

The Impact of Short-Form Video Advertisements on Digital Consumer Behavior: A Case Study of Restaurant and Food Advertising in Algeria

Sahari Soulef¹, Bouchenkir Imen², Lila Guettaf³, Abid Khadidja⁴

Abstract

This study aims to examine the influence of short-form video advertisements on digital consumer behavior, with a specific focus on restaurant and food-related advertising in the Algerian context. Adopting a descriptive-analytical research approach, the findings reveal that short-form video ads exert a statistically significant, moderately strong effect on digital consumer behavior. Based on these results, the study proposes several practical recommendations. Chief among them are: (1) refining digital targeting strategies to ensure advertisements reach audiences with a genuine interest in culinary experiences and dining, and (2) integrating elements of sustainability and corporate social responsibility into promotional content to reflect brand values and resonate with increasingly conscious digital consumers.

Keywords: *Short-Form Video Advertising, Digital Consumer, Digital Consumer Behavior, Restaurant and Food Advertising.*

Received: 30.10.2025

Accepted: 16.12.2025

Introduction

In recent years, digital marketing has undergone a profound transformation, with short-form video advertisements emerging as one of the most influential tools for capturing consumer attention and driving purchasing decisions in an increasingly dynamic and competitive marketing landscape. The rapid evolution of social media platforms—and their growing adoption by brands—has solidified the role of short-form video ads as a cornerstone of contemporary marketing strategies. Their ability to convey compelling, visually rich, and concise messages in a matter of seconds makes them uniquely suited to today's fast-paced digital environment.

Within this context, the restaurant and food sector stands out as one of the primary beneficiaries of this advertising format. The inherently visual and sensory nature of food products aligns perfectly with the strengths of short-form video content, which can effectively evoke appetite and desire through vivid imagery and dynamic storytelling. Furthermore, these advertisements have significantly enhanced consumer engagement with digital platforms and expanded brands' reach to new customer segments. This underscores the scientific and practical necessity of investigating the impact of short-form video advertising on digital consumer behavior in the Algerian market, in order to assess its effectiveness and identify avenues for strategic optimization.

Research Problem

Despite the widespread adoption of short-form video ads as a key promotional tool for restaurants and food businesses in Algeria, the extent and nature of their influence on digital consumer behavior remain insufficiently understood. This gap calls for rigorous academic inquiry to dissect the mechanisms through which these ads operate and to identify the specific factors that drive their effectiveness. Accordingly, this study addresses the following central research question:

¹ Doctor, Badji Mokhtar University of Annaba (Algeria). E-mail: soulef.sahari@univ-annaba.dz ; <https://Orcid.org/0009-0001-5315-6426>.

² Professor, Badji Mokhtar University of Annaba (Algeria). E-mail: imen.bouchenkir@univ-annaba.dz ; <https://Orcid.org/0009-0008-3458-6587>

³ Professor, Ferhat Abbas University of Setif (Algeria). E-mail: lila.guettaf@univ-setif.dz ; <https://Orcid.org/0009-0009-4755-1604>

⁴ Doctor, Cheikh Larbi Tebessi University of Tebessa (Algeria). E-mail: khadidja.abid@univ-tebessa.dz ; <https://Orcid.org/0009-0007-6352-2139>

What is the impact of short-form video advertisements for restaurants and food products in Algeria on digital consumer behavior?

Sub-Questions

To explore this overarching question, the following sub-questions are formulated:

- ?

Research Hypotheses

Main Hypothesis

There is a statistically significant relationship between short-form video advertisements for restaurants and food in Algeria and digital consumer behavior.

Sub-Hypotheses

To address the research questions, the following specific hypotheses will be tested:

1. There is a statistically significant relationship between visual appeal and creativity in short-form video ads for restaurants and food in Algeria and digital consumer behavior.
2. There is a statistically significant relationship between the duration of short-form video ads for restaurants and food in Algeria and digital consumer behavior.
3. There is a statistically significant relationship between the credibility and source of short-form video ads for restaurants and food in Algeria and digital consumer behavior.
4. There is a statistically significant relationship between repeated exposure to short-form video ads for restaurants and food in Algeria and digital consumer behavior.
5. There is a statistically significant relationship between the interactivity and shareability of short-form video ads for restaurants and food in Algeria and digital consumer behavior.

