Positive and Negative Effects of Short-Form Video Content on E-Commerce Purchase Decisions in Pakistan

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Abstract

The positive and negative influences of short-form video content on consumers' e-commerce buying decisions in Pakistan were explored, with consumer trust as a mediator. The study aimed to gain insights into the impact of increased short-video consumption on consumer trust and online purchasing habits in the new short-video market. The research aimed to gain insights into the impact of increased short-video consumption on consumer trust and online purchasing behaviour in the new short-video market, namely TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts. The research was conducted using a quantitative, cross-sectional, and causal research design, with a positivist, deductive approach. A non-probability convenience sampling method was used to obtain a sample of 390 residents of Karachi, Pakistan, who were administered a structured, closed-ended questionnaire. The data were analysed using SPSS software from IBM, with descriptive statistics, reliability tests, and correlation and regression analyses to examine the direct and mediating relationships between the variables of this study. The results showed that both positive and negative short-form video content had a significant effect on consumer trust, and that consumer trust, in turn, had a significant effect on the decision to buy e-commerce products. Consumer trust was also determined to be a mediator between positive and negative short-form video and purchase decisions. The results suggest that marketers and e-commerce companies in Pakistan should focus on creating short video content that is compelling, honest, and beneficial for consumers, as this type of video content can help establish trust and ultimately influence purchasing decisions online, when compared to content that is overly promotional or misleading, which can harm consumer confidence over time.

Keywords: *Positive impact of Short Videos Content, Negative impact of Short Videos Content, Consumer Trust and E-commerce consumer buying behavior.*

Introduction

Over the last decade, the digital landscape of consumer engagement has undergone a dramatic shift, with short-form video content becoming the dominant medium for communication and marketing. Brands are rethinking their approach to consumer interaction in the age of TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts, which have replaced the traditional, lengthy advertising model with short, engaging, share-worthy video clips. (Ghenie et al., 2026) The change is especially notable in emerging digital economies, where short-form video consumption is becoming a daily habit due to the growing penetration of smartphones and affordable Internet connectivity. Short-form video is a powerful asset for influencing online buying habits, as consumers increasingly turn to short videos to discover, assess, and make purchasing decisions before buying, especially in Pakistan, where social commerce and mobile internet are booming.

The perception of short-form video content has a two-fold character. Positive short-form videos, which feature genuine product demonstrations, candid influencer reviews, and compelling storytelling, have been observed to improve consumers' understanding of product attributes and increase the desirability of online products (Luo et al., 2025). This type of material enables customers to imagine how they would use the products in their everyday lives and helps alleviate the uncertainty often experienced in online shopping. Concurrently, negative short-form videos, such as sensationalist statements, heavily edited content, and repetitive product promotion, may foster unrealistic expectations and customer dissatisfaction, potentially compromising the credibility of the advertised product (Shen & Wang, 2024). The duality highlights the importance of considering short-form video marketing in a nuanced way, as it can generate engagement but also erode consumer trust if not handled with authenticity and transparency.

The concept of consumer trust is a key element in addressing the relationship between these positive and negative video experiences and purchase outcomes. Trust is well recognised as an important factor influencing online purchase intention, especially in situations where consumers cannot physically inspect products before purchase (Han, 2023). From a short-form video marketing perspective, trust acts as a psychological link between viewing video content and the consumer's readiness to make a purchase decision. If consumers perceive the video as trustworthy, realistic, and genuine, their trust in the product and seller will increase, thereby enhancing purchase intent (Huang et al., 2025). However, if the video content seems misleading or overly sales-oriented, or doesn't accurately represent the product, consumer trust declines and the chances of a sale decrease.

This phenomenon has become even more relevant in the context of e-commerce in Pakistan, given the surge in its popularity. With the proliferation of retailers and independent sellers using social media channels to promote products, short-form video is an easy, low-cost way to reach younger, digitally engaged audiences (Nazir, 2026). This trend aligns with global research on short-form video advertising and social commerce, which indicates that short-form video ads enhance purchase intent through word-of-mouth, immersive flow experiences, and other mechanisms

(Ghenie et al., 2026). Likewise, research in other Asian markets and among Gen Z has shown that short-form videos are a key driver of digital content consumption behaviour and purchases among younger generations, who are replacing traditional advertising with algorithm-driven video feeds (Tsai, 2026).

Despite this, the Pakistani E-commerce landscape has distinct features, including diverse socio-economic groups, varying levels of digital literacy, and a maturing yet still developing digital marketing infrastructure (Nazir, 2026). These factors can affect perceptions of positive and negative short-form video content, or strengthen the mediating role of consumer trust between these two and purchase decisions. In addition, a few studies have investigated both the positive and negative aspects of short-form video ads for purchase intention in social marketing contexts (Wang & Chi, 2026; Xiao et al., 2023), yet none have thoroughly studied both the positive and negative impacts of short-form video ads with the mediation of consumer trust in a unified framework, especially in the context of South Asia.

Hence, this research aims to fill this gap by exploring the positive and negative impacts of short video content on consumer trust and, subsequently, on the e-commerce purchase decisions of Pakistani consumers. This study seeks to empirically validate the findings to inform marketers, e-commerce companies, and policymakers in designing a short-form video strategy to enhance consumer trust and reduce the risks of negative content exposure, using a quantitative approach grounded in consumer behaviour theory. In so doing, the research adds to the growing body of research on digital consumer behaviour in emerging markets. It provides actionable suggestions to companies looking to utilise short-form video content responsibly and effectively.

Research Problem

While short-form videos have emerged as a key marketing strategy in Pakistan's growing digital economy, businesses and marketers remain uncertain about their impact on consumer purchasing decisions. Recent research indicates that while short video content can spark positive consumer interactions, it can also elicit negative reactions that influence purchasing decisions; however, the underlying processes linking these contrasting interactions and outcomes remain poorly understood, especially in developing digital markets such as Pakistan (Luo et al., 2025). However, many local e-commerce sellers are highly dependent on short-form video content generated by influencers and promotions, yet are unsure whether it can build or erode consumers' confidence in the conversion process.

Attention-grabbing short-form videos can lead to scepticism and a loss of consumer confidence, despite their effectiveness, as recent studies have pointed out (Ghenie et al., 2026). Meanwhile, authentic, informative short-form videos have been shown to boost consumer confidence and purchase intention through the flow experience and social proof (Ghenie et al., 2026; Huang et al., 2025). In the absence of a robust body of local empirical evidence, Pakistani e-commerce companies face a dilemma in creating engaging content, building trust, and communicating effectively.

