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Influence of Short-Form Video Characteristics on D2C Fashion Impulse Purchases Among Gen Z Women in Bangalore

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ABSTRACT

The rapid growth of short-form video (SFV) has transformed product discovery and social commerce, particularly among Generation Z consumers. This study examines the relationships between SFV characteristics and D2C fashion impulse purchase behaviour among Gen Z women in Bangalore. A cross-sectional quantitative survey was conducted using a structured questionnaire, yielding 133 valid responses. The study examined Visual Aesthetics (VA), Perceived Authenticity and Social Proof, Promotional Discount (PD), and Fear of Missing Out (FOMO) as principal explanatory variables. Descriptive statistics, reliability analysis, Pearson correlation, simple and multiple regression, chi-square tests, and one-way ANOVA were employed. The results indicate that VA had the strongest bivariate relationship with impulse purchase behaviour ($r = .421$, $p < .001$) and remained a significant predictor in the multiple regression model ($\beta = .34$, $p < .001$). Perceived Authenticity and Social Proof was also significant ($\beta = .18$, $p = .035$), while PD and FOMO were not significant in the multivariate model. The four predictors jointly explained 22.9% of the variance in impulse purchase behaviour ($R^2 = .229$, $p < .001$). Daily short-video usage, D2C purchase frequency, and occupation were not significantly associated with impulse-purchase levels. However, low pooled reliability coefficients and substantial differences between response batches indicate that the findings should be interpreted as exploratory. The study highlights the relevance of content-related perceptions, particularly visual appeal and perceived authenticity/social proof, in understanding D2C fashion impulse purchasing among Gen Z women.

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Introduction:

The rapid expansion of digital retail and social commerce has transformed how consumers discover, evaluate, and purchase fashion products. This shift is particularly relevant to Generation Z (Gen Z) in India, a digitally oriented and economically influential consumer group. A joint report by Boston Consulting Group (BCG) and Snap Inc. estimates that Indian Gen Z accounts for approximately 46% of consumer spending, equivalent to about US$860 billion, highlighting its growing importance in contemporary consumption (Jain et al., 2024). Their purchasing journeys are increasingly shaped by digital discovery, creator-led content, personalization, and social interaction, making social-media-based product discovery increasingly important in fashion consumption.

This environment has supported the growth of direct-to-consumer (D2C) fashion brands, which rely heavily on digital channels to communicate directly with consumers. Indian brands such as Snitch, Urbanic, Savana, and NewMe illustrate the expansion of digital-first fashion retail, where product discovery, engagement, and purchase can occur within closely connected online environments. Within this ecosystem, short-form video (SFV), particularly Instagram Reels and YouTube Shorts, has become an important form of product communication. Short videos combine visual presentation, product demonstrations, styling, creator recommendations, user-generated content, social proof, and promotional cues within brief, algorithmically curated content streams. Unlike conventional search-based shopping, consumers may encounter products while primarily engaged in entertainment or social browsing, creating opportunities for passive product discovery.

This distinction is important for understanding impulse buying, which refers to an unplanned and immediate purchase response arising from a sudden urge rather than a previously established purchase intention (Beatty &

Ferrell, 1998). Digital environments can strengthen such responses by combining convenience, personalization, social interaction, visual appeal, and reduced deliberation time. Cui et al. (2022) found that social factors such as expertise, similarity, and familiarity, together with personalization, serendipity, and visual appeal, can generate utilitarian value and flow experiences associated with impulsive buying in mobile short-video environments. Similarly, Gao et al. (2022) reported that social presence, co-presence, and physical presence in short-video environments positively influence impulse purchase intention, with customer inspiration serving as an important mechanism.

The visual and social characteristics of SFV are particularly relevant to fashion because apparel is closely associated with appearance, identity, self-expression, and trends. Visual aesthetics, styling demonstrations, try-on content, and creator recommendations can make products more immediate and relatable. Social proof may further shape product evaluation through visible likes, comments, shares, and endorsements. Huang et al. (2025) found that the quantity and quality of social proof in short-form video advertising significantly influence consumer impulse buying, although the strength of these effects varies across product types. Other research also indicates that short-video advertising characteristics such as creativity, personalization, information quality, and vicarious learning can strengthen entertainment and trust and, in turn, relate to impulsive buying intentions (Cui et al., 2025). These findings suggest that short-form fashion content brings together several potentially relevant characteristics, including visual aesthetics, perceived authenticity and social proof, promotional discounts, and fear of missing out (FOMO).

The Indian context provides a particularly relevant setting for examining these relationships. Gen Z consumers increasingly encounter products through digital platforms, creators, and trend-based content, while the growth of D2C fashion has increased the importance of digitally mediated customer engagement. Bengaluru (Bangalore), a major technology and startup centre, provides an appropriate urban setting for examining these dynamics among digitally connected young consumers. However, although existing research has established relationships between short-form video, social commerce, and impulse buying, much of the evidence has examined non-Indian contexts, broader consumer categories, or purchase intention rather than actual impulse purchase behaviour. Evidence specifically addressing short-form video characteristics and D2C fashion impulse purchasing among Gen Z women in an Indian urban context remains limited.

Accordingly, this study examines the relationships between short-form video characteristics and D2C fashion impulse purchase behaviour among Gen Z women in Bangalore. It focuses on Visual Aesthetics, Perceived Authenticity and Social Proof, Promotional Discount, and FOMO, while also examining their joint contribution to impulse purchase behaviour and whether impulse-purchase levels differ across daily short-video usage, D2C purchase frequency, and occupation groups. By addressing these relationships within a specific D2C fashion and Indian Gen Z context, the study contributes to the emerging literature on short-form video, social commerce, and digital impulse buying and provides practical insights for D2C fashion marketers designing short-form video content, creator collaborations, product presentations, and promotional strategies.

Literature Review:

Digital fashion consumption has increasingly shifted from conventional online shopping toward socially mediated, visually driven, and content-based purchasing. Indian research has established the importance of social media marketing, online shopping stimuli, self-congruence, brand-related perceptions, and influencer activity in fashion purchase behaviour. More recent international research highlights the distinctive role of short-form video environments in impulse buying. However, limited evidence integrates these perspectives to examine D2C fashion impulse purchase behaviour among Gen Z women in India.