Research Objectives

This study aims to:

- Analyze the influence of short-form video advertisements for restaurants and food on various dimensions of digital consumer behavior in Algeria;
- Identify the most impactful ad elements—such as content appeal, frequency of exposure, influencer involvement, and promotional offers;
- Provide actionable recommendations for restaurants and food brands to enhance the effectiveness of their short-form video advertising strategies in the Algerian market.

Significance of the Study

This research contributes both theoretically and practically. Theoretically, it addresses a notable gap in the local academic literature regarding the efficacy of short-form video advertising in shaping digital consumer behavior within a specific cultural and economic context—namely, Algeria. Practically, it offers valuable insights for food and restaurant businesses seeking to optimize their digital marketing efforts. By clarifying

how short-form video content influences consumer engagement, decision-making, and brand perception, the study empowers marketers to design more resonant and results-driven advertising campaigns.

Research Methodology

This study employs a descriptive-analytical research design to achieve its objectives. The theoretical framework is developed through a comprehensive review of relevant literature, while primary data are collected from a targeted sample of Algerian digital consumers. Quantitative data are analyzed using descriptive statistics—specifically, means and standard deviations—to interpret patterns, test hypotheses, and draw evidence-based conclusions.

Review of Previous Studies

The following is a synthesis of key studies related to the research topic:

1. **Dou, Z., & Zhang, Y. (2023).** The Influence of Short Video Advertisements on Consumers' Purchase Intention. *Journal of Education, Humanities and Social Sciences*, 13. This study examined how short video ads affect purchase intention, identifying pricing offers, influencer endorsements, and ad repetition as the most influential factors. The authors recommended aligning influencer profiles with brand identity, optimizing ad frequency, and enhancing the entertainment and dramatic elements of advertisements.
2. **Chen, C., & Quan, L.-Q. (2024).** The Impact of Short Video Advertisement on Consumer's Purchase Intention—A Case Study of China. *International Journal of Economics, Business and Management Research*, 8(12). Focusing on the Chinese market, this research analyzed how ad elements—such as narrative themes, ethical values, functional orientation, content quality, and cost-performance ratio—affect purchase intention. Findings highlighted that positive emotions and interactive experiences significantly increase purchase likelihood, with digital influencers playing a pivotal role. The study advocated for higher content quality, deeper consumer understanding, and strategic influencer collaboration.
3. **Meng, L. (Monroe), Kou, S., Duan, S., & Bie, Y. (2024).** The Impact of Content Characteristics of Short-Form Video Ads on Consumer Purchase: Evidence from TikTok. *Journal of Business Research*, 183.

Using grounded theory, this study identified five core content characteristics: credibility, expertise, attractiveness, authenticity, and brand heritage. Analysis of 2,578 TikTok short videos from 2022 revealed that credibility, expertise, and attractiveness positively influence purchase behavior, while authenticity and brand heritage exhibit curvilinear (inverted U-shaped) effects. The authors emphasized tailoring these characteristics to align with consumer expectations for greater advertising impact.

Key Distinctions Between Previous Research and the Present Study

- Prior studies primarily focused on general purchase intention or behavior across diverse sectors, whereas this research specifically examines **digital consumer behavior**—encompassing engagement, interaction, decision-making, and post-purchase responses—within the **restaurant and food industry**.
- Earlier works largely measured purchase intention as the sole outcome, while this study adopts a **broader behavioral perspective**, offering practical digital marketing insights tailored to food businesses.
- Existing literature addressed international contexts (e.g., China) or non-geographically specified markets; in contrast, this study is **grounded in the Algerian market**, making its findings directly relevant to local marketers and policymakers.

- A distinctive feature of this research is its **multidimensional approach** to digital consumer behavior, integrating not only purchase decisions but also **interaction, sharing, attention, and post-consumption responses**.

Research Structure

This academic article is organized into three main sections. The first section presents the theoretical framework of short-form video advertising. The second section outlines the theoretical foundations of digital consumer behavior. The article concludes with an empirical investigation into the impact of short-form video advertisements on digital consumer behavior in the Algerian context.

Short-Form Video Advertising

Short-form video advertising has emerged as a highly effective tool in digital marketing, capable of capturing attention rapidly and delivering persuasive messages within a few seconds. This format enhances user engagement and significantly influences consumers' purchase decisions.

