



## RESEARCH ARTICLE

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# The Influence of Video Reels on Consumer Engagement and Purchasing Decision in E-Commerce Inputs for Digital Marketing Strategy

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## ABSTRACT

This study explores the influence of video reels on consumer engagement and purchasing decisions in e-commerce, focusing on Filipino online shoppers. The emergence of short-form video content on platforms such as TikTok, Facebook, and Instagram, also changed the way businesses engaged with their consumers. However, despite being a powerful tool to gain high numbers of engagement, it is still uncertain what drives the consumer to complete their purchase, which indicates a gap between engagement and the conversion to sales. Thus, guided by the content creation engagement theory, this study examined what are the key factors that drive consumer engagement and influence their purchase behavior, as well as identifying the barriers that hinder their purchase completion. Using quantitative-descriptive methods, the study collected data from Filipino online shoppers across social media platforms aged 21 years old and above. The results of this study revealed that all factors that influence the consumers' engagement, purchasing decisions, and the barriers that hinder their purchase could be experienced across demographic profiles. Also, results showed that engagement was found to have a stronger impact on overcoming barriers to purchase than on direct purchase intent. By providing a comprehensive understanding of the current landscape and future trends, this study offers valuable insights for marketing professionals, business owners, media practitioners, content creators, and future researchers seeking to navigate the evolving landscape of digital marketing strategically.

**Keywords:** *Digital Marketing, E-Commerce, Video Reels, Social Media, Consumer Behavior*

## INTRODUCTION

Video reels are pivotal in digital marketing, connecting the business to its consumers and driving sales growth, proliferating platforms such as TikTok, Instagram, and Facebook. Since video reels are short and concise, entertainingly delivering information has been leveraged to capture the audience's attention (Zheng, 2022).

When the TikTok app was launched in May 2017 (DTI, 2024), this also reshaped the content creation and led to other platforms adopting this feature and releasing their version (Gregorio, 2024). According to Zhang et al. (2023), by December 2021, the number of short-video application users reached 934 million, accounting for 90.5% of internet users, proving that social media's quick integration into every individual's daily digital usage. The integration of this feature resulted in a successful outcome for these platforms.

As a result, various businesses adopted video reels as part of their marketing strategy to engage with their target audience, aiming to strengthen their brand awareness and increase their sales. However, with the fast-changing trends and quick shifting of consumers' behaviors, it is very challenging for them to consistently gain engagement and grasp their attention to influence their willingness to buy. Meanwhile, video content needs to be concise, visually appealing, and easy to understand in order to produce successful material (Apoorva, 2023). Thus, the shorter the content, the more likely it is to be highly effective in generating more than twice the engagement of

longer videos (Fisher, 2024). Therefore, businesses need to adapt to these trends and be innovative, as short-form video reels remain a powerful tool for driving engagement and increasing sales in the competitive digital marketing landscape.

Despite the high effectiveness of video reels in digital marketing to strengthen consumer engagement, the factors where some consumers engage with video reels hence do not complete their purchase. Therefore, this study aims to address this gap by exploring the stimulus to customer engagement and its relationship to the barriers that constitute consumers' resistance towards completion of online purchasing influenced by a video reel. The objective of the study is to analyze the factors influencing consumer purchasing decisions in response to video reels on social media; identify the barriers preventing consumers from completing their purchases through social media platforms, and to explore the role of demographic factors in purchasing decisions.

## Theoretical Framework

This study will apply the content creation engagement theory and will be published in the 2023 book "Oklahoma City Thunder Book Publishing, Special Edition. This theory emphasizes the importance of content authenticity, high quality, relevance, and interactivity to drive a successful engagement (Rachmad, 2023).

**Authenticity.** Authentic content builds trust and fosters a genuine connection with the audience, which can be achieved through transparency, real customer testimonials, or behind-the-scenes footage.

**Quality.** Videos should have clear visuals, good sound quality, and engaging storytelling, ensuring the content is well-produced and informative.

**Relevance.** Video reels should be in-trend or address specific consumer queries to meet their immediate needs and capture the audience's interest.

**Interactivity.** Video reels can incorporate interactive elements such as challenges or questions to create active participation from the audience through comments, likes, shares, or other forms of user interaction to enhance engagement.

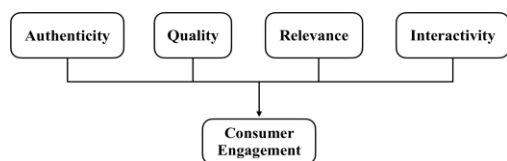


Figure 1. Theoretical Framework

The rise of short-form videos in digital marketing makes this model highly relevant, as video reels use visual appeal, storytelling, interactivity, and emotions to engage consumers. Therefore, these elements align with the content creation engagement theory to understand the need for a strategic approach to not just create compelling content but also to foster and sustain consumer engagement that will influence the consumers' purchasing decisions.