Moreover, research on the influence of trust as a mediating variable in social commerce purchase decisions remains limited. There are no studies on this mediating role in the context of short-form video and e-commerce markets in Pakistan, where factors such as cultural literacy, economic literacy, and electronic literacy vary substantially from those examined in previous studies. Therefore, this research aims to fill this gap by exploring the effects of positive and negative short-form video content on Pakistani consumers' e-commerce purchase decisions, with consumer trust as a mediator.

Research Objectives

- To identify the impact of Positive Short Video Content (PV) on Consumer Trust.
- To analyse the impact of Negative Short Video Content (NV) on Consumer Trust.
- To evaluate the impact of Consumer Trust (CT) on E-Commerce Consumer buying decisions.
- To determine the mediating impact of Consumer Trust (CT) in relationship of Positive Short Video Content (PV) with E-Commerce Consumer buying decisions.
- To describe the mediating impact of Consumer Trust (CT) in relationship of Negative Short Video Content (NV) with E-Commerce Consumer buying decisions.

Literature Review

Overview of Industry (Shorts, Reels, Digital marketing tactics in Pakistan)

In recent years, the digital marketing industry in Pakistan has seen a complete shift in how businesses perceive and utilize short video formats as key marketing tools.Over the past few years, the digital marketing landscape in Pakistan has evolved substantially, with the rise of short video platforms as the core of brand promotion and consumer engagement. With the rise of cheap smartphones and mobile internet penetration, millions of Pakistani consumers are now a daily reality using platforms like TikTok, Instagram Reels, Facebook Reels, and YouTube Shorts to access these platforms, which will open new avenues for e-commerce businesses to cater to digitally active consumers (Nazir, 2026). With their high engagement and viral potential, these short video ads are becoming a valuable tool for local retailers, small and medium businesses, and independent sellers who are looking for a cost-effective advertising solution.

In this area, digital marketing strategies have expanded to include the use of influencers, unboxing videos, product demonstrations and time-limited marketing messages that aim to grab the attention of consumers in mere seconds (Slaton & Lee, 2025). Strategies take advantage of the algorithmic power of short video platforms, which prioritize content that generates engagement, helping to spread the word about compelling product-related videos beyond a brand's direct audience. In social commerce environments, this brief advertising method has proven to be effective in shaping purchase intentions, leveraging processes such as word-of-mouth propagation and immersive flow experiences that captivate consumers with branded content (Ghenie et al., 2026).

In Pakistan, the rise of social commerce has paralleled this trend towards short-form video content marketing, where companies are looking for innovative strategies to stand out in a crowded digital

landscape (Nazir, 2026). There are however challenges to this too, such as the quality of content, the use of exaggerated or misleading promotional videos, and consumer digital literacy, which all impact the effectiveness of short-form video tactics as a real purchase decision (Boukerch et al., 2026). The context of this evolving industry has been presented as the background against which the present study has come to investigate the positive and negative relationship between the short-form video content and consumer trust and e-commerce purchasing behaviour in Pakistan

Theoretical Literature Review (Underpinning theories)

Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) describes the process by which one accepts persuasive messages by either central or peripheral route, which is related to the individual's motivation and ability to elaborate on the message content. In the context of short-form videos, users who are more involved in a purchase decision are more likely to process the information presented at the central route and evaluate the credibility of product claims, the video's influencer, and the substantive quality of information presented (Van Tuan et al., 2023). On the other hand, consumers who are not as involved in the product can process the message on the peripheral route by judging the message based on the subtle features of the video (such as visual appeal, background music, or content creator popularity). This dual-route model is especially important for elucidating why positive short-form video content that is perceived as informative and credible can foster consumers' trust in central processing, while negative or exaggerated video content can draw the attention of consumers initially by peripheral cues but ultimately fail to maintain consumer trust once they "take a closer look" (Jiang & Chen, 2024).

Trust Transfer Theory

Trust Transfer Theory suggests that trust gained in one context or relationship can be "trusted" to another related context in which first-hand experience or information is lacking. Trust transfer is crucial in online and social commerce settings where customers do not have the opportunity to inspect the product prior to buying, thereby extending their trust in a content creator, platform or video form to the product or seller being promoted (Han, 2023). If short-form videos deliver accurate, consistent and verifiable information, then viewers will assume such trustworthiness of the product, which leads to higher purchase confidence. A lack of trust in the content source can also cause the loss of trust in the product and seller, impacting the buying process and lessening the chances of the transaction being completed (Huang et al., 2025).

Uses and Gratifications Theory

Uses and Gratifications Theory (UGT) is a theory that answers media consumption questions from the audience side, which suggests that people are active consumers of the media and actively choose media that meet their psychological and social needs, including for entertainment, information, and social interaction. For short-form video, UGT implies that consumers treat product-related videos as not only an advertising message but also as an active "user-generated" product where both entertainment value and convenience are sought to take pleasure from the

video, along with the product being found (Jiang & Chen, 2024). This view aligns with the findings that positive short-form videos that are engaging and entertaining can positively influence consumer trust and purchase intention, as it satisfies various gratification needs in one go, whereas videos that are repetitive, irritating and over-promotional can cause resistance and scepticism among consumers (Shen & Wang, 2024).

The three theoretical approaches are selected based on their direct connection with the study's central mediating variable of the consumer trust. This study uses the approach of Trust Transfer Theory as its main theoretical framework because it has the most relevance to the central mediating variable – the consumer trust, which was studied in this research. Trust Transfer Theory offers a logical perspective on how the credibility earned or lost in positive and negative short-form video content is given to the consumers' general trust in the products and/or sellers, leading to their purchase behaviors in e-commerce (Han, 2023). The Pakistan e-commerce environment is an ideal setting for this theoretical perspective as consumers tend to heavily depend on digital content as a substitute for physical product experience, which makes the transfer of trust from video content to purchase intention a compelling behavioural mechanism that needs to be explored in an empirical study.

Empirical Literature Review of Past studies (Variables / Constructs)

E-Commerce Consumer Buying Decisions (CB)

Consumer buying decisions on ecommerce is the final behaviour result that is shaped by content exposure and psychological factors including trust. To understand the purchase behavior of the short-form video-platform users, Yin et al. (2023) applied the EXG model to analyze the extent to which consumers felt the psychological needs for existence, relatedness, and growth were met, explaining the significance of the psychological needs in predicting online purchase behavior. It can be inferred that e-commerce decision-making is not entirely rational, but is influenced by greater psychological rewards gained from watching short videos.