Definition of Short-Form Video Advertising

Definition 1: “Short-form video advertisements refer to promotional content that utilizes video as a medium to market products, services, or brands. These ads integrate visual, auditory, and narrative elements and are disseminated across various digital platforms.” (Heba, 2024, p. 5)

Definition 2: “A category of video advertising characterized by brief durations—typically ranging from a few seconds to one or two minutes—designed and distributed via digital and social media platforms to quickly capture viewer attention and prompt a specific action, such as making a purchase or visiting a website. These ads are often programmatically bought and sold, leveraging precise targeting strategies and interactive features to maximize engagement and sharing.” (For Business, 2023, p. 1)

Key Characteristics of Short-Form Video Advertising

Short-form video ads possess several distinctive features that account for their effectiveness in digital marketing:

1. **Brief Duration:** Most ads last under 60 seconds, aligning with the declining attention spans of digital audiences. While over 66% of current video ads are under 30 seconds, some marketers consider the optimal length to be between one and three minutes (Fisher, 2024, p. 1).
2. **High Visual Appeal:** These ads employ rapid visual cuts, dynamic effects, animated text, and trending audio tracks to instantly capture viewers' attention.
3. **Clear and Concise Messaging:** They convey a single, compelling idea or a direct call-to-action (CTA) in a focused and succinct manner, avoiding excessive detail (Davis, 2024, p. 1).
4. **Immediate Interactivity:** Ads frequently incorporate embedded links or clickable buttons (e.g., “Shop Now” or “Learn More”) to encourage instant consumer response (Jain, 2025, p. 1).
5. **Distribution Across Modern Platforms:** Short-form videos are primarily shared on platforms such as TikTok, Instagram Reels, YouTube Shorts, and Facebook Reels (Diko, 2025, p. 1).
6. **High Virality Potential:** Their compact and engaging design makes them highly shareable, significantly increasing organic reach across social networks. (DigitalPracer, 2025; retrieved August 25, 2025, from <https://www.digitalpracer.com>)

7. **Reliance on Influencers and Content Creators:** Brands frequently collaborate with influencers who integrate promotional messages into authentic-looking, trusted content (Jackson, 2024, p. 1).
8. **Emotional or Entertainment Orientation:** Many ads incorporate dramatic, humorous, or emotionally resonant elements to forge deeper connections with viewers (Davis, 2024, p. 1).
9. **Precise Audience Targeting:** Leveraging artificial intelligence and platform algorithms, these ads are delivered to users most likely to engage or convert (Jain, op. cit., p. 1).
10. **Relatively Low Production Cost:** Compared to traditional advertising, short-form videos can be produced using smartphones and minimal budgets, making them accessible to small businesses and agile marketing teams (Reach Digital, 2025, p. 1).

Platforms for Short-Form Video Advertising

Short-form video content is predominantly distributed through the following platforms:

1. **TikTok:** The pioneer of short-form content, TikTok prioritizes creativity and authenticity through its algorithm-driven feed.
2. **Instagram Reels:** A core feature of Instagram, Reels enhances content discovery and boosts user interaction, particularly among younger demographics.
3. **YouTube Shorts:** YouTube's response to TikTok, Shorts enables creators to engage existing subscribers while expanding brand awareness among new viewers.
4. **Facebook Reels and Snapchat Spotlight:** These platforms offer comparable short-video functionalities, allowing brands to reach diverse audience segments across Meta's and Snap's ecosystems.
(DigitalPracer, 2025; retrieved August 25, 2025, from <https://www.digitalpracer.com>)
(99Robot, 2025; retrieved August 25, 2025, from <https://99robot.com>)

Digital Consumer Behavior

Digital consumer behavior has become increasingly dynamic and interactive, shaped profoundly by modern digital technologies and social media platforms. This transformation has compelled organizations to adapt their marketing strategies to align with the evolving stages of the digital purchase decision journey.

Definition of Digital Consumer Behavior

Definition 1: “Digital consumer behavior refers to the set of actions and activities individuals undertake across various digital channels—such as smartphones and social media platforms—to recognize daily needs, search for product and service information, compare alternatives, and consult user and influencer reviews, ultimately leading to an informed purchase decision.” (Salloum et al., 2018, p. 340)

Definition 2: “Digital consumer behavior is a specialized field that examines how consumers search for, purchase, and use products and services within digital environments. This behavior manifests across multiple digital platforms—including the internet, mobile devices, social media, and other digital channels—with the aim of informing marketing strategies through the analysis of consumer interactions.” (Ibrahim, 2024, p. 67)

Characteristics of Digital Consumer Behavior

While digital consumers share certain traits with traditional consumers, they exhibit distinct characteristics shaped by the digital marketing ecosystem:

1. **Group-Oriented Decision-Making:** According to marketing expert Seth Godin, digital consumers tend to form communities based on shared values and interests, relying on these groups to guide their purchasing decisions (Godin, 2018, p. 355).
2. **Constant Connectivity:** Digital consumers are continuously connected to the internet—24/7, from any location—with their interactions often characterized by personal and private engagement.
3. **Information Dissemination Role:** Social media empowers digital consumers to easily share their brand experiences and opinions, rapidly disseminating feedback across wide networks (Derraoui, 2021, p. 94).
4. **Enhanced Control in Brand Relationships:** With abundant information at their fingertips, digital consumers exert greater influence over products and services, enabling them to articulate preferences and expectations with unprecedented precision.
5. **Volatility and Low Brand Loyalty:** Due to the ease of accessing alternatives and conducting comparisons, digital consumers exhibit reduced brand loyalty and greater willingness to switch brands (Lendrevie, Lévy, & Baynast, 2017, p. 255).

The Purchase Decision in the Digital Environment

Rapid advancements in digital technology and communication tools have significantly reshaped consumer purchasing behavior. The digital purchase process differs markedly from its traditional counterpart, featuring:

- Effortless product search and browsing;
- Access to peer reviews and user-generated evaluations;
- Swift and flexible price and offer comparisons;
- Greater reliance on social proof and third-party recommendations before purchase.

These attributes have redefined the stages of the digital purchase journey. Traditionally, the **AIDA model** (Attention, Interest, Desire, Action) outlined four key phases:

1. **Attention:** Capturing the consumer's awareness of a product or service;
2. **Interest:** Generating curiosity and providing relevant information;
3. **Desire:** Fostering a strong emotional inclination toward the offering;
4. **Action:** Prompting the consumer to complete the purchase.

However, Derek Rucker extended this framework into the **4A model**, which incorporates post-purchase behavior:

1. **Aware:** Consumer becomes aware of the brand or product;
2. **Attitude:** Consumer forms a favorable or unfavorable attitude;
3. **Act:** Consumer makes the purchase;
4. **Act Again:** Consumer engages in repeat purchase or brand advocacy. (Kotler et al., 2017, p. 82)

This expanded model better reflects the cyclical and relational nature of digital consumer engagement.

The Impact of Short-Form Video Advertisements for Restaurants and Food in Algeria on Digital Consumer Behavior

Survey Data Analysis

Research Method and Data Collection Tools: A survey was conducted in eastern Algerian cities between August 1 and August 25, 2025, to assess the influence of short-form video advertisements for restaurants and food on digital consumer behavior. A structured questionnaire was administered to collect primary data and test the study's hypotheses.

Population and Sample: A purposive sampling technique was employed to select 100 digital consumers representing diverse demographic segments, enhancing the study's reliability and validity. A total of 110 questionnaires were distributed, with **100 valid responses retrieved**—yielding a **response rate of 90.9%**.

Research Instrument: To gather data, test hypotheses, and examine relationships between variables, a questionnaire was developed based on relevant prior studies. It comprised two sections:

- **Section 1: Demographic Information** Included gender, age, and educational level.
- **Section 2: Core Constructs** This section contained two main variables:

Independent Variable – “Short-form video advertisements for restaurants and food in Algeria”

Measured through 10 items across five dimensions:

- Visual appeal and creativity (2 items)
- Ad duration (2 items)
- Ad credibility and source (2 items)
- Frequency of exposure (2 items)
- Interactivity and shareability (2 items)

Dependent Variable – “Digital consumer behavior” Measured through **12 items**.

All questions were closed-ended, and responses were captured using a **5-point Likert scale**.

Table 1: Likert Scale Response Categories and Weighted Interpretation

Weighted Mean Range	Response Label	Interpretation Level
4.20 – 5.00	Strongly Agree	Very High
3.40 – 4.19	Agree	High
2.60 – 3.39	Neutral	Moderate
1.80 – 2.59	Disagree	Low
1.00 – 1.79	Strongly Disagree	Very Low

Source: Authors' compilation based on established measurement literature.

✓ **Reliability of the Research Instrument**

Table 2: Cronbach's Alpha Coefficients for the Questionnaire Dimensions

Construct	Number of Items	Cronbach's Alpha
Short-form video advertising	10	0.764
Digital consumer behavior	12	0.857

Source: Authors' analysis based on SPSS output.

