Short Video Marketing and Consumer Purchase Intentions in Supermarkets in Nairobi City County

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Abstract:

Background:

In the dynamic and fiercely competitive market of Nairobi City County, companies from a wide range of industries are constantly looking for new and creative ways to draw in and hold on to customers. Social media platforms have become increasingly important in both marketing initiatives and the everyday lives of consumers as the global digital landscape has changed dramatically over the last seven years.

Within this digital evolution, short video marketing has quickly become a dominating and significant one in this digital evolution. Platforms like YouTube Shorts, Instagram Reels, and TikTok have benefited from customer demand for short, interesting, and highly shareable videos. Because of its immediacy and ability to deliver rich information quickly, this type of marketing creates powerful emotional bonds and significantly increases user engagement. For organizations looking to maximize their digital investments and competitive positioning, it is essential to comprehend how short video marketing appeals to and impacts the diversified consumer base characterizing Nairobi City County.

The term "consumer purchase intention" describes a customer's attitude, position, or perceptions on their desire to purchase a good or service and their propensity to do so from the same company again. Retail businesses need to use marketing tactics that provide them a competitive edge if they want to thrive. The purpose of the study was to establish how short video marketing affected Nairobi City County supermarket customers' intentions to make purchases.

Methodology: *A sample of 384 supermarket consumers participated in the study as responders, and 129 supermarket brands in Nairobi City County were used as the study population. The Fisher (1998) formula for calculating sample from an infinite population was used to calculate the sample size of 384 respondents. Questionnaires were used in the collection of primary data. Purposive and convenience sampling were used to pick 38 clients, or 10% of the sample population, to take part in the pilot project. The same sampling techniques were used in the main study to distribute the questionnaires to the 384 respondents. Data analysis was facilitated by the use of Microsoft Excel, and the Statistical Package for Social Sciences version 24.0. Descriptive and inferential tests were used to analyze the quantitative data.*

Results: *The study results showed that short video marketing had a statistically significant effect on consumer purchase intentions (β=0.526; p-value=.001).*

Conclusion: *The study concluded that short video marketing is a highly effective strategy for driving consumer purchase intentions in Nairobi's competitive supermarket sector. Supermarkets that embrace fragmented, personalized, and decentralized video content are better positioned to capture consumer attention, foster engagement, and convert interest into purchasing behaviour.*

Key words: social media marketing, consumer purchase intentions, supermarkets.

I. INTRODUCTION

Businesses continue to focus on consumer purchase intentions as a crucial marketing aspect in an effort to increase longevity, revenue, and profitability. Consumer purchase intention describes a customer's attitude, position, or perceptions on their desire to purchase a good or service and their propensity to make additional purchases from the same seller (Hanaysha, 2022). Hussain and Chimhundu (2023) claim that a customer's decision to acquire a good or service is determined by their buying intents. Yan et al. (2020) found that a customer's actions, attitudes, and perceptions all influence their desire to buy. However, buyers' desire to buy a product or service does not necessarily indicate that they will actually buy it; rather, it is a sign that they may do so after they have made up their minds (Liu and Qureshi, 2020). Advertising of goods and services, especially online, is therefore crucial to influencing consumers' future purchasing decisions. Many researchers have focused on the use of digital

media to promote goods and services in an effort to elicit purchase intentions from consumers (Almohaimmeed, 2019; Jiang & Yin, 2021).

Short video marketing has gained attention as a result of changing market patterns and consumer preferences. Short video marketing involves online videos that have a duration of 5 minutes and it possesses distinct features that include strong social engagement, fragmented time, minimal production duration, easily sharable content and a blurred distinction between creators and viewers. Platforms for video marketing are simply designed to meet the needs of information and entertainment. It involves integration of music, filters and other imaginative elements thus creating concise and fragmented videos (Appnova, 2025; Du et al., 2021).

Personalized, fragmented, high-content videos that are attractive and engaging are crucial for increasing consumer purchase intentions. Ngo et al. (2023) noted that both fragmented and customized videos, have a tendency to influence consumers' attitudes and perceptions, which in turn influence their purchasing decisions. High-quality, fragmented videos influence consumers' purchasing decisions by producing a pleasant mindset. It is well recognized that highly content, fragmented videos capture and hold viewers' interest, leading to desirable behaviors. Promotions that provide value to the customer can be delivered more effectively with high-quality, fragmented, customized videos.