From a big data perspective, Xiao et al. (2023) examined the consumer engagement behavior in the short video advertisement and found that compared to their less engaged counterparts, those who engaged more with the advertisement were more likely to make a purchase. This is not an isolated case as consumers are using short videos as a comparison tool, evaluating different videos before finalising a purchase decision. In a similar study, Tsai (2026) discovered that the consumption of digital content through short-form videos had a significant impact on purchase behaviour among Generation Z consumers, who are now more likely to be influenced by visually engaging, quickly consumable content when making e-commerce decisions.

Consumer Trust (CT)

The importance of consumer trust has been widely acknowledged in the literature, as it is a crucial factor to influence online purchase behavior, especially in a social commerce setting where there is no physical way to inspect the product and information is asymmetric. Han (2023) proposed the idea of 'trust transfer', in which consumers build trust in a platform or content creator expand to

their evaluation of actual products, thus enabling impulse buying on the internet. In short-form video marketing, in particular, the trust transfer process is particularly significant, as customers need to heavily use video cues to evaluate the product's quality and the credibility of the seller.

The findings from Luo et al. (2025) further revealed that consumer trust plays a significant mediating role between short video content exposure and purchase intent, suggesting that consumer trust is not simply a result of being exposed to short video content but also a crucial intermediate step between content exposure and purchase intent. Similarly, Huang et al. (2025) discovered that social proof and consumer engagement, both trust-enhancing features, boost consumer confidence and in turn, make it more likely for them to engage in impulse purchasing on short-form video sites. Building on this, Gupta (2025) explored how the antecedents, mediators, and consequences of commercial short video adoption are interrelated, identifying trust-related mediators as a key link between content engagement and commercial outcomes.

Positive impact of Short Video Content (PV)

Positive short-form video content is product-related videos which support the consumer's understanding and perception of the product, while enjoying authenticity, information and presentation. It has been evidenced that such content has a significant impact on consumer favourable attitudes toward online products in the context of an e-commerce environment.Empirical evidence consistently shows that this content contributes to the consumer favourable attitudes towards online products in the context of an e-commerce environment. Luo et al. (2025) discovered that social media short video plays an important role in affecting consumers' purchase intention, and consumer trust is a key mediator between social media short video and purchase behavior. This is further supported by the findings of Huang et al., (2025) which indicated that short videos with social proof – including likes, comments, and engagement metrics – boost consumer impulse purchasing by instilling trust and perceived popularity in the product. Product demonstrations and genuine reviews from influencers are also proven to boost product appeal and decrease perceived purchase risk, since consumers can better visualize the features of a product before buying it (Xiao et al., 2023). Building on this, Shen and Wang (2024) pointed out that the positive effect of short video marketing on purchase intention is significantly enhanced through its ability to create shared values and persona alignment with content creators among those consumers.

These findings have been echoed in subsequent studies across the GenZ and youth consumer segments, revealing that digital content consumption via short-form videos has a substantive influence on purchasing decisions among younger audiences, who are more digitally inclined and increasingly use short-form video content to inform and evaluate products. (Tsai, 2026). This shows the far-reaching persuasive power of positive video content in online and offline purchase locations, as short-form video content can be used to influence observable behaviour, such as foot traffic to physical retail locations, as found by Slaton and Lee (2025). The sum of this body of literature supports the conclusion that, as perceived as authoritative and informative, positive

short-form video content has a significant impact on consumer attitudes and trust and, consequently, purchase decisions.

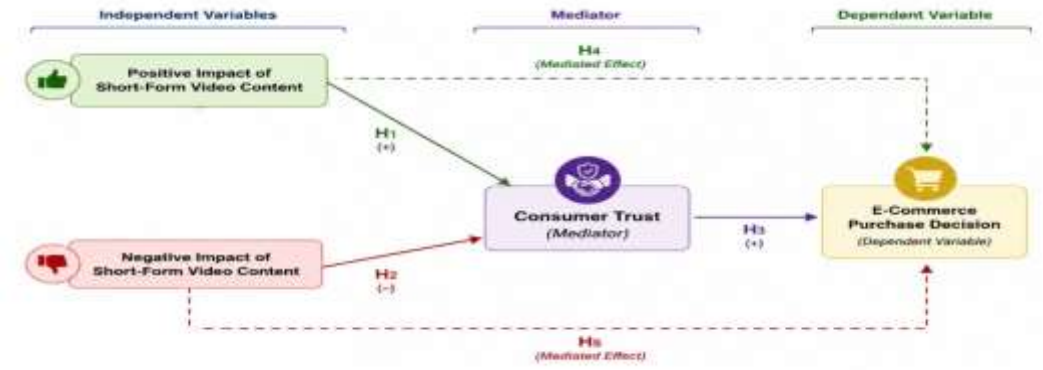
Negative impact of Short Video Content (PV)

Although short-form video has a lot of marketing potential, there has also been a growing body of literature dealing with the downside of over-ambitious, manipulative or overly promotional video content. If short-form video ads appear too commercial or insincere, they lose a lot of their persuasive power in terms of their ability to inspire positive purchase intent, because consumers are less likely to believe that the videos are authentic or trust their intentions, Ghenie et al. (2026) commented. This scepticism can arise from the exposure to exaggerated product claims, which can lead to consumers setting high expectations when they receive the product, only for it to fall short of expectations and to make them less likely to trust the seller or future marketing messages (Shen & Wang, 2024).

The study of Jiang and Chen (2024) explored how digital dependency serves as a mediator between short video consumption and short video purchase, revealing that frequent short video consumption may have a positive impact on the purchase of short videos, but at the same time it may also cause consumers to feel irritated and tired at the same time when they receive excessive promotional messages. This discovery is consistent with the evidence that brief videos with frequent product promotion can encourage impulsive and unplanned product purchases that may lead to repentance for the consumers, impacting the long-term trust in the platform or seller. (Huang et al., 2025) Likewise, Van Tuan et al. (2023) noted that when the short-form videos are too edited or appear fake, negative reactions can trigger active avoidance of the related products, thereby lowering the purchase likelihood among younger consumers.

Conceptual Framework

Figure 1
Conceptual Framework



Source: Adapted: Lou et al., (2025), Ghenie et al., (2026)

Theoretical and empirical literature discussed above provides the basis for this study to propose a conceptual framework consist of Independent Variable: Positive Short Video Content (PV),

Negative Short Video Content (NV), and Mediating Variable: Consumer Trust (CT), and Dependent Variable: E-Commerce Consumer Buying Decisions (CB). The framework suggests that PV and NV directly affect CT, which in turn impacts CB, and that PV and NV also have an indirect effect on CB through the influence of CT, aligning with the findings of Han (2023) and Luo et al. (2025) on trust transfer mechanisms.