As shown in Table 2, Cronbach's alpha values for both constructs—short-form video advertising (0.764) and digital consumer behavior (0.857)—exceed the commonly accepted threshold of **0.60**, indicating **acceptable to good internal consistency**. This confirms the reliability of the measurement instrument and suggests that similar results would likely be obtained if the study were replicated under comparable conditions with a larger sample.

Demographic Profile of the Sample

a. Gender and Age Distribution

Table 3: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	35	35%
Female	65	65%
Total	100	100%

Table 4: Age Distribution of Respondents

Age Group	Frequency	Percentage
Under 20 years	31	31%
21–40 years	44	44%
41–60 years	17	17%
Over 60 years	8	8%
Total	100	100%

Source: Authors' analysis based on SPSS output.

The sample is predominantly female (65%), reflecting the gender composition of active digital users in the surveyed regions. In terms of age, the largest segment (44%) falls within the **21–40 years** range, followed by those **under 20 years** (31%). This distribution aligns with the demographic profile of the most active social media users in Algeria—particularly on platforms hosting short-form video content—and enhances the ecological validity of the findings.

b. Educational Level

Table 5: Educational Background of Respondents

Educational Level	Frequency	Percentage
Primary or lower	6	6%
Lower secondary	14	14%
Upper secondary	22	22%
University degree	52	52%
Vocational training	6	6%
Total	100	100%

Source: Authors' analysis based on SPSS output.

A majority of respondents (52%) hold a **university degree**, suggesting a sufficient level of digital literacy and critical awareness to engage meaningfully with the survey content. Combined with the 22% holding upper secondary education, these groups represent **74% of the sample**, reinforcing the reliability and thoughtfulness of the responses provided.

Analysis of the Independent Variable: Short-Form Video Advertising

To assess respondents' attitudes toward short-form video advertising, mean scores and standard deviations were computed for each item and dimension (see Table 6).

Table 6: Respondents' Perceptions of Short-Form Video Advertising

Item / Dimension	Mean	SD	Interpretation
Visual Appeal & Creativity			
1. Ads visually capture my attention	4.020	0.852	Agree
2. Creative design motivates me to watch	4.010	0.611	Agree
Subscale mean	4.015	0.637	Agree
Ad Duration			
3. I prefer short ads—they save time	4.120	0.498	Agree
4. Long ads lose my interest	4.060	0.445	Agree
Subscale mean	4.090	0.391	Agree
Credibility & Source			
5. I trust ads from credible influencers	3.870	0.393	Agree
6. Ad information is honest & accurate	3.840	0.443	Agree
Subscale mean	3.855	0.624	Agree
Frequency & Cross-Platform Exposure			
7. Repeated views increase my desire to try	4.370	0.393	Strongly Agree
8. Seeing ads on multiple platforms boosts credibility	4.050	0.386	Agree
Subscale mean	4.210	0.396	Strongly Agree
Interactivity & Shareability			
9. I prefer interactive ads (like/comment/share)	4.010	0.362	Agree

10. I share enjoyable/useful ads with friends/family	3.920	0.580	Agree
Subscale mean	3.965	0.371	Agree
Overall Scale Mean	4.027	0.486	Agree

Source: Authors' analysis based on SPSS output.

The overall mean ($M = 4.027$, $SD = 0.486$) indicates a **consistently positive perception** of short-form video advertising among Algerian digital consumers. All five dimensions registered “Agree” or higher:

- **Frequency and cross-platform exposure** emerged as the strongest driver ($M = 4.210$), suggesting that **repetition and multi-platform visibility** significantly enhance purchase intent.
- **Ad duration** ranked second ($M = 4.090$), confirming consumer preference for brevity.
- **Visual appeal and creativity** ($M = 4.015$) underscore the importance of aesthetic and narrative design in capturing attention.
- **Credibility** ($M = 3.855$) and **interactivity** ($M = 3.965$) also received strong support, highlighting the value of trusted sources and participatory features.

These findings demonstrate that short-form video ads successfully fulfill core marketing functions: **attention-grabbing, trust-building, and engagement facilitation**, with **exposure frequency** being the most potent factor.