## Review of Related Literature

Collectively, based on the claims of previous studies cited, as social media platforms continuously evolved, video reels also emerged as a powerful tool in digital marketing to drive consumer engagement. Digital marketing highly leverages video reels on platforms such as TikTok, Facebook, and Instagram to connect with consumers (Rietveld et al., 2020). These strategies appeal to small and medium-sized businesses due to their cost-effectiveness. Moreover, visually engaging, emotional, and interactive (e.g. storytelling, relevance, influencer content) features of video reels significantly drive engagement (Dong et al., 2023; Xiao et al., 2023; Moran et al., 2020). Which is supported by various international studies where user participation, enjoyment, perceived benefits, and influencer involvement significantly shaped consumer brand attitudes and purchase intent (Ananda & Halim, 2022). Similarly, in the city of Kathmandu in Nepal, video reels served as tools for product discovery and decision-making (Sarita K.C., 2024).

However, even though video reels are strongly engaging to capture audience attention, various studies also stress that engagement alone does not always guarantee conversion. Factors such as perceived risk, platform usability, checkout complexity, and distrust of exaggerated claims could hinder their ability to complete their purchase (Pitta et al., 2024; Cheng et al., 2024).

In the Philippine e-commerce landscape, with the continuous emergence of technology, social media and mobile internet users are increasing as well which results in the rapid growth of e-commerce in the country together with the continuous changing of trends and consumer preferences for online shopping (Statista, 2023; ITA, 2024). In contrast, issues like fraud, complex interfaces, and misaligned brand content continue to influence consumers' hesitation (Pitta et al., 2024; Eriksson et al., 2021). Consequently, localized content with cultural alignment and authentic endorsements from reliable influencers are more trusted than those with overly refined promotions (Shukri &

Mustaffa, 2023; Mangoma et al., 2022).

Various studies have also emphasized the importance of timing, platform-specific formats, and strategic content planning are key in exploiting the power of short-form videos (Al-Dekany & Vatgar, 2022; Shahbaznezhad et al., 2021). Thus, brands must note to balance between emotional appeal and credibility to suit content cultures across platforms.

Overall, video reels present a significant opportunity to enhance consumer engagement and drive e-commerce sales. To maximize effectiveness, businesses must address existing barriers, optimize their digital marketing strategies, build consumer trust, personalize content, and create seamless online shopping experiences (De Vita, 2024; Retail Dive, 2023).

## Conceptual Framework

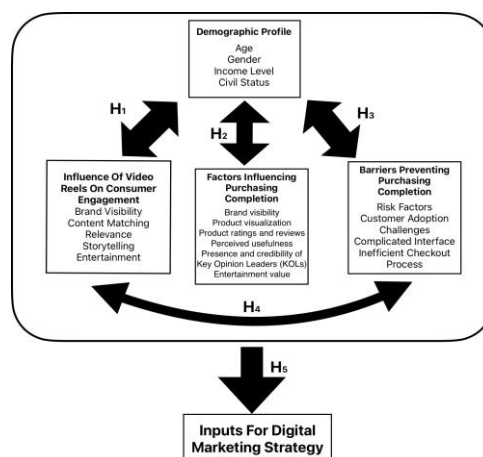


Figure 2. Conceptual Framework

The conceptual framework presented here integrates a visual representation of the relationship among various factors that contribute to the effectiveness of video reels, attributing the core elements such as - authenticity, quality, relevance, and interactivity - influencing the independent variables, which is the consumer engagement and their purchasing decision, mediated by the perceived risks and emotional connection with the brand, and moderated by the different characteristics of various social media platforms, and respondents' demographic profile that affects the effectiveness and direction of these relationships.

## Hypotheses

Based on the existing literature and content creation engagement theory as the main structure and backbone of this study, the following hypotheses are proposed: **H01:** There is no significant difference in consumer engagement with video reels when respondents' demographic profiles (age, gender, income level, and civil status) are considered. **H02:** There is no significant influence of video reels on consumer engagement in terms of brand visibility, content matching, relevance, storytelling, and entertainment. **H03:** There is no significant difference in the barriers that prevent purchase completion when respondents' demographic profiles (age, gender, income level, and civil status) are considered. **H04:** There is no significant influence of video reel attributes (brand visibility, product visualization, product rating and reviews, perceived usefulness, presence and credibility of KOLs, and entertainment value) on the purchase decisions of the respondents. **H05:** There is no significant relationship between the influence of video reels in terms of engagement and purchase decision, and the barriers preventing purchase completion.

## METHOD

### Research Design

The researcher employed an approach of quantitative-descriptive research design to help the researcher obtain reliable data by collecting numerical data for an informed decision in identifying the factors influencing consumer engagement and their purchasing decision.

### Subjects and Study Sites

The respondents of this study were Filipino online shoppers who are engaged with video reels on social media platforms such as TikTok, Facebook, and Instagram. According to Memon et al. (2020), a sample size between 160 and 300 is considered valid for studies involving more than two variables. Since this study involved several independent variables such as video engagement, purchasing decision, and barriers to purchase, the researcher aimed to collect a minimum of 160 respondents and successfully gathered 204 respondents through non-probability convenience sampling gathered in the City of Manila and Caloocan—all participants were social media users, specifically Facebook, TikTok, and Instagram who have made a purchase influenced by a reel or short-form video. However, no formal verification of residence was done since the study focused more on behavior than permanent location. Lastly, respondents must be at least 21 years old to ensure the legality of making online purchase. In the Philippine context, this age range is usually working or earning already, which means they already have the purchasing power and independence in making transactions online, particularly those influenced by a video reel.