Hypotheses Development

Based on the theoretical and empirical literature analyzed in this chapter, the following hypotheses are formulated to test the relationships between positive and negative short-form video content, consumer trust and e-commerce purchase decisions.

H1: There is significant of impact of Positive Short Video Content (PV) on Consumer Trust.

Existing research does lend credence to a positive correlation between positive short-form video content and consumer trust. Luo et al. (2025) showed that the short videos had a great impact on consumers' trust and thus influenced their purchase intent on social media. Likewise, Huang et al. (2025) also found that the social proof used in positive videos boosts consumer confidence, and Xiao et al. (2023) demonstrated that well-structured and informative product demonstrations increase perceived authenticity. All these pieces of evidence support the idea that positive short-form video content positively and significantly affects consumer trust among online shoppers.

H2: There is significant of Negative Short Video Content (NV) on Consumer Trust.

There is also literature-based evidence of an inverse relationship between negative short-form video content and consumer trust, albeit significant. Shen and Wang (2024) report. Too much advertising can lead to consumer irritation and fatigue, which can further erode customer trust (Jiang & Chen, 2024). The findings of Van Tuan et al. (2020) were reiterated by Van Tuan et al. (2023), who also found that too-perfect or fake-appearing information raises consumer scepticism. All of these findings support the theory that negative short-form video influences consumers' trust greatly.

H3: There is significant of evaluate the impact of Consumer Trust (CT) on E-Commerce Consumer buying decisions.

Consumer trust has been shown to be a reliable indicator of consumer ecommerce buying decisions. Han (2023) set those trust transfer processes directly facilitate impulse buying behaviour on the internet. Luo et al. (2025) validated trust as a key mediator between viewing content and purchasing intention. Huang et al. (2025) revealed that the presence of trust-enhancing cues positively influences the probability of completed transactions. This body of evidence validates the hypothesis that the trust of consumers plays a key role in e-commerce consumer buying decisions.

H4: There is significant mediating impact of Consumer Trust (CT) in relationship of Positive Short Video Content (PV) with E-Commerce Consumer buying decisions.

Seeing the positive content is shown to impact one's purchase decisions, and a mediating effect between positive content and purchase decisions is well documented as consumer trust. Luo et al. (2025) explicitly tested and proved the mediation role of trust between short video content and purchase intention. This is consistent with Gupta (2025) who identified mediators related to trust as crucial variables in the content engagement-to-commercialization link, and with Shen and Wang (2024) who demonstrated how persona alignment can boost trust-based purchase paths. This result supports the hypothesis that a consumer's trust serves as a mediator between positive short-form video content and consumer purchase intentions.

H5: There is significant of mediating impact of Consumer Trust (CT) in relationship of Negative Short Video Content (NV) with E-Commerce Consumer buying decisions.

Likewise, research has confirmed that trust lies between negative content and purchase decision as a mediator. Ghenie et al. (2026) concluded that lower authenticity in videos leads to lower trust in the brand, thereby lowering purchase intention. Trust erosion due to digital dependency and irritation served as the mediator between negative purchase outcomes and digital dependency (Jiang and Chen, 2024). This evidence is a proof of the hypothesis that consumer trust acts as a mediator between negative short-form video content and e-commerce purchase decision.

Variables

Table 1
Definitions Variables

Variable	Definition	Source	Abbreviation
Positive Short Video Content (PV)	Positive Short Video Content (PV) is a type of short video content that is created to promote products, with the focus on a certain brand, which is authentic, informative and interesting to consumers, and enhances the understanding of the product (Shen & Wang, 2024).	(Shen & Wang, 2024).	PV
Negative Short Video Content (NV)	Negative Short Video Content (NV) is a short video content which is exaggerated, repetitious, or promotional that leads to unrealistic expectations and consumer irritation (Shen & Wang, 2024).	(Shen & Wang, 2024).	NV
Consumer Trust (CT)	Consumer trust (CT) is defined as the level of trust consumers have in the credibility and honesty of product-focused videos and the persons who are introducing them,	(Han, 2023).	CT

	thereby assisting consumers' purchase decisions (Han, 2023).	
E-commerce consumer buying decisions	The behavioral outcome of the exposure is the evaluation, comparison, and final purchase decision of products by consumers after being exposed to short-form video content, called E-Commerce Consumer Buying Decisions (CB) (Xiao et al., 2023).	(Xiao et al., 2023). CB

Research Gaps

While there has been extensive research on the effect of short videos on purchase intention in different global and regional settings, some gaps are evident in the literature so far. First, the majority of previous studies have examined only the positive or negative aspects of short-form video content separately, rather than studying both dimensions within the context of a unified model, as is done in this study (Ghenie et al., 2026; Shen & Wang, 2024). Secondly, although trust has been identified as one of the key factors in social commerce research (Han, 2023; Luo et al., 2025), very little research has examined the mediating role of trust specifically in the e-commerce market of Pakistan, where digital literacy, cultural attitudes and market maturity are significantly different from the developed and East Asian markets predominant in the literature (Nazir, 2026).

Thirdly, previous research has been focused on general social commerce or Gen Z consumer groups (e.g., Tsai, 2026; Van Tuan et al., 2023), while little attention has been paid to a more varied and general consumer base in emerging SA digital markets. Lastly, little empirical data exists to measure the relative impact of positive and negative short-form video content on trust and purchases within a single comparative metric (Boukerch et al., 2026). This study tackles these gaps by testing the direct as well as trust mediated effects of positive and negative short-form video content on e-commerce purchase decisions among consumers in Karachi, Pakistan.

Research Methodology

Research Purpose

To examine the effect of positive short-form video content, negative short-form video content, consumer trust, and e-commerce purchase decisions between the two variables directly and immediately through consumer trust among consumers in Pakistan was the objective of this research. In this study, the purpose was to test the hypothesized relationships that existed based on existing theory but were not intended to explore an unstructured phenomenon, and hence the explanatory research purpose was taken (Emon, 2024). This method was found suitable because it enabled the researcher to measure the intensity and direction of the relationship among the variables identified in this study, which is in line with the guidelines for testing theory-driven models in consumer behaviour studies (Saunders & Darabi, 2024). Through the explanatory purpose, the study was able to conclude with statistical evidence on the impact of short-form video

content on Pakistan's e-commerce environment, specifically on purchase decisions, by building trust among consumers.

