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From Scroll to Sale: A Study on the Role of Short-Form Social Media Content in Shaping Purchase Decisions of Streetwear Clothing

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Abstract

Short-form social media content (Instagram reels, YouTube shorts, Facebook reels) are fastest growing social media channels and it has transformed youth fashion in India, particularly introduction of Streetwear Clothing such as trendy oversized t-shirts, jeans, hoodies, cargos, etc. commonly worn by youth. It is fastest growing fashion niche among Gen-Z and with their regular consumption of social media short form content and it has significant impact on purchase intention and decision. This research covers objective on how short form content effects purchase decision of streetwear clothing, with difference in intention between male and female after consumption of short form content, impact of influencer based short-form content on consumers' purchase intention and higher exposure to short form content is directly linked to higher purchase intention. A survey was conducted among 400 respondent of 18-30 years old around Delhi NCR, Quantitative data was collected via questionnaire covering 5 sections featuring validated 5-point Likert scale as demographics, short-form content usage and exposure, impact of short-form content, purchase decisions and intentions and influencer engagement.. Four hypothesis were formed directly linked to four objectives with data analysis methods such as descriptive statistics, frequency, T-test, Regression and Correlation. Findings will be useful to streetwear brands and content creators to plan their short form content, influencer collaborations and gender targeted content to enhance youth purchase intention in India's digital fashion market.

Keywords: Streetwear, Instagram reels, short-form content, Gen Z, purchase intention, social media marketing, influencer engagement, Streetwear clothing.

Introduction

Social media has now become discovery platform for young people, whether it's new trends or new clothes, or even movies or news. Social media has become major source of information provider, platforms like Instagram and Facebook plays a major role. Their short-form content "reels" has been a major part of daily lifestyle of every youth now, marketing through reels has also become one of the main component of marketing for brands. Youth mainly discover fashion through reels especially streetwear clothing, a recent fashion trend in youth. Streetwear clothing is different from mainstream fashion, basically oversized bottom wear, hoodies, t-

shirts, etc. Short-form social media content especially reels fits streetwear culture because they are fast and catering to the attention of right audience, they are visually appealing and allow brands and influencers to show complete outfit look in few seconds with links directing consumers to shopping pages. For Gen-Z consumers, following streetwear pages and influencers have replaced traditional magazines and Ads. This research studies how short-form social media content and influencer's content impact young Indian consumers' purchase decisions and purchase intentions, focusing on perceived impact, influencer engagement, time spent on these platforms and basic demographic differences through a quantitative survey.

Problem Statement

Social Media is one of the most dominant platform influencing consumer behavior, with rise of short form social media content which is widely consumed now social media marketing is widely considered. Despite many studies on social media marketing and short form content, the study regarding influence of short form content on purchase decision of streetwear clothing is unexplored. This study focuses on how short form content effect purchase decision of streetwear clothing and analyses with factors like purchase decision, influencer engagement, exposure time and purchase intention.

Objectives of the Study

- ◆ To investigate the influence of short-form social media content on consumers' decision making process to buy streetwear clothing.
- ◆ To determine if there is a difference between gender and purchase intent when consumers have been exposed to short-form content for streetwear clothing.
- ◆ To look at the relationship between the engagement of short content influencer and the consumer's desired purchase of streetwear clothes.
- ◆ To investigate the connection between the amount of short-form content watched per day and the likelihood of purchasing streetwear clothing.

Hypothesis

- ◆ (Null Hypothesis 1)H₀₁: The use of short-form social media has no effect on purchase decisions for streetwear clothing.
- ◆ (Alternate Hypothesis 1)H₁₁: The use of short-form social media has a positive effect on purchase decisions for streetwear clothing.
- ◆ (Null Hypothesis 2)H₀₂: Male and female consumers has no difference in their purchase intention for streetwear clothing following watching Short-form content.
- ◆ (Alternate Hypothesis 2)H₁₂: Male and female consumers differ significantly in their purchase intention for streetwear clothing following watching Short-form content.
- ◆ (Null Hypothesis 3)H₀₃: There is no relationship between streetwear clothing purchase intention and engagement with short-form content from influencers.
- ◆ (Alternate Hypothesis 3)H₁₃: The relationship between streetwear clothing purchase intention and engagement with short-form content from influencers is very positive.
- ◆ (Null Hypothesis 4)H₀₄: There is no correlation between higher exposure to short-form content per day and purchase intention for streetwear clothing.
- ◆ (Alternate Hypothesis 4)H₁₄: Shows that there is a positive correlation between higher exposure to short-form content per day and purchase intention for streetwear clothing.