Analysis of the Dependent Variable: Digital Consumer Behavior

Table 7: Respondents' Digital Consumer Behavior

Item	Mean	SD	Interpretation
1. I notice restaurant/food short ads while browsing	4.030	0.745	Agree
2. These ads help me discover new restaurants/foods	3.960	0.549	Agree
3. I like/comment/save these ads	3.950	0.520	Agree
4. I search for reviews after seeing an ad	4.010	0.522	Agree
5. I compare prices/offers before ordering	4.020	0.471	Agree
6. I feel motivated to try the restaurant/app after viewing an ad	3.990	0.414	Agree
7. Ads increase my curiosity about new cuisines	4.020	0.449	Agree
8. I have ordered food directly due to a short video ad	3.860	0.532	Agree

9. Promotions/discounts in ads influence my choice	4.020	0.471	Agree
10. I reorder if my experience was positive	4.030	0.361	Agree
11. I write reviews after positive/negative experiences	3.690	0.720	Agree
12. I recommend restaurants discovered via short ads to others	3.840	0.563	Agree
Overall Scale Mean	3.952	0.335	Agree

Source: Authors' analysis based on SPSS output.

The overall mean for digital consumer behavior ($M = 3.952$, $SD = 0.335$) reflects a **high and consistent level of engagement** across the consumer journey:

- **Awareness & Discovery:** Respondents actively notice ads (4.030) and use them to discover new offerings (3.960).
- **Engagement & Research:** High levels of interaction (3.950) and post-ad information seeking (4.010) confirm the **stimulating role** of these ads.
- **Purchase Influence:** Ads directly motivate trial (3.990), with **38.6%** reporting actual orders prompted by short videos (Item 8). Promotions are a key motivator (4.020).
- **Post-Purchase Behavior:** Satisfaction leads to **repeat orders** (4.030) and **word-of-mouth recommendations** (3.840).
- **Review Activity** is slightly lower (3.690), suggesting that while sharing with close circles is common, formal platform reviews are less frequent.

Collectively, these results confirm that short-form video advertising **effectively drives digital consumer behavior across all stages**—from attention and evaluation to purchase, loyalty, and advocacy—with the strongest impact observed in **initial attention** and **purchase motivation**.

Statistical Testing of Sub-Hypotheses

#	Independent Variable	Dependent Variable	B (Slope)	Constant (b)	r	R ²	t	F	p-value
1	Visual Appeal & Creativity	Digital Consumer Behavior	2.403	28.120	0.762	0.580	16.745	135.383	0.001
2	Ad Duration	Digital Consumer Behavior	3.101	22.051	0.604	0.356	6.490	56.264	0.001

3	Ad Credibility & Source	Digital Consumer Behavior	2.415	28.803	0.375	0.140	6.170	16.008	0.001
4	Ad Repetition	Digital Consumer Behavior	0.123	46.382	0.121	0.015	48.977	1.464	0.229
5	Interactivity & Shareability	Digital Consumer Behavior	3.209	21.970	0.592	0.350	6.249	52.858	0.001

The results of the regression analyses for the five sub-hypotheses are summarized in **Table 8**.

Table 8: Linear Regression Analysis of Sub-Hypotheses

Source: Authors' analysis based on SPSS output.

Sub-Hypothesis 1: Visual Appeal & Creativity

- **H₀**: No statistically significant relationship exists between visual appeal/creativity and digital consumer behavior ($\alpha \leq 0.05$).
- **H₁**: A statistically significant relationship exists.

Results show a **strong positive relationship** ($r = 0.762$, $R^2 = 0.580$), indicating that **58% of the variance** in digital consumer behavior is explained by visual appeal and creativity. The model is highly significant ($p < 0.001$; $F = 135.383$). The regression equation is:

$$Y_1 = 28.120 + 2.403X_1$$

→ **H₁ is accepted; H₀ is rejected.**

Sub-Hypothesis 2: Ad Duration

- **H₀**: No significant relationship between ad duration and behavior.
- **H₁**: A significant relationship exists.

A **moderate positive effect** was found ($r = 0.604$, $R^2 = 0.356$; $p < 0.001$).

$$Y_2 = 22.051 + 3.101X_2$$

→ **H₁ accepted; H₀ rejected.**

Sub-Hypothesis 3: Ad Credibility & Source

- **H₀**: No significant relationship.
- **H₁**: A significant relationship exists.

Results indicate a **weak-to-moderate but significant** effect ($r = 0.375$, $R^2 = 0.140$; $p < 0.001$), meaning

14% of behavioral variance is attributable to credibility.
 $Y_3 = 28.803 + 2.415X_3$

→ H_1 accepted; H_0 rejected.

Sub-Hypothesis 4: Ad Repetition

- H_0 : No significant relationship.
- H_1 : A significant relationship exists.

The analysis reveals **no statistically significant effect** ($r = 0.121$, $R^2 = 0.015$; $p = 0.229 > 0.05$). Despite the large t-value (likely due to scaling), the model lacks explanatory power (**only 1.5% of variance explained**).

$$Y_4 = 46.382 + 0.123X_4$$

→ H_0 accepted; H_1 rejected.