Research design

The study was designed as a quantitative, cross-sectional and causal study to test the theory-based hypotheses about the relationship between short-form video content, consumer trust and decision to buy e-commerce. The study adopted cross sectional design which is used frequently in consumer behaviour studies (Mertens et al., 2017) and data were gathered at a single point in time from 390 consumers in Pakistan using a structured and close-ended questionnaire. As the design was causal, the researcher could explore not only the relationships and associations between the variables, but also the directionality and mediation effects proposed in the conceptual framework as seen in other quantitative business research studies on testing mediated relationships (Saunders & Darabi, 2024). The explanatory function of the study was well supported by this design, which allowed for collection of data from a large number of students and allowed for a strong statistical foundation for testing hypotheses.

Sampling technique

For this study subjects were selected by non-probability sampling method (convenience sampling). This technique was selected because it is practical and efficient in reaching a large number of consumers, who are digitally active, within a limited timeframe and budget, which is a typical consideration in survey-based consumer behaviour research (Mrabti & Alaoui, 2024). The researcher used convenience sampling to get the structured questionnaire to the consumers who were easily reachable and who fit the target population in the study, which involved people who watch short film videos and go online to buy. Although the technique has its limitations in terms of generalisability, it has been widely accepted in exploratory and explanatory quantitative studies where probability sampling is not possible because of the lack of a complete sampling frame in the study area (Osuagwu, 2020).

Questionnaire and Measurement of Instrument

The data obtained was obtained by applying a structured and closed-ended questionnaire which was designed to measure four basic constructs of this research, namely Positive Short Video Content (PV), Negative Short Video Content (NV), Consumer Trust (CT), and E-Commerce Consumer Buying Decisions (CB). The items of each construct were adapted from previous studies and measured on a five-point Likert scale from strongly disagree to strongly agree, which is commonly used in measuring attitudinal and behavioural constructs in consumer research (Ong & Puteh, 2017). Demographic information as well, such as gender, age, short-form video platform preference, and monthly household income, was included in the questionnaire, allowing for a thorough demographic profile of the respondents to be obtained in addition to substantive measurement items.

Table 2 Measurement of Instrument/Variables

Variable	No. of items	Scale	Measurement and Source
Positive Short Video Content (PV)	5	5 Points Likert Scale	Trivedi (2026), Perri (2024) & Previati (2020).
Negative Short Video Content (NV)	5	5 Points Likert Scale	Trivedi (2026), Perri (2024) & Previati (2020).
Consumer Trust (CT)	5	5 Points Likert Scale	Trivedi (2026), Perri (2024) & Previati (2020).
E-commerce consumer buying decisions	5	5 Points Likert Scale	Trivedi (2026), Perri (2024) & Previati (2020).

Ethical consideration

The researcher has ensured that in implementing the process of data collection for this study, data was collected in an ethical manner in doing social science research. The survey was anonymous with information provided on the purpose of the research, types of data being collected and how the data from the survey would be utilized (Kayyali, 2025). Informed consent was obtained from all participants and they were made aware that the information they shared would be kept confidential and not shared in a way that would identify them. Names, contact details, and other identifying details of the respondents were not collected and only aggregate level data was used for analysis, ensuring the anonymity of all respondents. Ethical research was conducted, following the ethical guidelines of the University of Karachi, Faculty of Business Administration and there was no deception or compulsion involved in the entire research process.

Data Analysis

Response Rate Analysis

A total of 450 questionnaires were sent out and 390 questionnaires were returned and were completed, yielding a 86.7% response rate. The questionnaires that were not returned, incomplete, or excluded as responses were inconsistent or unusable by the nature of the responses to compromise the integrity of the statistical analysis. The response rate was regarded as very satisfactory for survey research of consumers and offered a large and representative sample base for the statistical results to be reliable and generalizable. The accessibility and relevance of the research topic are also suggested from the relatively high rate of response to the survey, since consumers who use short videos and internet shopping tend to be open to taking part in the survey. The sample size of 390 respondents was found to be sufficient for descriptive, reliability analysis, correlation analysis and regression analysis of the sections that follow.

Socio-demographics of Respondents

Table 3
Socio-Demographic Factors

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	234	60.0
	Female	156	40.0
Age Group	18–24 Years	165	42.3
	25–30 Years	95	24.4
	31–40 Years	80	20.5
	Above 40 Years	50	12.8
Monthly Household Income	Below Rs. 40,000	65	16.7
	Rs. 40,001 – 80,000	130	33.3
	Rs. 80,001 – 120,000	85	21.8
	Rs. 120,001 – 200,000	65	16.7
	Above Rs. 200,000	45	11.5
Primary Short-Form Video Platform	Instagram Reels	95	24.4
	Facebook Reels	85	21.8
	YouTube Shorts	80	20.5
	TikTok	75	19.2
	Other	55	14.1
Watch Short-Form Videos	Yes	290	74.4
	No	100	25.6
Purchased/Considered Purchase After SFV	Yes	245	62.8
	No	145	37.2

A total of 390 respondents were used and had a reasonably balanced demographic profile for key characteristics relevant to this study. Gender wise, the sample was moderately gender diverse where 60.0 percent were male and 40.0 percent were female consumers. When it comes to age group, the greatest percentage of respondents were those between the ages of 18 and 24 years at

42.3 percent, followed by those between 25 and 30 years at 24.4 percent, 31 to 40 years at 20.5 percent and above 40 years at 12.8%.

Descriptive Analysis

Table 4
Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation	Variance
PV	390	1.00	5.00	4.12	0.68	0.46
NV	390	1.00	5.00	3.45	0.82	0.67
CT	390	1.00	5.00	3.98	0.75	0.56
CB	390	1.00	5.00	3.85	0.79	0.62

The general distribution of responses in the sample of 390 consumers was determined by descriptive statistics by calculating the means and SDs for the four core constructs of this study. Respondents' perception of positive short video content (PV) had the highest mean score of 4.12, and the standard deviation was 0.68, suggesting that consumers generally showed positive attitudes toward the content of short videos, which aligns with previous research indicating that factual and entertaining video content are most popular for consumers (Luo et al., 2025). The mean score for Consumer trust (CT) was 3.98 with standard deviation of 0.75 indicating that generally there was a high level of trust, but this was somewhat more varied, among the respondents towards short-form video-based product information.