The primary characteristics that set video marketing apart from traditional marketing techniques are its ease of implementation, cost-effectiveness, content richness, and versatility (Mhalla, Yun & Nasiri, 2020). Given that mobile devices are the primary viewing device, this suggests that even tiny enterprises with limited resources can readily implement video marketing for massive digital market outreach. In general, smartphones with vertical screens are appealing for creating vertical video content because they allow users to record and play back videos without turning their devices (Grave, 2019). Short videos are often five seconds to five minutes long and are typically seen by consumers who are essentially always on the go (Mou, 2020).

Short videos have the potential to favorably occupy consumers' leisure time and, in the process, impact the major concerns relevant to their marketing lifestyles, making the future of video marketing extremely bright (Xiao et al., 2019). Understanding consumer purchase intentions is one of the future marketing enterprise tasks that has greatly benefited from the platform of video marketing, particularly short films. Organizations who have adopted short video marketing have seen significant benefits in terms of spreading brand awareness (Mou, 2020). According to Xiao et al. (2019), short videos are becoming increasingly popular among marketers due to their ability to distribute quickly and perhaps help consumers comprehend companies and vital products and services.

Xiao et al. (2019) posited that short video marketing attributes include distribution customization, form fragmentation, and content decentralization. Customers who use mobile devices to play brief films while moving or sitting are engaging in form fragmentation. The most effective way to communicate marketing messages is through short videos, which also has the potential to influence viewers' opinions about goods and services. With brief videos, viewers double-click to like and scroll down to watch the next one, giving them access to an increasing amount of video content. Because of their simplicity, customers are compelled to watch them in their free time. Therefore, the marketing dynamics aim to stimulate consumers' buying intentions by targeting their leisure time (Sedej, 2019).

The process of distribution personalization involves brief films continuously collecting data from viewers so that content producers can precisely distribute and customize predetermined content. When it comes to marketing, tailored material is more accurate and successful in influencing consumers' intentions to make a purchase. Users get more curious when material is tailored to their interests, which makes the app more appealing and memorable (Sedej, 2019). Customers are divided into groups according to the kinds of videos they watch the most. According to content decentralization, the creator of the most popular video will receive the most views from users. As a marketing platform, this encourages viewers to create while they watch, demonstrating that everyone can produce valuable content for themselves (Xiao et al., 2019).

Despite the widespread recognition of the rapid expansion and substantial engagement with short video platforms (e.g., TikTok, Instagram Reels, YouTube Shorts) as a formidable influence in global digital marketing (Liu et al., 2025; Vidico, 2025), and the examination of their effects on consumer purchase intentions across diverse product categories and online settings (Hilmiyah et al., 2024; Qin & Wang, 2022), there exists a significant deficiency in research specifically investigating the impact of short video marketing on consumer purchase intentions within the physical retail environment of supermarkets in a developing market context such as Nairobi County, Kenya.

Previous research on Kenyan supermarket customers' purchasing decisions has tended to concentrate on traditional advertising, in-store promotions, product quality, and pricing (e.g., Mutinda et al., 2023; Gitonga & Onditi, 2025). Additionally, although some research (e.g., Kagollah, 2022) touches on more general digital marketing tactics or social media engagement in Kenya, it frequently lacks the specific attention to the distinctive qualities of short video content such as its entertainment value, fragmentation, and content decentralization nature and its direct impact on consumer behavior that results in in-store purchases at supermarkets.

Thus, the purpose of this study was to close this important gap by examining in detail how short video marketing affects consumers' purchase intentions to buy goods from Nairobi County supermarkets. Given that emerging economies may have different consumer behaviors, rates of technological adoption, and market dynamics than established nations, where the majority of the current research on short video marketing comes from, this regional focus is essential.