On the other hand, respondents who did not meet the criteria are those who are 21 years old and below, those who do not use social media, have not interacted with video reels, never made a purchase online, or have not bought a product due to a video reel.

The researcher utilized a non-probability sampling method, specifically convenience sampling, to recruit participants from various social media platforms. The survey was disseminated through an online invitation link shared on Facebook, Instagram, and TikTok, enabling voluntary participation from any user who came across the link. These platforms were chosen due to their status as highly active digital spaces where Filipino consumers often engage with short-form video content. This approach was adopted for its practicality and accessibility, particularly in reaching a diverse range of digital consumers accustomed to the video reels employed in digital marketing. To determine participant eligibility, a series of screening questions were incorporated into the initial sections of the survey. Participants were asked to confirm their familiarity with online shopping and video reels, as those lacking this familiarity were less likely to complete the survey.

### Research Instruments

This study utilized online surveys as a data-gathering method to investigate the influence of video reels on consumer engagement and their purchasing decisions. The questionnaire consists of thirty-five (35) items in total and divided into six (6) sections containing questions about the respondents' demographic profile, video reel usage, their video reel engagement habits, factors influencing their engagement and purchasing decision, and the barriers that prevent them from purchasing completion. The questions are a mix of multiple choice and a Likert scale format facilitating a comprehensive analysis of how video reels influence consumer engagement and their behavior towards e-commerce. Google Forms was used to conduct the survey online.

The instrument was developed based on various relevant literature that the researcher has gathered with the content creation engagement theory as a framework. Additionally, the final version of the questionnaire was

reviewed and validated by various academic experts in the marketing field to ensure the validity, reliability of its content, clarity, relevance, and alignment with the study's variables. Feedback from the validators prompted several revisions, including the refinement of question wording, the addition of behavior-based and literature-supported items, and the restructuring of engagement-related indicators.

Although no pilot testing or statistical reliability analysis (such as Cronbach's Alpha) was conducted, the instrument's reliability was established through expert review and internal consistency checking during its development. Each question was carefully designed to measure a single variable, reducing ambiguity and overlap among items. These steps ensured that the instrument was valid, reliable, and appropriate for data collection in the context of Philippine e-commerce. Future studies may consider conducting a pilot test and statistical reliability analysis to further enhance the instrument's psychometric properties.

### Data Gathering Procedure

This research utilized Google Form through the generated link and shared on various social media platforms such as Facebook, TikTok, and Instagram. Utilizing the convenience sampling method, where samples are collected conveniently on various social media platforms such as Facebook, Instagram, and TikTok (Ozkaya & Akdur, 2021). The researcher posted Google form's link on various social media platforms to be answered by random individuals, such as millennials, Generation Z, business owners, users who seek entertainment, and content creators who are known to be engaged with video reels and tend to purchase products online will be identified. Two to three days will be allotted for participants to finish the survey. Thus, the researcher gathered the data for 7 days to complete the number of respondents needed. Respondents were guaranteed the privacy of their information, and participation is entirely optional. While this non-probability approach may introduce sampling bias, as participation was limited to social media users who are more digitally engaged. However, this group accurately represents the core population targeted by the study—consumers who regularly interact with video reels and engage in e-commerce transactions. Their demographic and behavioral alignment with the study's focus supports the representativeness of the sample and the validity of the findings within the context of Philippine digital marketing.

### Statistical Treatment of Data

This study employed descriptive statistics to find or show trends or patterns in the data and inferential statistics to examine the relationship between the data gathered and whether differences exist among demographic groups (Cooksey, 2020). Descriptive statistics, such as frequency, percentage, mean, and standard deviation, will summarize the respondents' demographic traits and degrees of video reel involvement. At the same time, inferential statistics was also utilized to test the researcher's hypotheses through various tests such as t-tests and ANOVA to assess engagement differences across demographic profiles of the respondents. Moreover, multiple regression was also used to determine how video elements and respondents' demographic profiles predict their engagement and purchasing decisions, controlling for the multicollinearity of variables. Altogether, these tests are commonly used to test the hypotheses and understand the relationship between variables.

### Ethical Considerations

The study adheres to ethical research principles, ensuring participants' anonymity, privacy, and voluntary participation. Respondents were informed about the study's objectives, their rights, and the confidentiality of their responses before answering the survey. All collected data were securely stored and used strictly for academic purposes, in accordance with the ethical standards of Colegio de San

Juan de Letran and in compliance with the Data Privacy Act of 2012 (Republic Act No. 10173).

## RESULTS

Table 1 indicated that most of this study's respondents were young adults, mostly single, and the majority were female, earning a range of Php20,000-39,999 monthly. This study started at 21 years old to ensure that participants already have the purchasing power to legally purchase online and have their independence when it comes to decision-making considering the Philippines' legal working age is 18, although many people under 21 are still in school and may not yet have a steady job or complete control over their financial and lifestyle decisions.