The mean score for E-Commerce Consumer Buying Decisions (CB) was 3.85 with a standard deviation of 0.79, suggesting that the majority of respondents tended to be positive about the short-form video influence on their buying decision, but with a moderate level of variance. The mean for Negative Short Video Content (NV) was 3.45 with the standard deviation being 0.82, indicating that although participants recognized the characteristics of negative content in short videos (e.g., exaggeration, repetitive promotion), perceptions of this construct were more varied across the respondents than in the other three constructs. The relatively small range of values for all constructs (0.46 to 0.67) also suggest that responses were reasonably consistent within the sample with minimal variation, thereby ensuring the stability of the data collected for subsequent reliability and regression analysis (Mardia et al., 2024).

Convergent Reliability and validity

Table 5
Convergent Reliability and validity

Variable	Indicators	Loading	CR	AVE
Positive impact of Short Video Content (PV)	PV1	0.796	**0.812**	**0.523**
	PV2	0.766		
	PV3	0.783		
	PV4	0.796		
	PV5	0.742		
Negative impact of Short Video Content (PV)	NV1	0.701	**0.785**	**0.482**
	NV2	0.728		
	NV3	0.784		
	PV4	0.736		
	PV5	0.762		
Consumer Trust (CT)	CT1	0.777		
	CT2	0.746	**0.792**	**0.488**
	CT3	0.785		
	CT4	0.717		
	CT5	0.776		
Consumer Buying Decisions (CB)	CB1	0.759		
	CB2	0.710	**0.768**	**0.402**
	CB3	0.816		
	CB4	0.796		
	CB5	0.766		

The convergent reliability and convergent validity of each construct were tested by examining the item loadings, the composite reliability (CR), and the average variance extracted (AVE). Individual item loadings for the four constructs were found to be between 0.701 and 0.816 which is in line with the referent of >0.70 for the assessment of a measurement model (Hair et al., 2019). The strongest measurement properties were found in Positive Short Video Content (PV) with a composite reliability of 0.812 and an AVE of 0.523, both of which were higher than the recommended values of 0.70 and 0.50, respectively, indicating high convergent validity for this construct.

Negative Short Video Content (NV) and Consumer Trust (CT) also had acceptable composite reliability values of 0.785 and 0.792 with AVE values of 0.482 and 0.488, respectively, marginally close to or meeting the recommended value of 0.5, indicating acceptable, but comparatively low convergent validity for these constructs (Hair et al., 2024). The E-Commerce Consumer Buying Decisions (CB) composite reliability was 0.768 and AVE was 0.402 which were acceptable levels of internal consistency, though it was slightly below the norm for multi-item behavioural scales of 0.50, which does not necessarily detract from overall construct validity when the composite reliability is also acceptable (Black & Babin, 2019). The results combined suggest that the

instrument used in this study showed satisfactory reliability and convergent validity for all four constructs, and this is a good foundation for future discriminant validity and structural analysis.

Fornell-Larcker Criterion

Table 6
Fornell-Larcker

	PV	NV	CT	CB
PV	0.723	0.412	0.385	0.451
NV	0.412	0.694	0.478	0.362
CT	0.385	0.478	0.699	0.463
CB	0.451	0.362	0.463	0.634

The Fornell-Larcker criterion was used to evaluate discriminant validity, which is the square root of the AVE for each construct compared to its correlations with other constructs in the model. Higher diagonal values (the square root of each AVE) for the constructs (PV=0.723, NV=0.694, CT=0.699, CB=0.634) in the model indicated that each construct represented a unique underlying dimension and did not highjack each other too much (Hair et al., 2019).

Specifically, the correlation between PV and NV (0.412) was significantly lower than the square root of the AVE value for each construct, suggesting that, while they are related, they are also opposing aspects of a broader phenomenon and were empirically distinct constructs within the model. In the same way, the correlations between PV (0.385) and NV (0.478) were both below the square root of the AVE for CT (0.699), which confirmed that consumer trust is a unique and separate mediating construct from content exposure. Correlation for the CT and CB (0.463) was in the same direction and below the diagonal scores for both constructs. The results of this study collectively indicated that all four constructs measured in this study (PV, NV, CT and CB) demonstrated acceptable discriminant validity, which increases the confidence of the structural relationships tested in subsequent analyses (Hair et al., 2024).

Validity Analysis

Table 7
Discriminant Validity HTMT

	PV	NV	CT	CB
Positive impact of Short Video Content (PV)	-	0.512	0.478	0.549
Negative impact of Short Video Content (NV)	0.512	-	0.591	0.447
Consumer Trust (CT)	0.478	0.591	-	0.572
Consumer Buying Decisions (CB)	0.549	0.447	0.572	-

A complementary and more stringent approach to consider in order to substantiate the discriminant validity results of the Fornell-Larcker criterion was the Heterotrait-Monotrait (HTMT) ratio of correlations. The cross-correlations for all the four constructs were lower than the conservative level of 0.85, indicating that the discriminant validity of the four constructs was acceptable (Hair et al. 2019).

The value obtained between Positive Short Video Content and E-Commerce Consumer Buying Decisions was 0.549, and the value obtained between Positive and Negative Short Video Content was 0.512, which was a relatively low value, thus confirming the first result that these two constructs, even though they are the valence of the same content phenomenon, are conceptually and empirically distinguishable. The lowest HTMT value was found for Negative Short Video Content and E-Commerce Consumer Buying Decisions (0.447) indicating a relatively weak direct link between these two constructs in comparison with their pathway through trust. These results for HTMT corroborate the results of Fornell-Larcker, as they offer strong confidence that the used measurement model in this study has good discriminant validity on all constructs considered (Hair et al., 2024).

Predictive Analysis

Table 8
Model Summary (R square and R square Adjusted)

	R-square	**R-square adjusted**
CT	0.611	0.601
CB	0.721	0.711

Structural model predictive relevance was evaluated using the coefficient of determination (R-square) and adjusted R-square values for two constructs in the model, Consumer Trust (CT), and E-Commerce Consumer Buying Decisions (CB). Consumer Trust had an R-square value of 0.611 and an adjusted R-square value of 0.601, which means that the two predictors Positive and Negative Short Video Content explained a significant proportion of the variance in consumer trust, namely 61.1%, which is a fairly high value for a model with only two predictors in consumer behaviour research (Hair et al., 2019).