Social Media, Online Stimuli, and Impulse Buying

Indian studies provide an important foundation for understanding digitally mediated impulse buying. Sharma et al. (2018), using data from 250 respondents, found that social media communities and social media advertising significantly influenced impulse purchase intention. Similarly, Wadera and Sharma (2018), drawing on the Stimulus–Organism–Response perspective, showed that both consumer characteristics and external online shopping stimuli contribute to impulsive fashion purchases. These findings establish that digital environments can provide stimuli that move consumers beyond information search toward unplanned purchasing.

Chauhan et al. (2021) further demonstrated that self-congruence and hedonic value are relevant to fashion impulse buying on social networking sites. This indicates that online fashion consumption is influenced not only by functional product information but also by identity, enjoyment, and social connection. Together, these studies provide a theoretical basis for examining short-form videos as contemporary digital stimuli, particularly their visual, social, and promotional characteristics.

Generation Z and Digital Fashion Consumption

Generation Z represents an important segment of digitally mediated fashion consumption. Baranwal and Roy (2021) found that social media marketing influences brand-related perceptions and purchase intention among Indian Gen Z fashion consumers. Singh and Dagur (2022), focusing on Indian Gen Z female consumers, reported that social media marketing influenced brand equity and purchase intention, with brand equity partially mediating the relationship. These findings demonstrate the relevance of social-media-based fashion communication for young female consumers, although they primarily concern purchase intention rather than impulse buying.

Singh et al. (2023) found that uniqueness, self-concept, and brand image significantly influenced clothing interest and subsequent purchase intention among Indian

Gen Z consumers. Shankar (2024), comparing Gen Z and Millennials, further indicated that responses to online marketing may differ across generations. Collectively, this literature suggests that identity, brand perceptions, and digital engagement are important in Gen Z fashion consumption, while also supporting the need to examine Gen Z as a distinct consumer group.

Influencers, Authenticity, and Social Proof

Influencer marketing provides a direct connection between social-media content and fashion purchasing. Sharma et al. (2025) found that social media influencers positively influenced online fashion purchase intention among Indian Gen Z consumers through brand attitude. Sarkar et al. (2022) similarly reported that influencers, trust in online communities, and social-commerce intention were important antecedents of online purchase intention among Indian consumers.

These findings are particularly relevant to short-form fashion videos because influencer demonstrations, perceived authenticity, recommendations, comments, and other social cues can reduce uncertainty and strengthen product credibility. Recent social-commerce research also suggests that observational learning, consumer-generated information, and social interaction contribute to impulse buying (Xu et al., 2024). Thus, perceived authenticity and social proof represent an important explanatory dimension of short-form-video-driven fashion purchasing.

Short-Form Videos and Impulse Buying

Recent research provides more direct evidence concerning short-form video environments. Gao et al. (2022) found that social, co-presence, and physical-presence characteristics of short-video shopping environments can contribute to impulse purchase intention, with customer inspiration serving as an important mechanism. Cui et al. (2022) similarly identified personalization, serendipity, visual appeal, and social factors as relevant to consumers' urge to buy impulsively.

Visual presentation is particularly important in fashion because products are communicated through styling, demonstrations, trends, and creator-generated imagery. Huang et al. (2025) further showed that social proof in short-form video advertising can influence impulse buying. Moghddam et al. (2024) and Xu et al. (2024) reinforce the broader view that social-commerce impulse buying results from interacting visual, informational, experiential, and social cues rather than a single stimulus.

Short-form videos may also incorporate promotional urgency and FOMO through discounts, limited-time offers, scarcity cues, and social comparison. However, existing research does not establish whether such mechanisms independently predict D2C fashion impulse purchases after accounting for visual and authenticity-related characteristics.

Synthesis and Research Gap

The literature indicates that social media, visual presentation, authenticity, social influence, promotional cues, and psychological mechanisms can shape digital fashion purchasing. Indian studies establish the relevance of social media and Gen Z fashion consumption, while recent international studies provide stronger evidence concerning short-form video and impulse buying (Cui et al., 2022; Gao et al., 2022; Huang et al., 2025).

Three gaps remain. First, Indian research has generally examined social media marketing as a broad construct rather than isolating short-form video characteristics. Second, much of the fashion literature focuses on purchase intention, brand attitude, or brand equity rather than impulse purchase behaviour. Third, limited research examines these relationships specifically among Gen Z women purchasing D2C fashion products in Bangalore. The present study addresses these gaps by examining Visual Aesthetics, Perceived Authenticity and Social Proof, Promotional Discount, and FOMO as explanatory variables of D2C fashion impulse purchase behaviour. Exposure and Algorithmic Discovery and Seamless Checkout are additionally examined as contextual variables.

Research Objectives

The study aims to examine the relationships between short-form video characteristics and D2C fashion impulse purchase behaviour among Gen Z women in Bangalore. Specifically, it seeks to examine the relationship between Visual Aesthetics and impulse purchase behaviour; assess the relationship between Perceived Authenticity and Social Proof and impulse purchase behaviour; determine the relationship between Promotional Discount and impulse purchase behaviour; and examine the relationship between FOMO and impulse purchase behaviour. In addition, the study aims to assess the joint contribution of these four characteristics to impulse purchase behaviour and examine whether impulse-purchase levels differ across groups based on daily short-video usage, D2C purchase frequency, and occupation.

Hypotheses of the Study

Based on the reviewed literature and the study objectives, the following null hypotheses were formulated and tested at $\alpha = .05$.

H1: There is no significant relationship between Visual Aesthetics and impulse purchase behaviour among Gen Z women purchasing D2C fashion products in Bangalore.
H2: There is no significant relationship between Perceived Authenticity and Social Proof and impulse purchase behaviour.
H3: There is no significant relationship between Promotional Discount and impulse purchase behaviour.
H4: There is no significant relationship between FOMO and impulse purchase behaviour.
H5: Visual Aesthetics, Perceived Authenticity and Social Proof, Promotional Discount, and FOMO jointly do not significantly explain variation in impulse purchase behaviour.
H6: Impulse buying level is independent of daily short-video usage.
H7: Impulse buying level is independent of D2C fashion purchase frequency.
H8: Impulse buying level is independent of occupation.

H9: Mean impulse purchase behaviour does not differ significantly across daily short-video usage groups.
H10: Mean impulse purchase behaviour does not differ significantly across D2C purchase-frequency groups.
H11: Mean impulse purchase behaviour does not differ significantly across occupation groups.

The corresponding alternative hypotheses state that a statistically significant relationship, association, or group difference exists, as appropriate to the test employed.