Scope of the Study

This study focuses on Indian youth who actively uses social media and analysing data collected primarily for the impact of short form social media content on buying decisions of streetwear

clothing. The research covers various aspects such as impact, exposure, purchase decisions, purchase intention and influencer engagement scores.

The findings of the study will be useful for streetwear and fashion brands, marketers, social media content creators as well.

Literature Review

Across these studies, social media clearly emerges as the main engine behind today's fashion decisions. Bharat Kushwaha (2021)'s survey work in the fashion sector finds that most respondents actively use social media to search for fashion information and feel it significantly affects their purchase choices, with Facebook and Instagram leading this process. Focusing more narrowly on fashion buying, Mandavi Singh (2025) reports that Instagram and TikTok are the top platforms for fashion purchases (Instagram 40%, TikTok 25%), that influencer posts sway 35% of buyers, and that reviews significantly influence around 60% of respondents, so visually rich influencer and review content now drives both planned and impulse purchases. At a broader Indian level, Mahvish Rao (2025) shows that 72% of users have bought a product after seeing it on social media and that 84% of purchases can be traced directly to influencer recommendations, especially in categories like fashion and electronics, making social media a primary discovery and buying channel rather than just a support tool. Jay Anant Bagul (2025)'s Gen-Z-focused study then compares different ad formats and finds influencer endorsements have the strongest link to purchase decisions ($r \approx 0.68$), followed by interactive and video ads, while passive banner ads have almost no impact, suggesting brands should move their budgets towards authentic creator-led and interactive content. Ushashi Sarkar (2025) zooms in on Instagram Reels and shows that most users watch Reels daily, 70% interact with them, and 60% say influencers there affect their purchases, underlining short-form video as a particularly powerful way to build engagement and trust. Finally, Ananya Luthra (2024)'s work on Gen Z and streetwear culture ties these patterns together by showing that social media-driven communities around streetwear and sneakers have pushed young consumers towards comfort, individuality, inclusivity and sustainability, and that brands which mirror these values online gain stronger loyalty and cultural relevance.

Research Gap

Despite many studies related to social media marketing already available, but there's little to no research on role of specifically short-form content in shaping consumer decisions in buying streetwear clothing. With many other categories explore in with primary research data, this research fill a solid gap.

Research Methodology - Research Design

The present study follows a **quantitative research design** using **descriptive and analytical research methods**.

Variables - Independent Variables -:

1.Short form content usage score

2.Gender

Influencer engagement score

Dependent Variables -:

1.Purchase Decisions Score

Purchase Intention Score

Data Source

Primary Data - Collected from respondents through structured questionnaire. Collected active social media users with knowledge about streetwear clothing.

Secondary Data – Collected mainly from journals, books, websites, online and previously available studies related to social media marketing which was mainly used for conceptual understanding and literature review.

Research Instrument – Questionnaire

Questionnaire with close-ended questions and Likert-scale questions, with 1 – Strongly Disagree and 5- Strongly Agree. With 5 different sections to get different scores for analysis. This helped in easy tabulation and statistical analysis of data.

Sample Universe

18-30 years old active social media users with knowledge of streetwear clothing in region of Delhi-NCR.

Sample Size

Total 460 responses were collected out of which 400 were used after data cleaning.