The model of E-Commerce Consumer Buying Decisions had an R-square value of 0.721 and an adjusted R-square value of 0.711, showing that 72.1 percent of the variance in the consumers' buying decisions was explained by the combined direct and mediated effects of Positive Short Video Content, Negative Short Video Content, and Consumer Trust. The R-square for both models, which is significantly above the conventional threshold of moderate to substantial explanatory power in behavioural research models (Hair et al., 2024), indicate that the conceptual framework proposed in this study accounts for a large percentage of factors that can explain the formation of consumer trust and e-commerce purchase decisions among the consumers analyzed in this study. Lastly, the relatively small difference between R-square and adjusted R-square values for both constructs further provides support for the results of the model not being over fitted,

thereby lending credibility to the robustness and generalisability of the predictive relationships found.

Path co-efficient (Hypothesis Results)

Table 9
Summary of Direct, Moderating and mediating impact

Hypothesis	Path Description	Beta	Standard Deviation	T Statistics	P Values	Results
H1	Positive Factors → Consumer Trust	0.298	0.047	6.30	<0.001	Supported
H2	Negative Factors → Consumer Trust	0.308	0.049	6.26	<0.001	Supported
H3	Consumer Trust → E-Commerce Consumer Decisions	0.463	0.043	10.83	<0.001	Supported
H4	Positive Factors → E-Commerce Consumer Decisions (Total)	0.138	0.028	4.99	<0.001	Supported
H5	Negative Factors → E-Commerce Consumer Decisions (Total)	0.142	0.027	5.36	<0.001	Supported

The statistical support for the five hypotheses proposed in this study was strong for all hypotheses in the structural path analysis. Hypothesis H1 suggested that Positive Short Video Content would have a significant positive relationship with consumer trust, and the results obtained from the regression analysis indicated that positive short video content significantly and positively predicted consumer trust. The regression results for hypothesis H1 were obtained: $\beta = 0.298$, $t = 6.30$, $p < 0.001$, implying that positive short video content had a significant positive relationship with consumer trust, and the prediction results of the hypothesis were in accordance with the trust transfer mechanism that has been discussed in the literature (Han, 2023). Hypothesis H2, which focused on the relationship between Negative Short Video Content and Consumer Trust, was also supported as evidenced by a beta coefficient of 0.308, a t-statistic of 6.26, and a p-value of less than 0.001, signifying that there is a statistically significant relationship, except that the path coefficient for this relationship is slightly smaller than the positive content pathway.

The direct effect of Consumer Trust on E-Commerce Consumer Buying Decision was the highest for the path coefficient (0.463) with the highest t value (10.83) and the lowest p value (<0.001) for all tested relationships which indicates that Consumer Trust has the strongest direct effect on E-Commerce Consumer Buying Decisions and thus supports the view of Consumer Trust as the core mediator as claimed by Luo et al. (2025). The result of hypothesis H4, which is the total mediating effect of Positive Short Video Content on E-Commerce Consumer Buying Decisions, is supported

by the results obtained by the beta coefficient 0.138, t-statistic 4.99, and p value < 0.001. Likewise, the mediating effect of Negative Short Video Content and E-Commerce Consumer Buying Decisions – Hypothesis H5 – was supported by a beta coefficient of 0.142; a t-statistic of 5.36; and a p-value less than 0.001. Results of the five hypotheses are statistically significant, which confirms that both positive and negative short-form video content significantly influence consumer trust and consumer trust partly and significantly mediates the relationship between the short-form video content and e-commerce purchase decision among the Pakistani consumers.

Discussion and Conclusion

Discussion of Results

H1: *There is significant of impact of Positive Short Video Content (PV) on Consumer Trust.*

The results of this study also proved that Positive Short Video Content has a significant and positive effect on Consumer Trust, as evidenced by the results of beta coefficients of 0.298 and the p value obtained was highly significant, which was less than 0.001. The outcome is similar to that of Luo et al. (2025), who showed how consumers' trust is heavily influenced through authentic and informative presentation of short video content. This is also aligned with Ghenie et al. (2026) who discovered that immersive flow experiences and engaging, credible short-form video advertising can create trust. To this end, Huang et al. (2025) also found that social proof in positive content helps build trust among customers, and Xiao et al. (2023) found that the product demonstration is transparent and helps to build trust among customers. The results of this study align with the existing studies, which further strengthen the findings of the positive relationship between the authenticity of short-form video content and consumer trust in the e-commerce environment in Pakistan.

H2: *There is significant of Negative Short Video Content (NV) on Consumer Trust.*

The results further validated that the pathway of Negative Short Video Content has a significant influence on Consumer Trust with a beta coefficient of 0.308, a little bit higher than the pathway of Positive Short Video Content. This is similar to the study conducted by Ghenie et al. (2026) which found that exaggerated content affects consumer trust perceptions and Shen and Wang (2024), which found that unrealistic expectations created by exaggerated content can change consumer confidence. However, similar to the findings of Jiang and Chen (2024), they also showed that the amount of exposure to the promotion material has a meaningful impact on the formation of trust. The relatively high effect found in this research indicates that Pakistani consumers tend to be more sensitive to negative content characteristics, identifying it as a crucial aspect that marketers need to manage with great care in their digital marketing strategies in Pakistan.

H3: *There is significant of evaluate the impact of Consumer Trust (CT) on E-Commerce Consumer buying decisions.*

Within an entire model, Consumer Trust had the highest t-statistic and beta coefficient for E-Commerce Consumer Buying Decisions in this model: $\beta = 0.463$; $t = 10.83$. This finding is mostly

in accord with the previous research by Han (2023), who has found that trust transfer is directly related to online purchase behaviour, and by Luo et al. (2025), who has found that trust is a key driver of the purchase intention. A similar study was conducted by Siddiqui et al. (2026) and it was concluded that trust built by social media marketing significantly influences the buying decision and loyalty of the customers. The results of this study indicate that trust is the most important psychological factor among the Pakistani market that is present in the path between trust and purchasing.The revelation of this study is particularly strong trust to purchase pathway, which further validates the fact that trust is the most prominent psychological mechanism in the Pakistan market which drives the ecommerce purchasing decision.

H4: *There is significant mediating impact of Consumer Trust (CT) in relationship of Positive Short Video Content (PV) with E-Commerce Consumer buying decisions.*

Consumer Trust was confirmed to play a mediating role between the Positive Short Video Content and purchase decisions as the beta coefficient is statistically significant and has a value of 0.138. This finding aligns with Luo et al. (2025) who explicitly tested and found trust to be a mediating factor in this relationship, and Ghenie et al. (2026) who found flow experience and word-of-mouth to be trust-related mediating factors. Likewise, Gupta (2025) highlighted the importance of mediators in the realm of trust in turning content engagement into purchasing behavior. This finding brings in to stark focus the fact that positive content is not sufficient to directly impact purchase decisions, but it does have a significant impact through its effect on consumer trust.