Respondents agreed that video reels significantly influence engagement, with an overall mean of 3.20 (SD = 0.62). The strongest factor was content matching (M = 3.34, SD = 0.61), indicating that reels relevant to personal interests capture attention most effectively. Authenticity and high-quality content also strongly influenced engagement (M = 3.29, SD = 0.60; M = 3.22, SD = 0.66), alongside storytelling (M = 3.24, SD = 0.59), which helped establish emotional connections with brands. Entertainment (M = 3.11, SD = 0.62) and interactivity (M = 3.02, SD = 0.63) were rated slightly lower but still favorable. These results align with the Content Creation Engagement Theory (Rachmad, 2023) and prior studies stressing the role of relevance, authenticity, and emotional resonance in boosting consumer engagement (Dong et al., 2023; Xiao et al., 2023; Shukri & Mustafa, 2023).

**Table 1 Profile of the Respondents**

	Profile	Frequency	Percentage
Age	21-30 years old	120	58.8
	31-40 years old	54	26.5
	41-50 years old	16	7.8
	51-60 years old	14	6.9
	> 60 years old	0	0
Sex	Male	88	43.1
	Female	116	56.9
Income	Php 20,000-39,999	123	60.3
	Php 40,000-59,999	35	17.2
	Php 60,000, 79,999	11	5.4
	Php 80,000-100,000	11	5.4
	> Php 100,000	24	11.8
Civil Status	Single	129	63.2
	Married	67	32.8
	Widowed	4	2.0
	Separated	4	2.0
<b>Total</b>		<b>204</b>	<b>100%</b>

The data in Table 2 illustrates the respondents' overall positive assessment of the influence of video reels on consumer engagement, with a weighted mean of 3.20, interpreted as "Agree", indicating a moderate to high level of engagement.

Among the indicators, the highest-rated item was "I am more engaged with video reels that are relevant to my interests" (M=3.34, SD=0.61), falling under "Strongly Agree", suggesting that content relevance is the most influential factor in driving engagement. Other indicators that received high scores include "Video reels that are authentic and relevant" (M=3.29) and "Video reels help me form an emotional connection with the brand" (M=3.24), emphasizing the importance of authenticity and storytelling in fostering consumer connection and engagement.

Indicators related to interactivity (M=3.02) and product showcase (M=3.11) also received positive feedback, though to a slightly lesser degree, suggesting that while these elements contribute to engagement, they are secondary to relevance and emotional appeal.

**Table 2 Factors Influencing Consumer's Engagement**

Indicators	Mean	SD	Interpretation
<b>Brand Visibility</b>			
I am more engaged with video reels more than traditional advertisements.	3.15	.60	Agree

Video reels that are authentic and relevant are more likely to capture my attention.	3.29	.60	Strongly Agree
High-quality videos make me more likely to consider a purchase.	3.22	.66	Strongly Agree
<b>Content Matching</b>			
I am more engaged with video reels that are relevant to my interests.	3.34	.61	Strongly Agree
<b>Relevance</b>			
Video reels that encourage interaction (call-to-actions, challenges, questions) are more appealing.	3.02	.63	Agree
<b>Story Telling</b>			
Video reels help me form an emotional connection with the brand.	3.24	.59	Strongly Agree
<b>Entertainment</b>			
Product showcases in video reels entices me to buy.	3.11	.62	Agree
<b>Weighted Mean</b>	<b>3.20</b>	<b>.62</b>	<b>Agree</b>

Legend: 3.25 – 4.00 – Strongly Agree (SA)/Highly Engaged (HE) 2.50 – 3.24 – Agree(A)/Engaged (E) 1.75 – 2.49 – Disagree/Low Engagement (LE) 1.00– 1.74 – Strongly Disagree (SD) /Very Low Engagement (VLE)

Table 3 shows that demographic factors such as age, sex, income, and civil status do not significantly affect how consumers engage with video reels, indicated by the p-values of .200, .252, .551, and .385, which are below the .05 level of significance which resulting to the acceptance of the hypothesis in each of the variables. This suggests that video reels influence consumer engagement in a broadly consistent manner across demographic groups, implying that video reel strategies may be equally effective across diverse audiences.

**Table 3. Difference on the Factors Influencing Engagement when Grouped According to Profile**

Variables	Computed	p-value	Decision	Conclusion	
Age	Engagement	.156	.200	Do Not	Not
				Reject Ho	Significant
Sex	Engagement	1.14	.252	Do Not	Not
				Reject Ho	Significant
Income	Engagement	.76	.551	Do Not	Not
				Reject Ho	Significant
Civil Status	Engagement	1.02	.385	Do Not	Not
				Reject Ho	Significant

Note: significant at .05

As shown in Table 4, the overall weighted mean of 3.01 suggests that respondents agree that video reels influence their purchase decisions.