Conceptual Framework

The conceptual framework positions short-form video characteristics as explanatory factors associated with D2C Fashion Impulse Purchase Behaviour (IPB). Four principal characteristics are examined: Visual Aesthetics (VA), Perceived Authenticity and Social Proof (ASP), Promotional Discount (PD), and FOMO. These variables represent visual, social, transactional, and psychological cues that may be encountered in short-form fashion content. Exposure and Algorithmic Discovery and Seamless Checkout are treated as additional contextual variables rather than principal hypothesis predictors.

The conceptual framework proposes that Visual Aesthetics, Perceived Authenticity and Social Proof, Promotional Discount, and FOMO are associated with D2C Fashion Impulse Purchase Behaviour (IPB). Specifically, the framework examines whether visually appealing content, perceived authenticity and social validation, promotional discounts, and fear of missing out are related to consumers' spontaneous and unplanned fashion purchasing behaviour.

The four principal predictors are tested individually through simple regression and jointly through multiple regression. Daily short-video usage, D2C purchase frequency, and occupation are examined separately through chi-square and ANOVA to determine whether impulse-purchase levels vary across respondent groups.

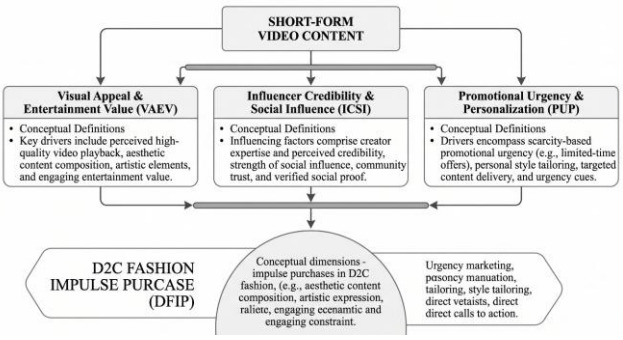


Fig 1_ Conceptual Framework for D2C Fashion Impulse Purchase Behaviour via Short-Form Video Content

The framework in Figure 1 is consistent with the literature indicating that short-form video commerce combines visual, social, informational, promotional, and psychological cues (Cui et al., 2022; Gao et al., 2022; Huang et al., 2025; Moghddam et al., 2024; Xu et al., 2024). It also provides a direct basis for the variables and statistical procedures employed in the present study.

Research Methodology:

Research Design

The study adopted a descriptive, cross-sectional quantitative research design to examine the relationships between short-form video characteristics and D2C fashion impulse purchase behaviour among Gen Z women in Bangalore. Data were collected at a single point in time using a structured questionnaire, without experimental manipulation. The analysis included descriptive statistics, reliability analysis, Pearson correlation, simple and multiple linear regression, chi-square tests of independence, and one-way ANOVA.

Population, Sampling and Sample

The target population comprised Gen Z women aged 18–27 years in Bangalore who used short-form video platforms, particularly Instagram Reels and YouTube Shorts, and had experience with or considered online fashion purchases. Because a complete sampling frame was unavailable, non-probability convenience and purposive (judgemental) sampling were employed.

A total of 150 responses were obtained. After screening, 15 ineligible responses were excluded and two incomplete responses were removed through listwise deletion, resulting in a final analytical sample of 133 respondents (n = 133).

Survey Instrument

Primary data were collected using a structured questionnaire administered through Google Forms. The instrument comprised demographic and behavioural questions, followed by 18 perception items measured on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The questionnaire measured Exposure and Algorithmic Discovery (EAD) through Q7–Q10, Visual Aesthetics (VA) through Q11–Q14, and Authenticity and Social Proof (ASP) through Q15–Q18. Promotional Discount (PD), FOMO, and Seamless Checkout (SC) were measured using Q19, Q20, and Q21, respectively, as single-item measures. Impulse Purchase Behaviour (IPB), the principal dependent variable, was measured using Q22–Q24. Scores for the multi-item constructs were calculated as arithmetic means of their respective items, while the single-item measures were retained as individual scores. Accordingly, the IPB score was calculated as the arithmetic mean of Q22–Q24 and was used as the primary outcome variable in subsequent analyses.

Variable Operationalization

The dependent variable was D2C Fashion Impulse Purchase Behaviour (IPB), representing spontaneous or unplanned purchasing responses toward D2C fashion products following exposure to digital content. The principal explanatory variables were Visual Aesthetics, Perceived Authenticity and Social Proof, Promotional Discount, and FOMO. Exposure and Algorithmic Discovery and Seamless Checkout were examined as additional explanatory or contextual variables.

For correlation and regression analyses, the variables were retained as continuous scores. For chi-square analysis, IPB was categorised using the neutral midpoint: scores above 3.00 were classified as "High" impulse purchase behaviour, while scores of 3.00 or below were classified as "Not high." This categorisation was used only for categorical association tests.

Data Collection and Preparation

The questionnaire was distributed electronically through Google Forms. Participation was voluntary, and respondents were informed that the survey was for academic research. No personally identifying or sensitive information was collected. Secondary literature from peer-reviewed studies and relevant industry sources was used to establish the theoretical background, constructs, conceptual framework, and hypotheses.

Before analysis, the dataset was screened for eligibility, completeness, coding consistency, and structural errors. In 101 records, an additional screening column had shifted occupation, usage, and purchase-frequency variables by one column; these variables were realigned with the questionnaire structure. A garbled "Option 5" usage response was recoded as "Not specified" and excluded from analyses involving usage duration. The two "Other" occupation responses were combined with "Working Professional" for chi-square and ANOVA because of the small cell size. Likert responses were coded from 1 to 5, with higher values indicating stronger agreement.

Statistical Analysis

The analysis was conducted primarily using Microsoft Excel and subsequently cross-verified using independent statistical software, with results matching to three decimal places. Descriptive statistics comprised frequencies, percentages, means, and standard deviations. Cronbach's alpha was used to assess the internal consistency of multi-item constructs.

Pearson's correlation coefficient (r) was used to examine bivariate associations between short-form video characteristics and IPB. Simple linear regression tested H1–H4 individually, while multiple linear regression tested the joint contribution of Visual Aesthetics, Perceived Authenticity, Promotional Discount, and FOMO (H5). Variance inflation factors (VIFs) were examined for multicollinearity.

Chi-square tests of independence were used to examine associations between impulse-purchase level and daily short-video usage, D2C purchase frequency, and occupation (H6–H8). Cramér's V was reported as the effect-size measure. One-way ANOVA was used to test differences in mean IPB across the same respondent groups (H9–H11), with eta squared (η^2) used to indicate effect size. All inferential tests used $\alpha = .05$.

Reliability and Robustness Assessment

Internal consistency was assessed using Cronbach's alpha for the multi-item constructs. Because reliability differed substantially between the two response batches, the reliability results were treated as a data-quality diagnostic rather than solely as a threshold test. A supplementary batch-level analysis compared correlations between the short-form video variables and IPB across the two response batches to assess the consistency of the pooled findings.

Ethical Considerations

Participation was voluntary and respondents were informed of the academic purpose of the study. No personally sensitive information was collected, and respondent identities were kept confidential. Data were analysed in aggregate and used solely for academic research.

Results:

Respondent Profile

The final analytical sample comprised 133 eligible respondents. Table 1 and Figure 2 summarise the demographic and behavioural profile. The sample was predominantly undergraduate students (105, 78.9%), followed by postgraduate students (14, 10.5%) and working professionals (12, 9.0%); two respondents (1.5%) reported another occupational status. Daily short-form video use was relatively substantial: 41 respondents (30.8%) reported more than two hours of daily use and 35 (26.3%) reported one to two hours. D2C purchasing was also relatively frequent, with monthly purchasing being the most common category (33.8%), followed by purchasing once every two to three months (31.6%) and weekly purchasing (24.8%). Only 9.8% reported rarely or never purchasing from D2C fashion brands. Thus, the sample was predominantly student-based and showed regular exposure to short-form videos and D2C fashion purchasing.

Table 1. Sample Profile (*n* = 133)

Variable	Category	*n*	%
Occupation	Undergraduate Student	105	78.9
	Postgraduate Student	14	10.5
	Working Professional	12	9.0
	Other	2	1.5
Daily short-video usage	Less than 30 minutes	28	21.1
	30 minutes to 1 hour	23	17.3
	1 to 2 hours	35	26.3
	More than 2 hours	41	30.8
	Not specified	6	4.5
D2C purchase frequency	Weekly	33	24.8
	Monthly	45	33.8
	Once every 2–3 months	42	31.6
	Rarely/Never	13	9.8

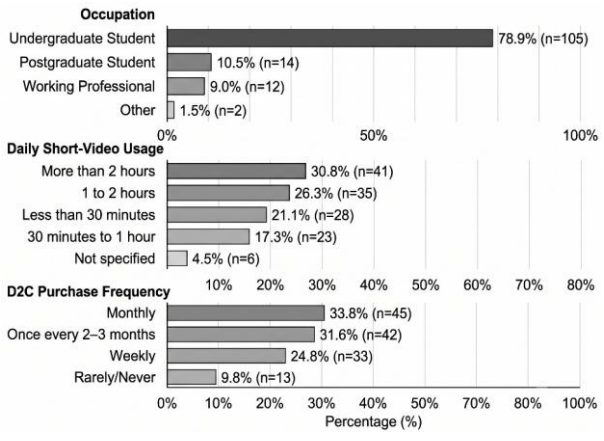


Fig 2_Profile of Respondents

Figure 2 visually confirms the concentration of respondents in the undergraduate and higher-use categories, while Table 1 provides the corresponding frequencies and percentages.

Descriptive Statistics

Table 2 presents the construct-level descriptive statistics. Authenticity and Social Proof recorded the highest mean (M = 3.31, SD = 0.67), followed by Visual Aesthetics (M = 3.21, SD = 0.68). Exposure and Algorithmic Discovery had the lowest construct mean (M = 2.98, SD = 0.77), approximately at the neutral midpoint.

Table 2. Construct-Wise Descriptive Statistics

Construct	Items	*M*	*SD*	Agree (%)	Neutral (%)	Disagree (%)
Exposure & Algorithmic Discovery	4	2.98	0.77	38.3	31.4	30.3
Visual Aesthetics	4	3.21	0.68	41.5	38.0	20.5
Authenticity & Social Proof	4	3.31	0.67	43.2	37.4	19.4
Promotional Discount (Q19)	1	3.28	1.29	45.1	30.1	24.8
FOMO (Q20)	1	3.07	1.18	31.6	41.4	27.1
Seamless Checkout (Q21)	1	3.15	1.16	40.6	33.1	26.3
Discounts, FOMO & Checkout	3	3.17	0.80	39.1	34.8	26.1
Impulse Purchase Behaviour	3	3.17	0.77	39.6	36.6	23.8

Note. Agree = responses of 4–5; Neutral = 3; Disagree = 1–2, pooled across the items within each construct.

Among the single-item measures, Promotional Discount recorded the highest agreement (45.1%), whereas FOMO had the lowest (31.6%); Seamless Checkout recorded 40.6% agreement. The combined Discounts/FOMO/Checkout measure had a mean of 3.17 (SD = 0.80). Impulse Purchase Behaviour (IPB) also had a mean of 3.17 (SD = 0.77), slightly above the neutral midpoint of 3.00. Based on the predefined classification, 59 respondents (44.4%) had an IPB mean above 3.00 and were classified as having a high impulse-purchase level.

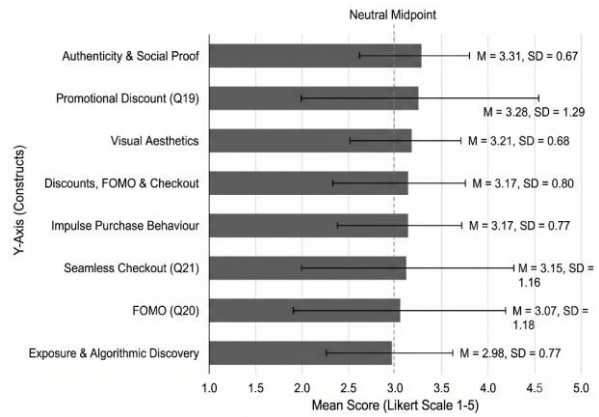


Fig 3_Mean Score of Constructs (with Standard Deviations)

Figure 3 shows that the construct means are generally close to or moderately above the neutral value, with Authenticity and Social Proof and Visual Aesthetics positioned highest. Figure 4 further shows that agreement was strongest for Authenticity and Social Proof, whereas Exposure and Algorithmic Discovery had a more evenly distributed response pattern. Overall, the descriptive results indicate moderate rather than uniformly strong perceptions of short-form video characteristics.

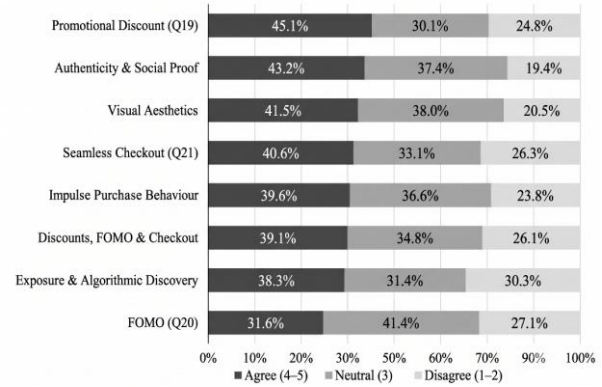


Fig 4_Percentage of Agreement, Neutral, and Disagreement Responses by Construct

Reliability Analysis

Internal consistency was assessed using Cronbach's alpha. As shown in Table 3, pooled alpha values for the multi-item measures ranged from .34 to .48, below the conventional .70 benchmark. Exposure and Algorithmic Discovery had α = .48, Visual Aesthetics α = .40, Authenticity and Social Proof α = .41, Discounts/FOMO/Checkout α = .34, and IPB α = .36.

The batch-level results reveal substantial inconsistency. Batch A (n = 32) produced high alpha values ranging from .85 to .91, whereas Batch B (n = 101) produced values ranging from −.20 to .19. These results indicate that internal consistency was not stable across the response batches. Consequently, the subsequent pooled relationships and regression findings should be interpreted as exploratory rather than as evidence of highly reliable measurement scales.

Table 3. Cronbach's Alpha by Construct

Construct	Items	α pooled (n = 133)	α Batch A (n = 32)	α Batch B (n = 101)
Exposure & Algorithmic Discovery	4	.48	.89	.19
Visual Aesthetics	4	.40	.86	.06
Authenticity & Social Proof	4	.41	.89	−.03
Discounts, FOMO & Checkout	3	.34	.85	−.00
Impulse Purchase Behaviour	3	.36	.91	−.20

Correlation Analysis

Pearson correlations in Table 4 indicate positive associations between IPB and Exposure and Algorithmic Discovery (r = .385, p < .001), Visual Aesthetics (r = .421, p < .001), Perceived Authenticity (r = .325, p < .001), and FOMO (r = .247, p = .004). Visual Aesthetics showed the strongest bivariate association. Promotional Discount was not significantly associated with IPB (r = .111, p = .205). The combined Discounts/FOMO/Checkout measure showed a significant positive association (r = .252, p = .003).

Thus, the correlation results provide preliminary evidence that visual and authenticity-related characteristics have stronger bivariate associations with

IPB than promotional discount alone. These associations are interpreted as relationships rather than causal effects.

Table 4. Correlations Between Short-Form Video Characteristics and Impulse Purchase Behaviour

Variable	*r* with Impulse Purchase	*p*	Significant at α = .05
Exposure & Algorithmic Discovery	.385	< .001	Yes
Visual Aesthetics	.421	< .001	Yes
Perceived Authenticity	.325	< .001	Yes
Promotional Discounts (Q19)	.111	.205	No
FOMO (Q20)	.247	.004	Yes
Discounts, FOMO & Checkout	.252	.003	Yes

Chi-Square Tests of Independence

Chi-square tests examined whether high IPB status, defined as an IPB mean above 3.00, was associated with daily short-video usage, D2C purchase frequency, or occupation.

Daily Short-Video Usage and Impulse Level

Six respondents with unspecified usage information were excluded, producing $N = 127$. As shown in Table 5a and summarised in Table 5, daily short-video usage was not significantly associated with impulse-purchase classification, $\chi^2(3, N = 127) = 0.532$, $p = .912$, Cramér's $V = .065$. The negligible effect size indicates little evidence of an association between time spent viewing short-form videos and high IPB status.

Table 5a. Observed Frequencies for Daily Usage × Impulse Level

Daily short-video usage	Not high	High	Total
Less than 30 minutes	16	12	28
30 minutes to 1 hour	14	9	23
1 to 2 hours	18	17	35
More than 2 hours	23	18	41
Total	71	56	127

D2C Purchase Frequency and Impulse Level

Table 5b shows greater descriptive variation across purchase-frequency groups, but the association was not statistically significant, $\chi^2(3, N = 133) = 5.658$, $p = .130$, Cramér's $V = .206$. Monthly purchasers had the highest proportion classified as high impulse buyers (25/45, 55.6%), compared with 30.3% among weekly purchasers. Nevertheless, the overall test does not support a systematic association between purchase frequency and impulse-purchase classification.

Table 5b. Observed Frequencies for Purchase Frequency × Impulse Level

D2C purchase frequency	Not high	High	Total
Weekly	23	10	33
Monthly	20	25	45
Once every 2–3 months	25	17	42
Rarely/Never	6	7	13
Total	74	59	133

Occupation and Impulse Level

For occupation, the two "Other" responses were combined with working professionals because of the small cell size. As shown in Table 5c, occupation was not significantly associated with impulse-purchase classification, $\chi^2(2, N = 133) = 0.515$, $p = .773$, Cramér's $V = .062$.

Table 5c. Observed Frequencies for Occupation × Impulse Level

Occupation	Not high	High	Total
Undergraduate Student	57	48	105
Postgraduate Student	9	5	14
Working Professional/Other	8	6	14
Total	74	59	133

Table 5. Summary of Chi-Square Tests

Test	χ^2	df	*p*	Cramér's *V*
Usage × impulse level (H6)	0.532	3	.912	.065
Frequency × impulse level (H7)	5.658	3	.130	.206
Occupation × impulse level (H8)	0.515	2	.773	.062

Taken together, Tables 5a–5c and Table 5 show that none of the three categorical relationships was statistically significant. Therefore, H6, H7, and H8 were not supported.

One-Way Analysis of Variance

One-way ANOVA was used to determine whether mean IPB scores differed across daily usage, D2C purchase-frequency, and occupation groups. Table 6 reports the group means, while the accompanying ANOVA statistics test (Table 6a) whether the observed differences are statistically meaningful.

For daily usage, mean IPB ranged from 3.06 for respondents using short-form videos for less than 30 minutes to 3.24 for those using them for one to two hours. The difference was not significant, $F(3, 123) = 0.279$, $p = .841$, $\eta^2 = .007$.

For purchase frequency, mean IPB ranged from 2.92 among weekly purchasers to 3.38 among respondents reporting rare or no purchases. However, the omnibus test was not significant, $F(3, 129) = 1.898$, $p = .133$, $\eta^2 = .042$. The effect size indicates that only a small proportion of IPB variance was associated with purchase-frequency grouping.

Occupation produced very similar mean scores and no significant difference, $F(2, 130) = 0.116$, $p = .890$, $\eta^2 = .002$. Since none of the omnibus tests was significant, post-hoc comparisons were not warranted.

Table 6. Group Means for Impulse-Purchase Behaviour

Factor	Group	*n*	*M*	*SD*
Daily usage	Less than 30 minutes	28	3.06	0.99
	30 minutes to 1 hour	23	3.13	0.60
	1 to 2 hours	35	3.24	0.63
	More than 2 hours	41	3.16	0.82
Purchase frequency	Weekly	33	2.92	0.94
	Monthly	45	3.29	0.77
	Once every 2–3 months	42	3.16	0.64
	Rarely/Never	13	3.38	0.59
Occupation	Undergraduate Student	105	3.18	0.76
	Postgraduate Student	14	3.07	0.64
	Working Professional/Other	14	3.17	0.98

Table 6a. One-way ANOVA Results

Factor	SS Between	SS Within	df	*F*	*p*	η²
Daily usage (H9)	0.513	75.441	3, 123	0.279	.841	.007
Purchase frequency (H10)	3.313	75.048	3, 129	1.898	.133	.042
Occupation (H11)	0.140	78.221	2, 130	0.116	.890	.002

Linear Regression Analysis

Simple Linear Regression

Separate simple regression models examined the individual relationships between the four principal predictors and IPB. Table 7 shows that Visual Aesthetics was the strongest individual predictor, with a positive coefficient ($B = 0.479$, $SE = 0.090$, $t = 5.31$, $p < .001$) and $R^2 = .177$. Perceived Authenticity was also significant ($B = 0.373$, $SE = 0.095$, $t = 3.94$, $p < .001$; $R^2 = .106$), as was FOMO ($B = 0.162$, $SE = 0.055$, $t = 2.92$, $p = .004$; $R^2 = .061$).

Promotional Discount was not significant ($B = 0.066$, $SE = 0.052$, $t = 1.27$, $p = .205$; $R^2 = .012$). The exploratory variables also showed positive associations: Exposure and Algorithmic Discovery ($B = 0.387$, $SE = 0.081$, $t = 4.78$, $p < .001$; $R^2 = .149$) and the Discounts/FOMO/Checkout composite ($B = 0.244$, $SE = 0.082$, $t = 2.99$, $p = .003$; $R^2 = .064$).

Table 7. Simple Linear Regression Results for Impulse Purchase Behaviour

Predictor	Hypothesis	*B*	*SE*	*t*	*p*	*R²*	Decision
Visual Aesthetics	H1	0.479	0.090	5.31	< .001	.177	Significant
Perceived Authenticity	H2	0.373	0.095	3.94	< .001	.106	Significant
Promotional Discount (Q19)	H3	0.066	0.052	1.27	.205	.012	Not significant
FOMO (Q20)	H4	0.162	0.055	2.92	.004	.061	Significant
Exposure & Algorithmic Discovery	Exploratory	0.387	0.081	4.78	< .001	.149	Significant
Discounts, FOMO & Checkout	Exploratory	0.244	0.082	2.99	.003	.064	Significant

The results support H1, H2, and H4 but not H3. Figure 5 visually illustrates the positive relationship between Visual Aesthetics and IPB, consistent with its position as the strongest individual predictor in Table 7.

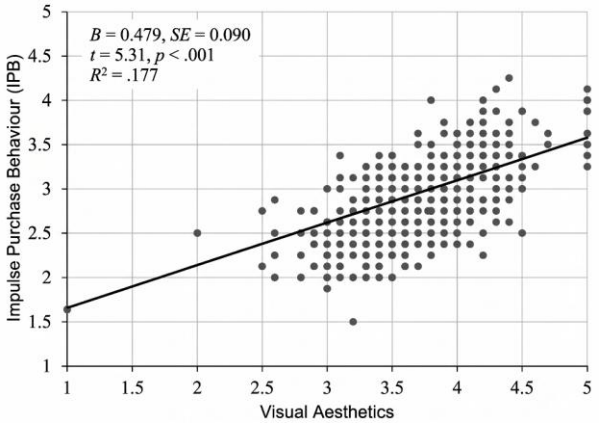


Fig 5_Relationship Between Visual Aesthetics and Impulse Purchase Behaviour

Multiple Linear Regression

A multiple regression model (Table 8) simultaneously entered Visual Aesthetics, Perceived Authenticity, Promotional Discount, and FOMO. The overall model was significant, $F(4, 128) = 9.51$, $p < .001$, explaining 22.9% of the variance in IPB ($R^2 = .229$; adjusted $R^2 = .205$). Thus, H5 was supported at the overall model level.

Table 8. Multiple Regression Model Summary

Statistic	Value
Multiple *R*	.479
R^2	.229
Adjusted R^2	.205
Standard error of estimate	.687
$F(4, 128)$	9.51
p	< .001
Observations	133

Table 9 confirms that the regression model accounted for a statistically significant proportion of variation in IPB, with a regression sum of squares of 17.948 compared with 60.413 for the residual component.

Table 9. Multiple Regression ANOVA

Source	SS	df	MS	*F*	*p*
Regression	17.948	4	4.487	9.51	< .001
Residual	60.413	128	0.472		
Total	78.361	132			

As shown in Table 10, Visual Aesthetics remained the strongest independent predictor ($B = 0.385$, $SE = 0.095$, $\beta = .34$, $t = 4.05$, $p < .001$, 95% CI [0.20, 0.57]). Perceived Authenticity also remained significant ($B = 0.209$, $SE = 0.098$, $\beta = .18$, $t = 2.13$, $p = .035$). Promotional Discount ($B = 0.005$, $\beta = .01$, $t = 0.11$, $p = .910$) and FOMO ($B = 0.070$, $\beta = .11$, $t = 1.27$, $p = .205$) were not significant after simultaneous adjustment.

The VIF values ranged from 1.06 to 1.21, indicating no evidence of problematic multicollinearity. The contrast between the simple and multiple regression models is noteworthy: FOMO was significant in isolation but not after Visual Aesthetics and Authenticity were controlled.