Interpretation: Excessive repetition alone does not drive behavioral change. In saturated digital environments, overexposure without added value may trigger **ad fatigue** or **banner blindness**, where consumers actively ignore repetitive content. Effective influence requires **quality, novelty, and relevance**—not mere frequency.

Sub-Hypothesis 5: Interactivity & Shareability

- H_0 : No significant relationship.
- H_1 : A significant relationship exists.

A **moderate positive impact** was confirmed ($r = 0.592$, $R^2 = 0.350$; $p = 0.001$).
 $Y_5 = 21.970 + 3.209X_5$

→ H_1 accepted; H_0 rejected.

Statistical Testing of the Main Hypothesis

Table 9: Regression Analysis of the Main Hypothesis

Independent Variable	Dependent Variable	β	Constant	r	R^2	t	F	p-value
Short-form video ads	Digital consumer behavior	0.442	29.627	0.534	0.285	10.340	39.121	0.001

Source: Authors' analysis based on SPSS output.

- H_0 : No significant relationship between short-form video ads and digital consumer behavior.
- H_1 : A significant relationship exists.

The overall model is **statistically significant** ($p = 0.001$; $F = 39.121$), with a **moderate positive correlation** ($r = 0.534$). The coefficient of determination ($R^2 = 0.285$) indicates that **28.5% of the variation** in digital consumer behavior is explained by short-form video advertising. The regression equation is:

$$Y = 29.627 + 0.442X$$

→ **Conclusion: H_1 is accepted; H_0 is rejected.** Short-form video advertisements for restaurants and food in Algeria exert a **statistically significant, positive, and moderate influence** on digital consumer behavior.

Conclusion

This study aimed to investigate the impact of short-form video advertisements for restaurants and food on digital consumer behavior in the Algerian context. Through theoretical analysis and empirical testing, the following key findings emerged:

Key Findings

- Respondents exhibited **strongly positive attitudes** toward short-form video ads, recognizing their effectiveness in shaping digital behavior.
- **Ad repetition alone showed no significant effect**, highlighting the risk of **ad saturation** and **consumer desensitization** in oversaturated digital feeds.
- **Ad duration** had a **moderately strong impact**, with consumers clearly favoring concise content that respects their attention span.
- **Visual appeal and creativity** emerged as the **most influential factor**, underscoring the critical role of innovative design and storytelling.
- **Ad credibility and source** (e.g., trusted influencers) exerted a **weak-to-moderate but significant effect**, confirming that trust enhances persuasive power.
- **Interactivity and shareability** significantly contributed to engagement, demonstrating that participatory features amplify behavioral impact.
- **Overall**, short-form video ads exert a **moderately strong and statistically significant influence** on digital consumer behavior.
- The **most affected stages** of the consumer journey were **attention and trial**, whereas **post-purchase behaviors** (e.g., writing formal reviews) showed **lower responsiveness**, though informal recommendations remained strong.

Practical Recommendations

Based on these findings, the following strategic recommendations are proposed for restaurants and food brands operating in Algeria:

1. **Refine digital targeting** to reach audiences with genuine interest in culinary experiences, minimizing wasted impressions.
2. **Offer exclusive, time-sensitive promotions** within short videos to drive immediate trial and conversion.

3. **Leverage digital analytics** to monitor real-time engagement and dynamically optimize ad content and placement.
4. **Incorporate compelling narratives** that connect emotionally with viewers and reinforce brand identity.
5. **Use brand-aligned music and sound design** to capture attention within the first seconds—a critical window on short-video platforms.
6. **Enable one-click ordering** directly from video ads to shorten the decision-to-purchase journey.
7. **Experiment with multiple ad formats** (e.g., Stories, Reels, interactive polls) to identify the most effective approach for specific audience segments.
8. **Ensure transparency** in advertising—clearly disclose prices, ingredients, and promotional terms to build and maintain consumer trust.
9. **Integrate sustainability and social responsibility** into ad messaging to resonate with the growing segment of ethically conscious digital consumers.