The highest-rated elements were: "The credibility of the KOL affects my willingness to buy" (M=3.39, SD=0.57) and "I consider the product's usefulness before I make a purchase decision" (M=3.37, SD=0.60). These fall under "Strongly Agree", indicating that perceived usefulness and the credibility of key opinion leaders (KOLs) are the strongest drivers of purchase decisions when consumers watch video reels.

Entertainment value and product visualization (e.g., product showcases) received strong "Agree" ratings (M=3.16 to 3.22), confirming that enjoyable and informative content supports positive purchase intentions.

Brand familiarity scored the lowest (M=1.63), indicating that brand recognition alone does not significantly influence purchasing decisions in the context of video reels. This may suggest that consumers prioritize the content and credibility of the message over mere brand awareness.

**Table 4. Elements of Video Reels Influencing Purchase Decision**

Indicators	Mean	SD	Interpretation
<b>Brand Visibility</b>			
I am more likely to buy the product if I know the brand.	1.63	.60	Strongly Disagree
<b>Product Visualization</b>			
A brief product showcase on video reels entices me to purchase it.	3.18	.65	Agree
I prefer to purchase the product in-store rather than online after seeing a video content about it.	2.93	.77	Agree
<b>Product rating and reviews</b>			
I rely on the video's volume of comments, likes, and shares when I buy online.	3.02	.62	Agree
<b>Perceived Usefulness</b>			
I consider the product's usefulness before I make a purchase decision.	3.37	.60	Strongly Agree
<b>Presence and Credibility of KOLs</b>			
The credibility of the KOL affects my willingness to buy.	3.39	.57	Strongly Agree
I am more likely to buy a product if the video reel includes a credible KOL review.	3.17	.65	Agree
<b>Entertainment Value</b>			
I am more likely to purchase a product if the video reel is engaging, unobtrusive, and enjoyable.	3.16	.62	Agree
Video reels influence my purchasing decisions more than traditional ads.	3.22	.63	Agree
<b>Weighted Mean</b>	<b>3.01</b>	<b>.51</b>	<b>Agree</b>

Legend: 3.25 – 4.00 – Strongly Agree (SA)/Highly Engaged (HE) 2.50 – 3.24 – Agree(A)/Engaged (E) 1.75 – 2.49 – Disagree/Low Engagement (LE) 1.00– 1.74 – Strongly Disagree (SD) /Very Low Engagement (VLE)

**Table 6 Barriers Preventing Purchase Completion**

Indicators	Mean	SD	Interpretation
<b>Risk Factors</b>			
I am concerned about the security and privacy of my personal and payment information.	3.46	.65	Strongly Agree
I find it hard to trust sellers or brands when buying through social media platforms.	3.09	.68	Agree
I am skeptical of exaggerated or misleading product claims in video reels.	3.27	.58	Strongly Agree
I am less likely to purchase if the brand does not align with my beliefs and values.	3.25	.67	Strongly Agree
<b>Consumer Adoption Challenge</b>			
I hesitate to buy from social media platforms because I am unfamiliar or uncomfortable with the purchasing process.	2.83	.78	Agree
<b>High Price Concern</b>			
I am less likely to complete my purchase if I feel the product is overpriced compared to similar options online.	2.79	.86	Agree
<b>Complicated Interface</b>			
I find it difficult to navigate or understand how to complete purchases on some social media platforms.	2.59	.89	Agree
<b>Insufficient Checkout Process</b>			
I would be more likely to complete my purchase if the checkout process on social media platforms were convenient and straightforward.	3.30	.61	Strongly Agree
<b>Weighted Mean</b>	<b>3.27</b>	<b>.65</b>	<b>Strongly Agree</b>

Legend: 3.25 – 4.00 – Strongly Agree (SA)/Highly Engaged (HE) 2.50 – 3.24 – Agree(A)/Engaged (E) 1.75 – 2.49 – Disagree/Low Engagement (LE) 1.00– 1.74 – Strongly Disagree (SD) /Very Low Engagement (VLE)

Table 5 presents the differences in the assessment of the video reel elements influencing purchase decisions when respondents are grouped by profile variables. The results reveal that none of the demographic variables—age (p = 0.425), sex (p = 0.352), income (p = 0.495), and civil status (p = 0.385)—show statistically significant differences at the 0.05 level. This suggests that the influence of video reels on purchasing decisions is consistent across different demographic groups.

**Table 5. Differences in the Assessment of the Elements of Video Reels Influencing Purchase Decision When Grouped According to Profile**

Variables	Computed	p-value	Decision	Conclusion	
Age	Purchase	.156	.425	Accept	Not Significant
	Decision			Ho	
Sex	Purchase	1.14	.352	Accept	Not Significant
	Decision			Ho	
Income	Purchase	.76	.495	Accept	Not Significant
	Decision			Ho	
Civil Status	Purchase	1.02	.385	Accept	Not Significant
	Decision			Ho	

Note: significant at .05

Table 6 summarizes the barriers that prevent purchase completion among consumers interacting with video reels in e-commerce platforms. The overall weighted mean of 3.27 indicates that respondents strongly agree that there are notable obstacles to completing purchases.