Table 10. Multiple Regression Coefficients

Predictor	*B*	*SE*	*t*	*p*	95% CI	β	VIF
Intercept	1.005	0.373	2.69	.008	[0.27, 1.74]	—	—
Visual Aesthetics	0.385	0.095	4.05	< .001	[0.20, 0.57]	.34	1.16
Authenticity	0.209	0.098	2.13	.035	[0.01, 0.40]	.18	1.21
Promotional Discount	0.005	0.047	0.11	.910	[−0.09, 0.10]	.01	1.06
FOMO	0.070	0.055	1.27	.205	[−0.04, 0.18]	.11	1.17

Approximately 77.1% of the variance in IPB remained unexplained by the four-predictor model. Accordingly, the results should not be interpreted as a complete explanation of impulse purchasing; other factors may also contribute to IPB.

Summary of Hypothesis Testing

Table 11 consolidates the hypothesis-testing results. H1, H2, and H4 were supported by the corresponding simple regression models, whereas H3 was not supported. H5 was supported at the overall multiple-regression model level. None of the hypotheses concerning daily usage,

D2C purchase frequency, or occupation (H6–H11) received statistical support at α = .05.

Table 11. Summary of Hypothesis Testing (A = .05)

Hypothesis	Test	Statistic	*p*
H1: Visual Aesthetics	Regression	$t = 5.31$	< .001
H2: Authenticity	Regression	$t = 3.94$	< .001
H3: Promotional Discount	Regression	$t = 1.27$	.205
H4: FOMO	Regression	$t = 2.92$	.004
H5: All four elements jointly	Multiple regression	$F = 9.51$	< .001
H6: Usage × impulse level	Chi-square	$\chi^2 = 0.532$	.912
H7: Frequency × impulse level	Chi-square	$\chi^2 = 5.658$	.130
H8: Occupation × impulse level	Chi-square	$\chi^2 = 0.515$	.773
H9: Usage – mean difference	ANOVA	$F = 0.279$	.841
H10: Frequency – mean difference	ANOVA	$F = 1.898$	.133
H11: Occupation – mean difference	ANOVA	$F = 0.116$	.890

Robustness Check: Consistency Across Response Batches

Because the reliability analysis identified substantial differences between the two response batches, a supplementary batch-level diagnostic was conducted. Table 12 and Figure 5 compare correlations between the explanatory variables and IPB for Batch A (n = 32), Batch B (n = 101), and the pooled sample.

The results show a pronounced divergence. Batch A correlations were uniformly strong and positive, ranging from .741 to .842, whereas Batch B correlations ranged from −.244 to .143. For example, the Visual Aesthetics–IPB correlation was .741 in Batch A but .143 in Batch B; the corresponding values for Perceived Authenticity were .774 and −.111, respectively. The four-predictor model explained approximately 77.4% of IPB variance in Batch A but only 10.5% in Batch B.

Figure 6 makes the batch divergence visually apparent, while Table 12 provides the exact coefficients. The strong relationships in Batch A are not reproduced in Batch B. Therefore, the pooled results should be treated as preliminary evidence of association rather than stable or generalisable effects. The discrepancy is particularly important given the low pooled reliability estimates and warrants independent checking of the underlying item-level data and measurement structure before drawing firm conclusions.

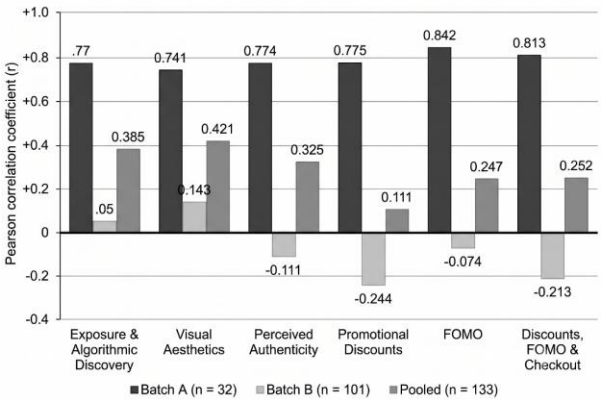


Fig 6_Batch-Level Correlations with Impulse Purchase Behaviour

Table 12. Correlations with Impulse Purchase Behaviour by Response Batch

Variable	*r* Batch A (*n* = 32)	*r* Batch B (*n* = 101)	*r* Pooled (*n* = 133)
Exposure & Algorithmic Discovery	.773	.054	.385
Visual Aesthetics	.741	.143	.421
Perceived Authenticity	.774	−.111	.325
Promotional Discounts	.775	−.244	.111
FOMO	.842	−.074	.247
Discounts, FOMO & Checkout	.813	−.213	.252

Overall Results Interpretation

Three findings emerge from the analysis. First, respondents reported moderately positive perceptions of short-form video characteristics, with Authenticity and Social Proof and Visual Aesthetics receiving the highest mean scores. Second, the pooled correlation and regression results identify Visual Aesthetics and Perceived Authenticity as the most consistent statistical predictors of IPB. FOMO was significant in the simple regression but not in the simultaneous model, while Promotional Discount was not significant in either model.

Third, daily short-video usage, D2C purchase frequency, and occupation did not produce statistically significant differences or associations with IPB in the chi-square and ANOVA analyses. The results therefore suggest that content characteristics may show stronger statistical associations with IPB than simple measures of usage duration or respondent category.

However, these conclusions must be qualified by the reliability and batch-level robustness results. The substantial divergence between Batch A and Batch B means that the pooled findings should be regarded as exploratory and interpreted cautiously. In particular, the evidence does not establish causal effects of short-form videos on impulse purchasing and should not be generalised beyond the present sample without further validation.

Discussion:

The study examined relationships between short-form video characteristics and D2C fashion impulse purchase behaviour (IPB) among Gen Z women in Bangalore. Overall, the findings indicate that content-related characteristics, particularly Visual Aesthetics and Perceived Authenticity, were more strongly associated with IPB than usage duration or respondent characteristics. However, the low pooled reliability and substantial batch-level differences require the findings to be interpreted as exploratory rather than causal or broadly generalisable.

Descriptively, Authenticity and Social Proof recorded the highest mean (M = 3.31), followed by Visual Aesthetics (M = 3.21), while Exposure and Algorithmic Discovery was approximately neutral (M = 2.98). IPB was moderately positive (M = 3.17), with 44.4% of respondents classified as having high IPB. This pattern is consistent with recent social-commerce research showing that impulse buying reflects combinations of content, social interaction, entertainment, and shopping-related cues rather than a single stimulus (Moghddam et al., 2024; Xu et al., 2024).