Conceptual framework

Independent Variable   **Dependent Variable**

Short video marketing	Consumer Purchase Intention
• Form fragmentation • Videos personalization • Videos decentralization	• Willingness to purchase • Willingness to recommend
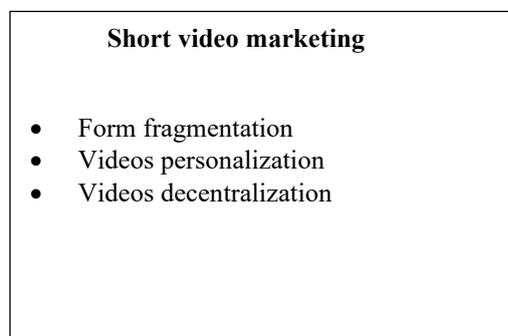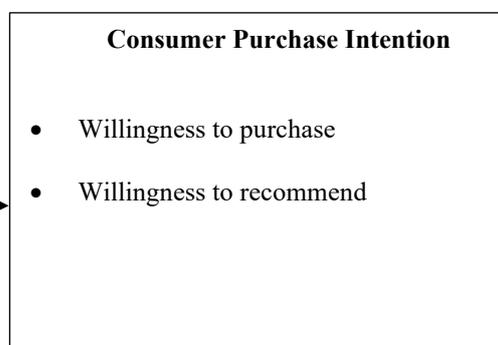
Figure 1: Conceptual Frame work

II. THEORETICAL REVIEW

This study was anchored on the theory of Reasoned-Action fronted by Fizbein and Ajzen in 1975 (Yzer, 2013). It is a theory that predicts the intent of certain behavior through focusing on attitudes and actions. The theory has three pertinent structures; Behavioral Intention (BI), Subjective Norm (SN) and Attitude (A). TRA outlines the personal attitude and subjective standards to the action (B1=A+SN) (Hale et al., 2002). Where an individual opts to perform an action, they will probably do it. This shows that an individual's relative strength results from behavioral intention (Hagger, 2019). This implies that the consumer's purchase intention as a behavior is equally approximated from the objective of the behavior that is denoted by the totality of attitude to the transaction of products by a respective consumer and subjected by the behaviour standards.

The theory puts into context the issue of the possibility of interference by other parties in the response to certain behaviors arising from subjective norm. It recognizes the direct views of other people in the course of certain behavior, which gets the restrictions of the motivation context of the consumer (Yzer, 2013). This shows that relative influence of behaviors and the subjective expectations has variability in predicting behavior. The main proposition of the TRA is that people have rational behavior while intending to reap the benefits that are favourable and, in the process, attempt to fulfill other people's desires (Nisson & Earl, 2020). The theory illustrates the process of shaping behaviors and how this influences the actions of people. This also indicates that the decision made by people to attend to an action impact on the behavior and perception about a system.

The individual actions and the effects emanating from the actions of the individual are normally referred to as purpose which illustrates the ensuing attitude and its intentions (Hagger, 2019). Yzer (2017) stated that attitude is seen as the optimistic or bad feeling held by an individual which contributes to purpose. Additionally, intention of attitude is seen as having the power to conquer the motivating elements influencing a certain behavioral pattern. This shows that an individual may use certain measure of effort they possess to decide the motivation level of their action (Nisson & Earl, 2020). In a nutshell, the notion of rational action is applicable in digital marketing, where an assumption is made that organizations like supermarkets possess certain intent for any alternative option that predicts consumer purchase intention.

The theory has widely been used by researchers such as Mang'era (2021) and Njuguna (2018) on digital marketing and consumer purchase intention and performance of supermarkets in Spain and Kenya respectively. TRA is useful in this research as it provides the rationale for the attitude towards decision making from the viewpoint of individual consumer buying behavior. The theory describes conscious consumer behavior such as adoption of digital marketing platforms like mobile phone and social media marketing and how they influence the level of consumer purchase intention in entities like supermarkets. As such, the theory is relevant in understanding how customer attitudes, beliefs, tastes, preferences and perceptions influence their purchase intentions in supermarkets in Nairobi City County.