The top barriers include: Concerns over data security and privacy (M = 3.46); Skepticism towards exaggerated product claims in video reels (M = 3.27), and Misalignment between brand values and personal beliefs (M = 3.25).

While still significant, other challenges such as unfamiliarity with the purchase process (M = 2.83), high price sensitivity (M = 2.79), and complex interface design (M = 2.59) received lower, yet still agreeing, responses. Interestingly, the checkout process stood out, with respondents strongly agreeing (M = 3.30) that a more streamlined and user-friendly checkout on social media platforms could increase their likelihood of purchase completion.

Table 7 displays the results of tests for significant differences in how respondents assess barriers preventing purchase decisions, grouped by their demographic profiles.

For age, the computed value is 1.05 with a p-value of 0.373, which is above the 0.05 threshold; For sex, the computed value is 0.75 with p = 0.451; For income, the computed value is 0.92 with p = 0.455; For civil status, the computed value is 1.47 with p = 0.223.

In all cases, the p-values exceed 0.05, so the null hypothesis (Ho) was accepted across all demographic variables. This means no statistically significant differences exist in how respondents perceive barriers to completing purchases when grouped by age, sex, income, or civil status.

**Table 7 Difference on the Barriers Preventing Purchase Decision When Grouped According to Profile**

Variables	Computed	p-value	Decision	Conclusion	
Age	Engagement	1.05	.373	Do Not	Not Significant
				Reject Ho	
Sex	Engagement	.75	.451	Do Not	Not Significant
				Reject Ho	
Income	Engagement	.92	.455	Do Not	Not Significant
				Reject Ho	
Civil Status	Engagement	1.47	.223	Do Not	Not Significant
				Reject Ho	

Note: significant at .05

The results in Table 8 indicate that there is a strong, positive correlation between engagement and barriers,  $r = .510$ ,  $p < .001$ , which leads to rejection of the null hypothesis. This suggests that as consumers' engagement with video reels increases, they tend to perceive more barriers to completing a purchase (or more sensitively acknowledge such barriers).

There is a weaker but still significant positive correlation between purchase decision and barriers,  $r = .186$ ,  $p = .009$ , also leading to rejection of the null hypothesis. Thus, a higher tendency toward purchase decisions is associated with greater recognition or concern regarding barriers.

These results suggest that both engagement and purchase decision are significantly associated with consumers' perceptions of the barrier

preventing purchase completion, though the strength of the relationships differs.

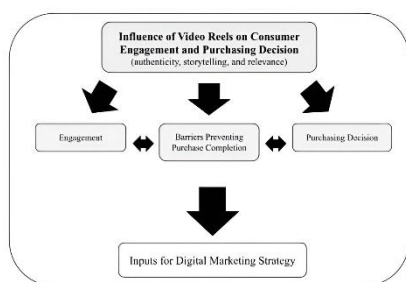
**Table 8. Relationships of Engagement and Purchase Decision to Barriers Preventing Purchase Completion**

Variables		Pearson-r	p-value	Decision	Conclusion
Engagement	Barriers	.510	.000	Reject Ho	Significant
Purchase Decision	Barriers	.186	.009	Reject Ho	Significant

Note: significant at .05

Summarizing all the tables, results indicate that no significant differences exist in engagement and purchase decisions when respondents are grouped by demographic variables such as age, sex, income, and civil status ( $p > .05$ ). This suggests that video reels influence consumers similarly across demographic segments.

However, a strong positive correlation was found between engagement and perceived barriers ( $r = .510$ ,  $p < .001$ ) and a weaker but still significant correlation between purchase decision and barriers ( $r = .186$ ,  $p = .009$ ). These findings imply that as engagement with video reels increases, consumers become more aware of purchase barriers, particularly regarding trust, security, and the convenience of the online buying process.



**Figure 3. Influence of Video Reels on Consumer Engagement and Purchasing Decision**

Overall, findings clearly indicate that key elements of video reels, such as authenticity, storytelling, and relevance, play a crucial role in driving consumer engagement. This aligns well with the theoretical framework of content creation engagement theory, which highlights these elements as central to consumer interaction and significantly impacts the barriers to purchase.

Research by Dwivedi et al. (2021) and Yoon et al. (2019) further emphasizes that authenticity and emotional resonance in video reels are essential for building consumer trust and enhancing engagement. However, despite strong engagement, factors such as privacy concerns, complicated checkout processes, and a general lack of trust still hinder consumers from completing their purchases.

Interestingly, the data showed that demographic factors had little effect on either engagement or these purchase barriers, which contrasts with the findings of Gu et al. (2022), who suggest that the effectiveness of a video reel depends on its target audience. Therefore, this study suggests that the quality of content and the overall user experience are more important than audience demographics in converting engagement into actual sales.

This aligns with the claims made by Ananda and Halim (2022), who argue that interactivity, relevance, perceived benefits, and engagement with a credible influencer shape consumer attitude toward brands and influence their buying behavior. Furthermore, supporting research from Dong et al. (2023), Xiao et al. (2023), and Moran et al. (2020) highlights that visually engaging, emotional, and interactive elements of a video reel significantly drive consumer engagement.