Visual Aesthetics showed the strongest bivariate association with IPB (r = .421, p < .001), the largest simple-regression effect (B = .479, R^2 = .177, p < .001), and remained the strongest predictor in the multiple model (β = .34, p < .001). This suggests that visually appealing fashion content may be particularly salient in short-form video environments. The finding is consistent with research highlighting the role of entertainment, experiential characteristics, and social-media content in stimulating impulse-buying responses (Moghddam et al., 2024; Huang et al., 2025).

Perceived Authenticity was also positively associated with IPB (r = .325, p < .001) and remained significant in the multiple regression (β = .18, p = .035). Authenticity and social proof may reduce uncertainty and provide credibility cues when consumers evaluate products in socially mediated environments. This interpretation is consistent with evidence that observational learning, peer information, and consumer-generated information influence online impulse buying (Xu et al., 2024), as well as findings that trust in fashion influencers' branded posts is associated with consumers' urge to buy impulsively (Shamim et al., 2024). Because the present construct combines authenticity and social proof, however, their separate effects cannot be established.

FOMO was significantly related to IPB in the bivariate analysis (r = .247, p = .004) and simple regression (B = .162, R^2 = .061, p = .004), but became nonsignificant in the multiple model (β = .11, p = .205). Thus, its initial association may overlap with visual and authenticity-related perceptions. Although FOMO can contribute to impulse purchasing through urgency, scarcity, and social comparison, the present results suggest that it does not provide a distinct contribution after the principal content characteristics are controlled.

Promotional Discount produced no significant relationship with IPB despite having the highest agreement among the single-item measures (45.1%). Its correlation was nonsignificant (r = .111, p = .205), as was its simple-regression coefficient (B = .066, p = .205); in the multiple model, its contribution was negligible (β = .01, p = .910). This suggests that recognising promotional offers does not necessarily translate into stronger impulse purchasing. The finding supports the broader view that social-commerce impulse buying reflects multiple informational, experiential, and social mechanisms rather than transactional incentives alone (Moghddam et al., 2024; Xu et al., 2024). The use of a single-item discount measure also limits direct comparison with studies using multi-item promotional constructs.

The multiple regression model was significant, $F(4, 128) = 9.51$, p < .001, explaining 22.9% of IPB variance (adjusted R^2 = .205). Visual Aesthetics and Perceived Authenticity remained significant, whereas Promotional Discount and FOMO did not. VIF values of 1.06–1.21 indicated no problematic multicollinearity. Nevertheless, 77.1% of the variance remained unexplained, reinforcing the multidimensional nature of impulse buying and the importance of psychological, social, platform, product, and contextual factors beyond the variables examined here (Xu et al., 2024; Huang et al., 2025).

The categorical and group-comparison analyses provide a complementary finding. Daily short-video usage was unrelated to IPB classification, $\chi^2(3) = 0.532$, p = .912, and produced no significant mean differences, $F(3, 123) = 0.279$, p = .841, η^2 = .007. Thus, greater viewing time alone was not associated with stronger IPB. This supports the distinction between exposure duration and the nature or quality of content encountered, consistent with social-commerce research emphasising engagement, entertainment, and interaction rather than exposure time alone (Moghddam et al., 2024). D2C purchase frequency likewise showed no significant association, $\chi^2(3) = 5.658$, p = .130, V = .206, or mean difference, $F(3, 129) = 1.898$, p = .133, η^2 = .042. Although descriptive differences existed, particularly among the small rarely/never group, they should not be interpreted as substantive effects because the omnibus test was nonsignificant. Occupation was similarly unrelated to IPB, $\chi^2(2) = 0.515$, p = .773, V = .062, with a negligible ANOVA effect (η^2 = .002). The strong concentration of undergraduates (78.9%) further limits occupational comparisons.

An important methodological finding concerns measurement robustness. Pooled Cronbach's alpha values were low (.34–.48), while Batch A (n = 32) showed high internal consistency and strong positive correlations with IPB, compared with weak or negative relationships in Batch B (n = 101). For example, the Visual Aesthetics–IPB correlation was .741 in Batch A versus .143 in Batch B, while Perceived Authenticity–IPB was .774 versus −.111. The four-predictor model also differed substantially between batches. This divergence materially reduces confidence in the stability of the pooled findings and warrants an independent audit of item coding, response alignment, and construct measurement before firm conclusions are drawn. The need for such validation is consistent with recent social-commerce research that increasingly combines survey evidence with richer behavioural or mixed-method approaches (Huang et al., 2025; Xu et al., 2024).

Overall, the strongest statistical signal in this sample concerns the characteristics of short-form video content rather than the amount of exposure. Visual Aesthetics showed the strongest pooled association with IPB, while Perceived Authenticity remained independently significant. FOMO was significant only in the bivariate/simple models, and Promotional Discount was nonsignificant. These findings broadly align with recent evidence that social-commerce impulse buying involves interacting visual, social, informational, experiential, and psychological cues (Huang et al., 2025; Moghddam et al., 2024; Xu et al., 2024). However, the cross-sectional design precludes causal inference, the non-probability sample limits generalisability, and the batch-level inconsistency requires caution. The study therefore identifies Visual Aesthetics and Perceived Authenticity as promising explanatory factors for further investigation rather than establishing that short-form videos cause D2C fashion impulse purchases.

Conclusion:

This study examined the relationship between short-form video characteristics and D2C fashion impulse purchase behaviour among Gen Z women in Bangalore. The findings indicate that visual appeal and perceived authenticity were the most consistent predictors of

impulse purchase behaviour, while FOMO showed a significant bivariate relationship but did not remain significant in the multivariate model. Product discounts were not significantly associated with impulse buying. Overall, the four principal predictors jointly explained 22.9% of the variance in impulse purchase behaviour.

In contrast, daily short-video usage, D2C purchase frequency, and occupation were not significantly associated with impulse purchase levels, suggesting that content-related perceptions may provide greater explanatory value than exposure duration or demographic grouping within this sample. However, the substantial divergence between response batches and the low pooled reliability coefficients require these findings to be interpreted as exploratory rather than conclusive. The study therefore provides preliminary evidence that the perceived characteristics of short-form fashion content are more closely related to impulse purchase behaviour than simple measures of platform usage, while highlighting the need for larger, more rigorously validated and longitudinal studies to establish the robustness of these relationships.

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