III. METHODOLOGY

Study design: Descriptive and correlational designs were the two types of research designs used in this study. A descriptive cross-sectional study design is useful for observing and describing characteristics and phenomena. Creswell & Creswell (2017) state that descriptive design is useful when collecting information about respondents' attitudes, beliefs, and behaviors. In this study, it was utilized to characterize respondents' attitudes and views regarding short video marketing as well as their intentions to make a purchase. According to Cozby (2001), correlational survey research designs are helpful in identifying the kind, strength, and direction of a relationship as well as whether a link exists between two or more variables in a natural context. It was employed in this study to determine whether there is a connection between customer purchase intentions and short video marketing.

Study location: This study was carried out in Nairobi City County, Kenya at the supermarkets using social media marketing.

Study duration: October 2023 to May 2025.

Sample size: The sample size of the study was estimated using Fisher (1998) formula. This formula is widely accepted for estimating sample sizes in survey-based research involving large populations, especially when the actual population size is unknown or very large. The formula resulted to a sample of 384 supermarket customers.

Procedure: Prior to the actual data collection activity, the respondents were informed about the study intentions. The respondents were invited to participate in the exercise where assurances of anonymity and confidentiality of information provided were assured. The assurances were clearly stated in the cover letter and the questionnaires. The actual data collection applied on spot survey completion which involved the researcher approaching the customers as they exited the supermarket and requesting them to fill the questionnaires. The researcher then collected the questionnaires immediately after the respondents completed responding to the questions.

IV. RESULTS

Table 1: Response rate

Issued Questionnaires	Frequency	Percent
Adequately Filled	318	82.8
Unreturned	66	17.2
Total	384	100

Descriptive statistics:

Table 2: Responses on attributes for short video Marketing

Code	Statement	strongly disagree	somewhat disagree	neutral	somewhat agree	Strongly agree	Mean	Std	CV
SVM1	The short videos received from supermarket are clearly visible and audible	15.7%	21.7%	18.6%	18.2%	25.8%	3.17	1.43	0.45
SVM2	The short videos have celebrity endorsement which makes them very captivating	19.5%	19.5%	20.8%	18.2%	22.0%	3.04	1.43	0.47
SVM3	I get personalized short videos based on my purchase history	16.2%	6.1 %	10.4%	33.0%	34.3%	3.57	1.51	0.42
SVM4	The short marketing videos I receive from the supermarkets contain product information I am interested at	17.3%	5.3%	10.4%	34.3%	32.7%	3.54	1.50	0.43
	Average						3.33	1.47	0.44

Key: SVM= Short Video Marketing, Std=Standard deviation and CV=Coefficient of Variation

Table 1 shows that the statement of short video marketing with the highest mean was that customers get personalized short videos based on their purchase history. When customers get personalized videos, they are more likely to keep checking new videos posted by supermarkets which may transform their purchase intentions to actual purchase.

Table 3: Responses on attributes for consumer purchase intentions

Code	Statement	Strongly disagree	Some what disagree	Neutral	Some what agree	Strongly agree	Mean	Std Dev	CV
CPI1	I am willing to continue buying goods and services from this supermarket	9.4%	12.3%	8.2%	50.6%	19.5%	3.58	1.20	34
CPI2	I am probably going to recommend this supermarket to other customers	12.3%	11.6%	6.6%	46.5%	23.0%	3.56	1.30	.37
CPI3	I am not willing to switch from this supermarket to another	12.3%	14.2%	8.2%	46.5%	18.8%	3.46	1.28	.37
	Average						**3.53**	**1.26**	**.36**

From Table 2 above, the attribute of consumer purchase intention with the highest mean is that consumers are willing to continue buying goods and services from the supermarket.

Tests of the assumptions of regression analysis
Diagnostic tests were carried out to check whether the model conformed to parameters of estimation of best fit. A best fit model is attributed to a robust result that is vital in decision making. The diagnostic tests are key in ensuring that regression analysis assumptions are not violated. The study undertook normality and linearity tests.