## DISCUSSION

The demographic data suggest that the respondents are predominantly young, female, single individuals with moderate income levels, which provides important context for understanding their perspectives and responses in relation to the objectives of the study.

The findings indicate that video reels effectively influence consumer engagement, particularly when they deliver authentic, relevant, and emotionally resonant content. These results support the study's framework and suggest that content quality—particularly in terms of relevance, authenticity, emotional impact, and storytelling—has a more significant effect on consumer engagement than demographic factors. The results also provide actionable insights for marketers and content creators seeking to improve engagement through tailored video reel strategies on platforms such as TikTok, Facebook, and Instagram. Dong et al. (2023) and Xiao et al. (2023) affirm that relevance, storytelling, and emotional connection of content play a significant role in influencing consumer engagement. Shukri & Mustaffa (2023), also emphasize the importance of high-quality and emotionally resonant content increases consumer engagement, as they can relate to the content. Furthermore, these findings also align with the framework, Content Creation Engagement Theory (Rachmad, 2023), highlighting that authenticity, interactivity, relevance, and quality of the content are key elements in driving consumer engagement.

Results of the difference on the factors influencing engagement when grouped according to profile revealed that there is no significant difference on the factors influencing consumer's engagement on e-commerce when grouped according to profile. This is supported by the results in the study of Xiao et al. (2023) that content quality and emotional appeal consistently generate engagement across diverse audiences.

Results indicate that video reels influence purchase decisions primarily through credible endorsements, perceived product usefulness, and engaging content. Consumers' purchasing decisions are significantly influenced by high-quality and authentic content, particularly when it is presented by trusted and credible key opinion leaders. Additionally, the perceived usefulness of the product plays a crucial role in addressing the question, "Why do I need to buy this product?". According to Shukri and Mustaffa (2023) and Cheng et al. (2022), high-quality, credible, and engaging content fosters favorable consumer perceptions. Video reels should not only be emotionally engaging but also feature clear product visualization and informative elements to effectively influence purchase decisions across digital platforms.

Differences in the assessment of the video reel elements influencing purchase decisions when respondents are grouped by profile variables showed no statistically significant differences at the 0.05 level. This suggests that the influence of video reels on purchasing decisions is consistent across different demographic groups.

Risk factors and trust issues are the most critical barriers preventing purchase completion, highlighting that perceived risk significantly affects consumers' reluctance to complete their transactions, followed by the pricing fairness and operational efficiency, supporting the findings of Pitta et al. (2024) emphasizing the factors such as perceived risk, customer adoption challenges, high price concerns, and the overall business environment prevents consumers from completing their purchase.

There is no significant difference in the barriers preventing purchase completion among the consumers of e-commerce when grouped

according to profile. Dwivedi et al. (2021), Oruç and Aydin (2022), and Teves (2021), emphasized that concerns such as perceived risk, security issues, usability challenges, and high-price sensitivity are experienced across all demographic segments. These common barriers are considered universal obstacles in the context of online shopping.

Engagement and purchase decisions are significantly associated with consumers' perceptions of barriers, although to varying degrees. The stronger correlation between engagement and barriers may reflect that more active and discerning consumers are both highly responsive to content and more critical of potential risks. Meanwhile, the weaker relationship with purchase decisions suggests that while barriers are acknowledged, they do not necessarily outweigh consumers' motivation to buy.

According to Cohen's (1988) interpretation of effect size for correlation coefficients, the relationship between engagement and perceived barriers ( $r = .510$ ) indicates a strong positive effect, meaning that highly engaged consumers tend to be more aware of potential risks and constraints in e-commerce transactions. Conversely, the correlation between purchase decision and barriers ( $r = .186$ ) reflects a small effect, suggesting that while perceived barriers have some influence on purchase behavior, their impact is relatively minor compared to engagement. These effect size interpretations highlight that engagement exerts a more substantial behavioral influence than purchase decision when related to perceived barriers, reinforcing the role of content-driven engagement as the primary driver of consumer awareness and intent in online shopping contexts.

## CONCLUSION

As this study aimed to examine the influence of video reels on consumer engagement and purchasing decisions in e-commerce, with a specific focus on Filipino online consumers, the findings indicate that elements such as authenticity, storytelling, and relevance in video reels significantly drive engagement. These results align with the content creation engagement theory, which emphasizes the role of quality, relevance, and emotional connection in fostering meaningful consumer interactions.

While engagement is critical, the study also revealed that high engagement alone does not guarantee purchase completion. Barriers such as privacy concerns, complex checkout processes, and exaggerated claims continue to hinder consumers from finalizing transactions. Additionally, demographic variables showed minimal impact on engagement or purchase behavior, suggesting that content quality and platform usability have a stronger influence than factors such as age, gender, or income.

The study further affirms that interactivity, perceived benefits, and credible influencers contribute positively to consumer attitudes and purchasing behavior. Visually engaging and emotionally resonant video content holds long-term strategic value—not only for promotion but also for building deeper consumer-brand relationships over time.

