

THE IMPACT OF SHORT VIDEO MARKETING ON CONSUMERS' FASHION CLOTHING PURCHASE INTENTION IN SRI LANKA: SPECIAL REFERENCE TO INSTAGRAM REELS

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1. Introduction

Today, businesses in the Sri Lankan fashion sector need to employ cutting-edge advertising methods to compete in the digital sphere and win the attention of consumers, who may then be persuaded to make purchases. Short video marketing, especially on social media platforms, has become an effective way to reach and interact with consumers. Therefore, this study investigates how short video marketing affects consumers' fashion clothing purchase intention in Sri Lanka, specifically focusing on Instagram Reels, a popular type of short video marketing platform.

2. Research Methodology

This study employs the survey strategy under the quantitative methodology. To ensure a meaningful and diverse dataset, data was collected from a sample of 384 individuals who are aware of Instagram Reels but are not currently following Instagram Reels for purchasing fashion clothing in Sri Lanka using a judgmental sampling method. The data were analyzed using multiple regression analysis after ensuring the validity and reliability of the measurement properties.

3. Findings and Discussion

It was found that short video content significantly influences purchase intention. Moreover, a compelling impact was shown between customer experiences and purchase intention. Also, the study showed that perceived value positively impacts purchase intention, and it is the most significant factor influencing consumers' fashion clothing purchase intention through Instagram Reels.

4. Conclusion and Implications

To captivate customers with short videos, the content must be derived from and seamlessly integrated with elements of our everyday lives with a warm and visually appealing quality. Also, there is a need for enhancements in the browsing experience of commodities and after-sales service to increase purchase intention. Moreover, short videos should accurately showcase the quality and performance of products, which tend to increase their perceived value and, in turn, purchase intention.

Keywords: Fashion clothing, Instagram Reels, Purchase intention, Short video marketing.