References

- Baynast, A. de, Lendrevie, J., & Lévy, J. (2017). *Mercator: Tout le marketing à l'ère digitale* (12th ed.). Dunod.
- Derraoui, A. (2021). Customer relationship management and social media: An empirical study in Algerian organizations. *Journal of Finance and Markets*, 8(1).
- EFENDIOĞLU, İ. H. (2024). Digital consumer behavior—A systematic literature review. *Prizren Social Science Journal*, 8(1), 63–80.
- Fisher, J. (2024, August 25). Short-form video trends you need to know. Lifewire. <https://www.lifewire.com>
- For Business. (2023). What are video ads and how do they work? Snapchat for Business. <https://forbusiness.snapchat.com>
- Godin, S. (2018). *This is marketing: You can't be seen until you learn to see*. Portfolio/Penguin.
- Heba Allah, M. A. Khudayri. (2024). [Attention-grabbing techniques in video advertising on digital platforms]. *Al-Majallah al-Misriyyah li-Buhuth al-Itisal wa al-I'lam al-Raqami* (Egyptian Journal of Communication and Digital Media Research), 3(3).
- Jackson, T. (2024, August 25). Short-form video: Transforming modern marketing strategies. *B2B Daily*. <https://b2bdaily.com>
- Jain, N. (2025, August 25). Short-form video dominance: Adapting your marketing strategy for a TikTok-first world in 2025. *Content Hurricane*. <http://contenthurricane.com>
- Diko, J. (2025, August 25). How short-form video can strengthen your social media ads. *Cluth*. <http://cluth.co>
- DigitalPracer. (2025, August 25). The rise of short-form video advertising. <https://www.digitalpracer.com>
- 99Robot. (2025, August 25). Viral potential of short-form content. <https://99robot.com>
- Reach Digital. (2025, August 25). Short-form video strategy for your next marketing campaign. Reach Digital Group. <https://reachdigitalgroup.com>
- Davis, S. (2024, August 25). The rise of short-form video: A marketing revolution. Lifewire. <https://www.lifewire.com>
- Salloum, S. A., Al-Emran, M., & Shaalan, K. (2018). The impact of knowledge sharing on information systems: A review. In *Proceedings of the 13th International Conference on Knowledge Management and Organizational Learning (KMO)* (pp. 337–348). Slovakia.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons.
- References APA
- Baynast, A. de, Lendrevie, J., & Lévy, J. (2017). *Mercator: Tout le marketing à l'ère digitale* (12th ed.). Dunod.
- B2B Daily. (2024, August 25). Short-form video: Transforming modern marketing strategies. <https://b2bdaily.com>
- Cluth. (2025, August 25). How short-form video can strengthen your social media ads [Blog post]. <http://cluth.co>
- Content Hurricane. (2025, August 25). Short-form video dominance: Adapting your marketing strategy for a TikTok-first world in 2025 [Blog post]. <http://contenthurricane.com>
- Davis, S. (2024, August 25). The rise of short-form video: A marketing revolution. Lifewire. <https://www.lifewire.com>
- DigitalPracer. (2025, August 25). The rise of short-form video advertising. <https://www.digitalpracer.com>
- Derraoui, A. (2021). Customer relationship management and social media: An empirical study in Algerian organizations. *Journal of Finance and Markets*, 8(1).
- EFENDIOĞLU, İ. H. (2024). Digital consumer behavior—A systematic literature review. *Prizren Social Science Journal*, 8(1), 63–80.
- Fisher, J. (2024, August 25). Short-form video trends you need to know. Lifewire. <https://www.lifewire.com>

- For Business. (2023). What are video ads and how do they work? Snapchat for Business. <https://forbusiness.snapchat.com>
- Godin, S. (2018). *This is marketing: You can't be seen until you learn to see*. Portfolio/Penguin.
- Heba Allah, M. A. K. (2024). Attention-grabbing techniques in video advertising on digital platforms. *Egyptian Journal of Communication and Digital Media Research*, 3(3).
- Jackson, T. (2024, August 25). Short-form video: Transforming modern marketing strategies. *B2B Daily*. <https://b2bdaily.com>
- Jain, N. (2025, August 25). Short-form video dominance: Adapting your marketing strategy for a TikTok-first world in 2025. *Content Hurricane*. <http://contenthurricane.com>
- 99Robot. (2025, August 25). Viral potential of short-form content. <https://99robot.com>
- Reach Digital. (2025, August 25). Short-form video strategy for your next marketing campaign. <https://reachdigitalgroup.com>
- Salloum, S. A., Al-Emran, M., & Shaalan, K. (2018). The impact of knowledge sharing on information systems: A review. In *Proceedings of the 13th International Conference on Knowledge Management and Organizational Learning (KMO)* (pp. 337–348).
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons.