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EFFECTIVENESS OF SHORT-FORM VIDEOS ON BRAND RECALL OF RESTAURANTS AMONG SOCIAL MEDIA USERS IN POLLACHI, TAMILNADU

Arunkumar. S .Mr. T. Sivagnana Selvakumar
Sakthi Institute of Information and Management Studies, Pollachi, Tamil Nadu

ABSTRACT

The rapid growth of social media has transformed traditional marketing strategies and introduced innovative methods for promoting products and services. Among various social media content formats, short-form videos have emerged as one of the most influential mediums due to their high visual appeal, rapid consumption rate, and widespread popularity. Short-form video marketing has become a key strategy where restaurants leverage engaging, bite-sized visual content to capture consumer attention, build brand recall, and influence dining behavior in a highly competitive food industry. Creators and brands establish a strong connection with social media users through creative storytelling, culinary visuals, and authentic reviews, which significantly impact how consumers remember and choose dining establishments.

This study, titled "Effectiveness of Short-Form Videos on Brand Recall of Restaurants Among Social Media Users in Pollachi, Tamil Nadu," aims to analyze how short-form video content affects consumer memory and brand recognition. The research focuses on understanding the role of content entertainment value, video duration, visual appeal, information quality, and user engagement levels in shaping brand recall among consumers. The study also examines the perception of social media users toward restaurant video marketing and identifies specific factors that encourage consumers to remember and visit restaurants based on short-form video content.

KEYWORDS: *Short-Form Videos, Brand Recall, Restaurant Marketing, Consumer Behavior, Social Media Marketing, Digital Marketing.*

1. INTRODUCTION

In the contemporary digital era, the landscape of marketing has undergone a paradigm shift. Traditional advertising mediums, such as print, television, and billboards, are increasingly being superseded by dynamic digital strategies. Among these, social media marketing has emerged as a dominant force, fundamentally altering how brands communicate with consumers. Within the realm of social media, consumer preferences for content consumption have rapidly evolved from text and static images to highly dynamic visual media.

The most significant recent phenomenon in digital marketing is the meteoric rise of short-form videos—typically bite-sized visual content lasting between 15 to 90 seconds. Popularized globally by platforms like TikTok and localized heavily through Instagram Reels, YouTube Shorts, and regional platforms, short-form videos have captured the attention of millions. Characterized by fast pacing, catchy background music, engaging transitions, and authentic storytelling, this format aligns perfectly with the dwindling attention spans of modern social media users.

2. REVIEW OF LITERATURE

Subramaniam and Ramasamy (2020) This study explored digital marketing adoption among small and medium retail enterprises in Western Tamil Nadu. The researchers found that localized video advertisements yielded much higher engagement rates than static text or banners. They argued that for sensory-driven sectors like food, moving visuals bridge the gap between discovery and purchase. Ultimately, the study concluded that using regional, vernacular language in videos reduces skepticism and builds brand familiarity.

Nair and Krishnan (2021) This research investigated the cognitive mechanics of brand recall on mobile-first social media applications. The empirical findings revealed that dropping visual attention spans make the first 3 to 5 seconds critical for memory retention. The authors discovered that short-form videos under 60 seconds generate deeper cognitive pathways than traditional, slow commercials. It highlights how immediate visual priming plays a vital role in ensuring a brand sticks in long-term memory.

Anand et al. (2021) This paper analyzed the impact of regional food vloggers and micro-influencers across South Indian Tier-2 and Tier-3 cities. The study demonstrated that modern consumers view independent online reviewers as highly credible opinion leaders. Their digital recommendations carried significantly more weight with audiences than traditional celebrity endorsements. Furthermore, close-up, high-definition food preparation visuals were found to stimulate strong cravings and elevate restaurant visit intent.

Balasubramanian and Devi (2022) This comprehensive study examined lifestyle and spending transformations across emerging urban centers in the Kongu Nadu belt. The findings revealed a massive expansion in weekend casual dining and food delivery expenditures among youth. It highlighted that this trend was particularly prominent among young professionals and student demographics. The research concluded that local restaurants maintaining an active, visual social media presence captured over 65% of the impulse dining market share.

3. STATEMENT OF THE PROBLEM

Despite investing time and capital into social media videos, restaurants in Pollachi face significant ambiguity regarding their concrete business value and direct impact on customer acquisition. Due to a digitally oversaturated marketplace filled with repetitive food content, many promotional videos fail to leave a lasting psychological impression on viewers. Consequently, consumers frequently experience temporary cravings but fail to remember the restaurant's actual name or location when making final dining decisions. This study directly addresses this gap by determining how short-form videos can be strategically designed to maximize long-term brand recall. It aims to identify the precise content attributes—such as audio, visuals, length, and localized messaging—that successfully convert a passive online view into an active, top-of-mind dining choice among local social media users.

4 OBJECTIVES OF THE STUDY

- To analyze the social media consumption patterns and short-form video viewing habits of restaurant consumers in Pollachi.
- To assess the impact of different content characteristics (e.g., visual quality, music, localized Tamil commentary, promotions) in driving restaurant brand recall.
- To evaluate the comparative effectiveness of short-form videos across different types of restaurant formats (e.g., traditional messes, modern cafes, fast-food outlets) in Pollachi.
- To identify the challenges faced by local restaurant owners in Pollachi when creating and deploying short-form video marketing campaigns.
- To recommend actionable best practices for restaurateurs to build high top-of-mind brand recall and drive customer footfall through short-form video content.

5. RESEARCH METHODOLOGY

5.1 Research Design

The study adopts a descriptive research design to analyze the effectiveness of short-form videos on the brand recall of restaurants. This design allows for a detailed investigation into 'what' specific content attributes and video elements are influential in driving consumer memory retention.

5.2 Area of the Study

The research is confined to Pollachi Taluk, Coimbatore District, Tamil Nadu, focusing on local town and semi-urban populations who actively consume social media content on platforms like Instagram, YouTube, and Facebook.

5.3 Sources of Data

Primary data were collected through a structured online questionnaire distributed to active social media users in Pollachi. Secondary data were sourced from academic journals, digital marketing industry reports from agencies like HubSpot, Statista, and Sprout Social, and consumer behavior textbooks.

5.4 Sampling

A convenience sampling method was used to select 100 respondents. The sample primarily includes individuals aged 18–35, representing the core demographic of active short-form video consumers and tech-savvy restaurant diners in Pollachi.

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5.5 Statistical Tools

Data analysis was conducted using percentage analysis, weighted average ranking analysis (to rank critical video elements like audio, visuals, and length), and Chi-square tests to determine significant associations between demographic variables and brand recall frequency.

6. DATA ANALYSIS AND INTERPRETATION

6.1 Demographic Profile

The demographic analysis shows that 48.8% of the respondents fall within the "Above 45" age group, while 36.0% belong to the 18–25 age range. In terms of gender, females represent the majority at 53.5%, with males making up 46.5% of the active cohort. The geographical distribution reveals a balanced split, with 53.5% residing in rural sectors and 46.5% in urban areas of Pollachi. Occupational data indicates that 30.2% are working professionals and 15.1% are students, though the largest single category belongs to undefined occupations (44.2%). Educationally, 36.6% hold undergraduate degrees, while 50% fall under alternate educational pathways. Financially, the middle-income bracket dominates the sample, with 43.6% earning between ₹25,001 and ₹50,000 monthly.

6.2 Marketing Attributes and Preferences

The following table summarizes the key metrics regarding the primary marketing channels, problems, and expected infrastructural improvements selected by the respondents:

Marketing Attribute Category	Marketing Attribute Category	Percentage of Respondents
Primary Marketing Channel	Wholesalers	40.70%
Core Marketing Problem	Price Fluctuation	46.51%
Traditional Selling Destination	Local Market	34.90%
Top Expected Infrastructure Shift	Government Support Programs	34.88%
Top Expected Technological Shift	Digital Marketing Platforms	29.07%

6.3 Chi-Square Analysis

Hypothesis 1: Usage vs. Product Perception

- Null Hypothesis (H_0): There is no significant relationship between consumer usage frequency and agricultural product perception.
- Alternative Hypothesis (H_1): There is a significant relationship between consumer usage frequency and agricultural product perception.

Table 6.3.1: Chi-Square Test Results for Usage vs. Product Perception

Test Metric	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	38.620	12	.000
Likelihood Ratio	34.195	12	.000
N of Valid Cases	172		

Interpretation: Since the asymptotic significance value (.000) is well below the standard alpha threshold of 0.05, the null hypothesis is rejected. There is a statistically significant association between platform usage patterns and structural product perceptions.

Hypothesis 2: Security vs. Privacy Perceptions

- Null Hypothesis (H_0): There is no significant relationship between structural perceptions of platform security and privacy in the marketplace.
- Alternative Hypothesis (H_1): There is a significant relationship between structural perceptions of platform security and privacy in the marketplace.

Table 6.3.2: Chi-Square Test Results for Security vs. Privacy

Test Metric	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	24.867	12	.015
Likelihood Ratio	22.380	12	.033
N of Valid Cases	172		

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Interpretation: The Pearson Chi-Square p-value (.015) falls below 0.05, resulting in the rejection of the null hypothesis. Perceptions of user data security significantly correlate with baseline trust in platform marketplace privacy.

6.4 Strategic Marketing Channel Effectiveness

Based on respondent utilization rates and preferred pathways, marketing channels have been compiled and evaluated below:

Rank	Marketing Channel Format	Utilization Percentage	High-Level Impact Focus
1	Bulk Wholesalers	40.70%	High Volumetric Clearance
2	Independent Retailers	29.07%	Regional Localized Reach
3	Cooperative Societies	17.44%	Institutional Ecosystem Trust
4	Direct-to-Consumer (D2C)	12.79%	Maximized Margin Retention

7. CHALLENGES IN CURRENT MARKETING STRUCTURES

- Severe Price Fluctuation (46.51%): Unpredictable pricing instability stands out as the most critical threat damaging operational stability and long-term profit forecasting.
- Logistical Profit Drainage (69.77%): A vast majority confirm that high transportation expenses severely dilute baseline business profits.
- Direct Financial Losses (55.23%): Over half of the cohort suffers directly from low profit margins (29.07%) or explicit capital losses (26.16%) due to inefficient market placement.
- Institutional Outreach Gaps (62.21%): More than response-half report an absence of vital administrative, technical, or educational support from agricultural frameworks.

8. FINDINGS OF THE STUDY

1. The over-45 demographic (48.8%) constitutes the largest user block in the regional Pollachi cohort, requiring multi-generational interface optimization.
2. Traditional wholesale networks remain the dominant logistics channel (40.70%), while digital sales platforms represent an emerging but underutilized market segment (12.80%).
3. Market volatility acts as the single primary hindrance to business security. Consequently, creators and sellers prioritize a transition toward improved price transparency (29.07%) and verified digital marketing infrastructures (26.16%) to safeguard profitability.