	Total (N)	400	
Variable	Category	Frequency(n)	Percentage (%)
Gender	Male	165	41.3
	Female	235	58.8
Age	18-24	351	87.8
	25-30	49	12.3
Time spent on short form content	Less than 30 minutes	25	6.3
	30-60 minutes	44	11.0
	1 - 2 hours	107	26.8
	2 - 3 hours	163	40.8
	More than 3 hours	61	15.3

Data Analysis & Hypothesis Testing

	Exposure	Impact	Purchase Decision	Purchase Intention	Influencer engagement
Mean	3.47	3.88	3.57	3.86	3.58
Median	4	4.25	4	4.25	4
Mode	4	4.5	4.67	4.5	4.67
Standard Deviation	1.073	0.816	1.084	0.891	1.12
Standard Error	0.053	0.0408	0.0542	0.0446	0.056

Descriptive Statistics

Hypothesis-1 - The impact of use of short-form social media on purchase decisions for street-wear clothing.

R-Squared	0.511
Significance F	9.30×10^{-64}
Regression Coefficients	0.949
P-value	9.30×10^{-64}

H_{01} : The use of short-form social media has no effect on purchase decisions for streetwear clothing. ($R^2 = 0.51$, $B \approx 0.95$, $p \approx 9.29 \times 10^{-64} < 0.001$), so H_{01} (null hypothesis) is rejected.

The use of short-form social media has a positive effect on purchase decisions for streetwear clothing.

Hypothesis 2 - Difference in purchase intention of Male and female consumers for streetwear clothing following watching Short-form content.

t-Test: Two-Sample Assuming Unequal Variances

	Male Intention	Female Intention
Mean	3.75	3.94
Variance	0.90	0.71
Sample Size	165	235
Hypothesized Mean Difference	0	
Degree of freedom	326	
t Stat	-2.02	
P(T<=t) one-tail	0.022	
t Critical one-tail	1.6495	
P(T<=t) two-tail	0.0445	
t Critical two-tail	1.9672	

H_{02} : Male and female consumers has no difference in their purchase intention for streetwear clothing following watching Short-form content. ($M_{\text{male}} \approx 3.75$, $M_{\text{female}} \approx 3.94$, $p = 0.044 < 0.05$), so H_{02} (null hypothesis) is rejected.

Male and female consumers differ significantly in their purchase intention for streetwear clothing following watching Short-form content.

Hypothesis 3 - The relationship between streetwear clothing purchase intention and engagement with short-form content from influencers.

Correlation between Influencer Engagement and Purchase Intention 0.74442682

R-Squared	0.554
Significance F	8.19×10^{-72}
Regression Coefficients	0.592
P-value	8.19×10^{-72}

H_{03} : Relationship between streetwear clothing purchase intention and engagement with short-form content from influencers. ($R^2 \approx 0.55$, $p \approx 8.19 \times 10^{-72} < 0.001$), so H_{03} (null hypothesis) is rejected.

The relationship between streetwear clothing purchase intention and engagement with short-form content from influencers is very positive.

Hypothesis 4 - The correlation between higher exposure to short-form content per day and purchase intention for streetwear clothing.

Correlation between Exposure Time and Purchase Intention

0.42867065

R-Squared	0.184
Significance F	2.61×10^{-19}
Regression Coefficients	0.356
P-value	2.61×10^{-19}

H₀₄: There is no correlation between higher exposure to short-form content per day and purchase intention for streetwear clothing. ($R^2 \approx 0.18$, $p \approx 2.61 \times 10^{-19} < 0.001$), so **H₀₄ (null hypothesis) is rejected.**

Shows that there is a positive correlation between higher exposure to short-form content per day and purchase intention for streetwear clothing.

Findings

- ♦ It shows that use of short-form social media has a positive effect on purchase decisions for streetwear clothing.
- ♦ The purchase intention of female consumers is more affected by short form social media content about streetwear clothing.
- ♦ Engagement with influencer based short form content related to streetwear clothing has significant relationship with purchase intention.
- ♦ Shows that there is a positive correlation between higher exposure to short-form content per day and purchase intention for streetwear clothing.

Conclusions

Overall, the study shows that short form social media content and influencer content shows clear and measurable impact on purchase decision and intention of streetwear clothing among India youth. Time spends on short-form content plays an important role in shaping purchase intention and female respondent are more responsive to short form content related to streetwear clothing.

All four alternate hypothesis are positively supported and it shows that brands should focus on influencer content and short form content to enhance their presence and shape immediate purchase decision and future purchase intention.

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