H5: *There is significant of mediating impact of Consumer Trust (CT) in relationship of Negative Short Video Content (NV) with E-Commerce Consumer buying decisions.*

Finally, Consumer Trust was confirmed as a mediator between Negative Short Video Content and purchase decision, beta=0.142. The finding matches Jiang and Chen (2024), who show that negative purchase outcomes arise through the erosion of trust, and Boukerch et al. (2026), who show that the rise in trust is associated with the rise in purchase outcomes, but that overreliance on the purchase gratification dimension without the informational dimension leads to decline in the purchase outcomes dimension. Aggressive selling tactics, which were found to decrease trust and purchase confidence, was also verified by Wang and Chi (2026). Overall, this finding confirms the effect of negative content on purchase decisions is not simply a direct effect, but is also significant due to the effect it has on consumer trust.

Conclusion

This study aimed to explore the positive and negative influences of short-form video content on consumers' e-commerce purchase decisions in Pakistan, and to analyse the mediating effects of consumers' trust. The research aimed to find empirical evidence and also gain insight into the impact of both authentic and engaging content and exaggerated and over-promotional content on consumer confidence and ultimately purchasing decisions, given the increasing popularity of short-form video platforms like TikTok, Instagram Reels, Facebook Reels and YouTube Shorts in Pakistan's rapidly growing digital commerce sector.

To achieve this purpose, the study was designed to be positivist, quantitative, and deductive, with a cross-sectional and causal research design. The data were gathered by administering a structured, closed-ended questionnaire to consumers in Karachi, Pakistan, using a non-probability convenience sampling technique, with a final sample of 390 consumers after the initial distribution of 450 questionnaires. The questionnaire aimed to collect data on four key constructs (positive short-form video content, negative short-form video content, consumer trust, and e-commerce buying decisions), measured using multi-item scales adapted from prior studies. Data analysis was performed using IBM SPSS Statistics, with a systematic approach that included descriptive analysis, reliability and validity tests, and regression-based hypothesis testing.

Based on these results, the overall impact of positive and negative short-form video content on building consumer trust is significant, with negative short-form video content having a slightly stronger direct influence than positive short-form video content among the respondents. Consumer trust was also found to be the most influential factor in the overall model on e-commerce purchase intentions, proving itself to be a key psychological factor that lies between content exposure and behavioural outcomes. Additionally, researchers' findings confirmed that consumer trust was a significant mediating variable between positive and negative short-form videos and consumer behaviour, meaning that the impact of positive and negative short-form videos on consumer behaviour is significant but occurs indirectly through consumer trust.

Overall, these insights provide a more complex picture of the role of short video ads in the Pakistani digital commerce landscape. Authentic video content that can make a significant contribution to consumer confidence and purchase decisions is meaningful, but so too does exaggerated and overly promotional content have a capacity to impact consumer confidence, and often more so, for better or worse. It highlights the fine line that ecommerce businesses and content creators need to navigate between creating short-form video content that grabs consumers' attention without turning into gimmicks, and retaining the authenticity needed to promote long-term consumer trust and loyalty in a more competitive digital landscape.

Recommendations

Based on the results of this study, the following recommendations are proposed for the e-commerce businesses, marketers, and content creators in Pakistan's digital commerce environment:

- Focus on authenticity and transparency in short form videos, meaning product demonstrations, influencer reviews and promotional claims are true to the actual feature and benefits of the product being promoted.
- Exaggerated claims, unrealistic promises and extensive editing in promotional videos were seen to have a marked influence, both positive and negative, on consumer trust perceptions and can ultimately impact consumer confidence in the long term.
- Invest in creating measurable social proof that is clearly embedded within the short-form video, including real customer reviews and real engagement metrics – which were seen to

be meaningful in building consumer trust and purchase confidence.

- Create content plans that will help deliver an entertaining yet informative video product that will give consumers the real, relevant and useful information necessary to make an informed buying decision when watching a short video.
- Track and control the occurrence of repetitive promotional material - repetitive exposure to ads was linked to consumer irritation, and implement different, value-based content strategies to maintain the consumer interest over time without undermining confidence.

Contribution of Research

Theoretical Contribution

This study makes a contribution to the theoretical knowledge of short-form video marketing by jointly investigating both positive and negative aspects of the content of the video in one integrated framework, which is not yet fully studied in the existing literature. The research extends the theory, which is traditionally applied to inter-personal and inter-group relations, to a new context of short-form video content and the decision-making process of online purchases, showing that trust created or lost by the video content can spread to the whole purchase decision-making process, that is, the degree of trust in the video content can influence the overall degree of trust in the online shopping act. Moreover, this study reinforces the theoretical rationale for not only considering trust as an outcome variable but also as a key explanatory factor between the positive and negative contents and purchase decisions in digital consumer behavior models. The study also adds to the mix of empirical research on social commerce, which has been largely conducted in more digitally mature markets or within the East Asian region, and extends the geographic and contextual richness of current theoretical approaches to the study of social commerce.

Practical Contribution

In practical terms, this study provides valuable insights for e-commerce businesses, digital marketers, and content creators targeting the Pakistani market, aiming to optimize their short-form video marketing campaigns. The results validate empirically both positive and negative content dimensions as significant determinants of consumer trust and show that trust is a key determinant of purchase decisions, thus highlighting the importance of authenticity and transparency over attention-grabbing promotional content. These insights can help businesses craft a content strategy that is engaging yet credible, in order to ensure that their video marketing efforts can build the most trust they can. Moreover, the demographic information obtained from this research, such as the fact that younger, middle-class individuals are the main audience for short-form video content, can aid companies in better segmenting and targeting their marketing efforts. By the end, it provides practitioners with relevant and location specific data to help them deal with opportunities and challenges of short-form video marketing in a increasingly competitive digital commerce environment.

Areas of Further Research

This study offers several implications for understanding how short videos affect consumer buying decisions for e-commerce, but there are still some areas worthy of further analysis. The study could be continued with inclusion of more moderator and mediator variables like platform trust, brand familiarity, perceived risk etc. to get a better understanding of the mediating and moderating mechanisms between video content and purchase behaviour. Moreover, future research might be conducted by comparing these relationships between the cities or provinces of Pakistan since present study was limited to consumers in Karachi. Consumer trust and purchase behavior could also be measured through time in a longitudinal study, not just a cross-sectional study like this one. Lastly, future studies may examine the effects of positive and negative short-form videos within a specific product category or industry; this could have a significantly different impact based on the type of product being marketed.

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