

**THE INFLUENCE OF SHORT VIDEO MARKETING FACTORS ON FOOD
PURCHASE INTENTION, MEDIATED BY CONSUMER BRAND
ATTITUDE: A STUDY WITH SPECIAL REFERENCE TO FACEBOOK
USERS IN SRI LANKA**

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ABSTRACT

This research investigates the influence of short video marketing factors on food purchase intention, mediated by consumer brand attitude: a study with special reference to Facebook users in Sri Lanka. With many food brands now using short videos on social media to promote their products, this study explores how such content influences consumers' food purchasing intention.

The study examines six key factors of short video marketing: interesting content, perceived usefulness, scenario-based experience, user interaction, perceived enjoyment, and celebrity involvement. It also analyzes how brand attitude functions as a mediating variable between short video marketing factors and food purchase intention.

Data were collected through a structured questionnaire distributed to Facebook users in Sri Lanka, with a sample selected via convenience sampling. The analysis involved univariate techniques, correlation, regression, and mediation methods to address the four research objectives.

Findings revealed that all six marketing factors have a positive relationship with both brand attitude and purchase intention. When users perceive short videos as enjoyable and useful, their attitude toward the brand becomes more favorable, which in turn strengthens their intention to purchase. Moreover, brand attitude partially mediates this relationship, offering insight into how short videos shape consumer behavior.

This research contributes to the understanding of digital and social media marketing in the Sri Lankan food industry, providing valuable insights for marketers seeking to enhance consumer brand attitude and drive sales through short video content.

Keywords: Short video marketing, Food purchase intention, Brand attitude, Facebook users, Consumer behavior, Sri Lanka

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