Table 4: Normality test

Independent Variable	Kolmogorov Smirnov Statistic	Sig	Verdict
Short Video Marketing Consumer Purchase Intention	1.365	0.092	Normal Distribution; p>0.05
	0.159	0.159	Normal Distribution; p>0.05

As presented in Table 4 above, the p values for Short Video Marketing and Consumer Purchase Intention are above 0.05 hence meeting the test for normality, an indication that the data is normally distributed and fit for regression analysis

Table 5: Linearity test
To test for Linearity ANOVA approach was adopted to assess whether the relationship between independent and dependent variable follows a linear pattern.

			Sig.
	Between Groups	(Combined)	0.000
Consumer Purchase Intention * Social Media Marketing		Linearity	0.000
		Deviation from Linearity	0.461

From table 4, the p value for deviation from linearity is 0.461 > 0.05 meaning not statistically significant. This suggests that the deviation from a linear relationship is not significant, supporting the assumption of linearity.

Hypothesis Testing

The study sought to establish the effect of short video marketing on consumer purchase intentions in Supermarkets in Nairobi City County under H_0: Short video marketing has no statistically significant effect on consumer purchase intentions in Nairobi City County. This hypothesis was tested using simple linear regression as presented in Table 6 below.

Table 6: Regression model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502[a]	.252	.249	.50694

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.302	1	27.302	106.238	.000[b]
	Residual	81.208	316	.257		
	Total	27.302	1	27.302	106.238	.000[b]

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.750	.172		10.181	.000
	Short video Marketing	.526	.051	.502	10.307	.000

a Dependent Variable: Consumer purchase intentions

IV. DISCUSSIONS

The objective of the study was to evaluate the effect of short video marketing on consumer purchase intentions in supermarkets in Nairobi City County. This was tested under the following hypothesis: H_0: Short video marketing has no statistically significant effect on consumer purchase intention in supermarkets in Nairobi City County. From the coefficient table 6 above, short video marketing had a significant coefficient (p-value <0.05, β=0.502). This means that short video marketing has a statistically significant effect on consumer purchase intentions. The findings of the study agreed with a study by Sun (2021) which established that consumers believe video marketing via social media positively impacts on their purchase intentions. It also concurred with a study by Morreale (2022) which found out that shorter videos are considered most impactful on advertisement and thus create more awareness. However, an investigation by Basenko (2018) concluded that it is extremely difficult to quantify the actual effect of video marketing and thus it is not appropriate to draw a conclusion that video marketing may have or may not have influence on consumer purchase intention across the industries. Therefore H_0: Short video marketing has no statistically significant effect on consumer purchase intention in supermarkets in Nairobi City County was rejected at a 0.05 level of significance.

Form fragmentation, or dividing marketing content into brief, easily absorbed video parts, improves audience retention and message clarity, facilitating consumers' rapid and efficient assimilation of promotional content. Video personalization which involves tailoring material based on customer interests, preferences, and behaviors, has also been demonstrated to dramatically boost relevance and engagement, which in turn raises buying intent.
In this case, video decentralization and celebrity endorsement increase brand awareness and credibility. Supermarkets may reach a wider audience and capitalize on peer influence, which changes consumer attitudes and behavior, by utilizing a variety of content creators and delivery methods.

Based on the results, the study comes to the conclusion that short video marketing is a very successful tactic for influencing consumers' intents to buy in Nairobi's competitive supermarkets industry. Supermarkets that use fragmented, personalized, and decentralized video content are more likely to draw in customers, encourage interaction, and turn interest into action.

Based on the findings, the study recommends that supermarket managers should consider posting films that correspond with what customers are looking for. This is because the study found that consumers' purchase intentions were highly impacted by short video advertisements. People with particular tastes may be deterred from watching pointless short videos if they are uploaded with the intention of advertising a product. Supermarkets

should therefore conduct market research to understand consumer preferences before posting short videos to the internet. This is because uploading videos should be guided by historical data on what people search for online. To improve viewer retention and comprehension, supermarkets should work to create brief, targeted videos (15–60 seconds) that provide information about certain products, special offers, or shop updates.

In order to boost authenticity and peer influence, the study also suggests that supermarkets work with regional influencers, content producers, and micro-influencers to jointly produce and distribute branded video content.

Future researchers can consider collecting data from supermarket managers to give more insight on how the adoption of short video marketing has improved the performance of their supermarkets.

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