discovery fosters high engagement and viral potential. Engagement metrics further support these platform strengths, with Ahmed (2023) reporting engagement rates of 22% for Instagram Reels and 18% for TikTok Shorts. Collectively, these findings highlight the dominance of Instagram and TikTok in engaging younger audiences and suggest that brands should tailor their content strategies to leverage each platform's unique strengths.

### **Conclusion and Future Direction**

This analysis highlights key trends in short-form video marketing research. While short-form video content remains a focal point, studies increasingly explore platform-specific dynamics, influencer impact, and engagement strategies. TikTok dominates the research landscape, though Instagram Reels and YouTube Shorts are gaining the interest of social media users. The methodologies employed in related studies vary, with quantitative and data-driven approaches being the most common. Engagement remains the primary metric of interest, but factors such as influencer impact, platform effectiveness, and audience response contribute to a comprehensive understanding of short-form video marketing. These findings indicate that while significant progress has been made in this research area, further studies are needed to explore emerging trends and platform-specific strategies comprehensively.

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