These insights underscore the responsibility of digital marketers to produce high-quality, relatable, and emotionally compelling video content while simultaneously addressing operational barriers to purchase. Media practitioners and content creators must prioritize storytelling, visual design, and platform optimization. Meanwhile, e-commerce platforms and business owners should focus on improving platform security, simplifying the checkout process, and building trust throughout the customer journey.

Ultimately, in today's competitive and fast-paced digital environment, bridging the gap between attention and action requires more than compelling content—it demands frictionless, secure, and trustworthy shopping experiences. This study provides actionable, localized insights to support the development of digital marketing strategies that not only engage but convert, contributing to both academic literature and real-world e-commerce practice in the Philippine context.

## Implications

Based on the findings that this study has shown, suggested here are the following implications providing a timely insight into the evolving role of video reels in shaping consumer behavior, highlighting the study's relevance to various sectors of the digital marketing industry, media practitioners, and businesses.

The results of this study emphasize the importance of producing an authentic, relevant, conveying compelling story, and entertainment as key factors in influencing engagement across demographics. This suggests that marketing professionals should prioritize content-driven strategies over demographic segmentation. Video reels that are interactive, emotionally compelling, and of high quality are more successful at drawing viewers in and swaying their decisions to buy.

Businesses and online retailers should note that even though engagement plays a significant role in earning the consumers' attention, it does not mean that this always leads to completed purchases. Taking attention beyond marketing strategies such as the operational barriers (perceived risks, platform complexity, and inefficient checkout processes) should also be considered to bridge the gap between engagement and actual sales.

Key Opinion Leaders (KOLs) and influencers play a critical role in fostering consumer trust and connecting brands with their audiences. The findings indicate that consumers prioritize credibility, authenticity, and relatability in the content creators they engage with in video reels. Therefore, this study suggests that media practitioners should emphasize producing not only entertaining content but also brand-aligned, value-driven material that reflects the brand's strong integrity and commitment to its identity.

This study will contribute to the limited number of localized research on Filipino online shoppers and can be used as a foundation for further explorations such as the long-term effects of video engagement, platform-specific behavior of consumers, and the emergence of AI through video content or augmented reality being integrated into marketing strategies to deepen the understanding of online consumer behavior.

This study enables consumers to better understand the technical and psychological factors that influence their purchasing behavior by highlighting the critical components that impact engagement and the obstacles to purchase. This helps the consumers to be more aware, knowledgeable, and cautious when making purchases online, especially when watching videos.

Overall, these implications go beyond the creative aspect of digital marketing which this study is implying to achieve in closing the gap between consumer engagement and sales. To be able to achieve that, businesses must integrate seamless platform usability, build consumer trust, and optimize operational functionality into their overall strategic marketing approach.

## Recommendations

In light of the study's findings and the implications, the following recommendations are suggested to further enhance digital marketing strategies by utilizing the power of video reels to strengthen the Philippines' e-commerce industry. These recommendations are intended

for marketing professionals, media practitioners, content creators, business owners, and future researchers aiming to improve consumer engagement and address barriers that influence consumer's purchasing decisions and hinder their purchase completion with localized, data-driven insights to understand the influence of video reels on consumer engagement and purchasing behavior. The recommendations aim to bridge the gap between engagement and actual sales, leveraging the influence of video reels in social media platforms focusing on the Philippines.

For marketing professionals and business owners are encouraged to invest in producing high-quality, emotionally resonant video reels that align with the values and lifestyles of their audience by incorporating creative storytelling and authenticity in content to foster long-term relationships with consumers. Additionally, to explore collaborations with credible and well-known Key Opinion Leaders (KOLs) from their targeted niche or community to enhance brand trustworthiness, authenticity, and credibility. However, strategic marketing should not just focus on planning content strategies to captivate consumer engagement. This must also include operational considerations for smoother, more secure, and user-friendly platform functionality ensuring consumer ease of usage and bridging the gap between engagement and actual sales which remains a challenge in today's digital landscape. By addressing both creative and operational aspects, businesses could create more seamless shopping experiences for consumers, helping them to turn high-engagement video reels into actual sales.

For media practitioners and influencers, this study encourages them to produce video reels that are not only entertaining but also authentic, relatable, and informative that aligns with the brand's image. Furthermore, it is imperative to avoid misleading or exaggerated claims that could undermine consumer trust and foster skepticism towards the brand or its products. Given their status as trusted online voices, it is essential to acknowledge that these individuals can significantly influence consumer trust and purchasing decisions when their messaging is relevant, transparent, and consistent with audience expectations.

This study then recommends a deeper exploration of various short-form video reels (e.g., reviews, tutorials, storytelling, influencer-led content) affecting specific consumer segments' engagement and conversion, considering product categories such as fashion, electronics, or home essentials. As well as investigating the emergence of AI-generated content or augmented reality in influencing consumer behavior towards video reels in digital marketing. By comparing the effectiveness of video reels on Facebook, Instagram, and TikTok, researchers may also look at platform-specific reactions to video reels and improve their audience targeting and content distribution tactics.

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