

From Story to Sale: The Mediating Role of Consumer Engagement in Short Video Marketing at Petro's Coffee

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Abstract

The rapid advancement of digitalization has transformed marketing strategies in Indonesia's food and beverage (F&B) industry, with short video marketing emerging as a key approach to reaching modern consumers. This study aims to examine the effect of short video marketing on consumers' purchase intention, with consumer engagement serving as a mediating variable among Petro's Coffee customers. A quantitative approach was employed using a cross-sectional survey design involving 150 respondents aged 18–45 years who had been exposed to Petro's Coffee short video content within the past three months. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The theoretical foundation of this study integrates the Stimulus–Organism–Response (S-O-R) framework to explain the psychological mechanisms underlying consumer responses. The results indicate that short video marketing has a positive and significant effect on consumer engagement, consumer engagement positively and significantly influences purchase intention, and consumer engagement significantly mediates the relationship between short video marketing and purchase intention. These findings highlight consumer engagement as a key mechanism in translating short video marketing stimuli into consumers' behavioral responses. Practically, this study provides strategic implications for F&B industry practitioners in optimizing short video marketing by strengthening consumer engagement to enhance purchase intention.

Keywords: Short Video Marketing, Consumer Engagement, Purchase Intention, Social Media, F&B Industry

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Introduction

The era of digitalization has transformed the marketing paradigm in Indonesia's food and beverage (F&B) industry, with short video marketing emerging as a dominant strategy for reaching modern consumers. Recent data indicate that the number of short video users has reached 1.012 billion globally, as short video marketing fulfills people's entertainment needs in increasingly busy lifestyles (Shen & Wang, 2024). Marketing, as defined by Widodo (2018), encompasses planning, promotion, and distribution activities designed to satisfy potential consumers' needs. The unique characteristics of short videos such as low entry barriers, rich informational content, and rapid information transmission are able to fully stimulate consumers' virtual senses and create strong emotional connections with brands (Xiao et al., 2023). Nevertheless, the adoption of this technology still faces challenges, particularly limitations in resources and digital skills among micro, small, and medium enterprises (MSMEs) (Erwansyah et al., 2022; Pangestu et al., 2023).

Previous studies suggest that short video marketing enhances content authenticity and fosters greater interactivity among audiences (Sun, 2020). These findings are consistent with research in the Indonesian MSME context, which demonstrates that digital marketing and social media utilization play a significant role in shaping consumers' purchase interest and decisionmaking (Nasution, 2021; Nasution & Putra, 2022). Similarly, Sedej (2019) confirms that short video marketing possesses high information density, which is conducive to eliciting audiences' emotional needs. Platforms such as Instagram Stories have been shown to generate more favorable attitudes toward advertising compared to Facebook Wall, with users exposed to advertisements on Instagram Stories exhibiting more positive advertising predispositions (Pérez-Rueda et al., 2019). Industry data further indicate that Stories are among the most frequently used content formats, with accounts posting an average of 46 Stories per week. This approach is intended to introduce and educate consumers about the products and services offered by MSMEs (Erwansyah et al., 2022).

Petro's Coffee, a local coffee brand, has adopted a multi-platform short video marketing strategy through WhatsApp Stories and Instagram Stories to reach different customer segments. Empirical evidence indicates that short video content characteristics significantly influence consumer engagement, with video release timing moderating the relationship between emotionality and consumer engagement (Dong et al., 2024). Petro's Coffee operates as a micro, small, and medium enterprise (MSME) in Dairi Regency, specifically in Sidikalang City, North Sumatra. As a local business adopting digital marketing strategies, Petro's Coffee has begun utilizing short video content on social media to reach younger consumers and expand its brand reach beyond traditional operational areas. Consumer engagement defined as consumers' psychological, emotional, and behavioral involvement with a brand (Hollebeek et al., 2014) has emerged as a critical mediating factor in the relationship between marketing stimuli and consumer responses.

The theoretical foundation of this study is grounded in the Stimulus–Organism–Response (S-O-R) model, in which marketing content functions as a stimulus that influences consumers' psychological states, subsequently affecting purchase intention (Eroglu et al., 2003). In addition, the Theory of Planned Behavior (TPB) posits that behavioral beliefs, normative beliefs, and control beliefs significantly influence attitudes and purchase intentions (Ajzen, 1991). The integration of these two theoretical perspectives provides a comprehensive framework for understanding the effectiveness of short video marketing.

Despite the growing importance of short video marketing, significant gaps remain in the existing literature. Most prior studies have focused primarily on the direct effects of digital marketing on consumer behavior, without explicitly examining the role of consumer engagement

as a mediating mechanism in the context of short video marketing, particularly among MSMEs (Nasution, 2021; Mesra et al., 2024). Limited attention has been paid to consumer engagement as a mediating variable in the relationship between short video marketing and purchase intention (Zhang et al., 2024). Furthermore, further investigation is needed to understand how short video content drives purchase intention, especially in terms of platform comparisons (Wu et al., 2023). Although customer engagement has become a central concept in marketing and has been further amplified by the proliferation of social media (Lim et al., 2022), a comprehensive understanding of how different short video characteristics affect the various dimensions of consumer engagement remains limited.

Based on these gaps, this study addresses the following research questions: (1) How does short video marketing influence consumer engagement among Petro's Coffee customers? (2) How does consumer engagement affect purchase intention? (3) How does consumer engagement mediate the relationship between short video marketing and purchase intention? (4) Which platform is more effective, WhatsApp Stories or Instagram Stories?

Theoretically, this study contributes to the development of digital marketing theory by integrating the S-O-R model and TPB within the context of short video marketing, while enriching the consumer engagement literature in the digital media era. Practically, the findings provide evidence-based guidance for optimizing short video marketing strategies in the F&B industry, particularly in platform selection and content optimization. Academically, this study addresses gaps in the literature on short video marketing in emerging markets and develops validated measurement instruments that can be utilized in future research.

Literature Review Theory of Consumer Engagement

Consumer engagement has become a central concept in contemporary marketing research, particularly in the digital media era. Hollebeek et al. (2014) define consumer engagement as “a psychological state that occurs through interactive and co-creative customer experiences with a focal agent or object in a focal service relationship.” In the context of digital marketing in Indonesia, consumer engagement has also been shown to play a crucial role in driving marketing outcomes and consumer loyalty, particularly for MSME-based products. Engagement formed through social media interactions is able to strengthen consumer–brand relationships and enhance behavioral outcomes (Mesra et al., 2024). This concept encompasses three interrelated dimensions cognitive, emotional, and behavioral engagement that collectively shape the overall engagement experience.

Solem and Pedersen (2016) validated consumer engagement as a multidimensional construct and identified engagement as a strong antecedent of customer involvement. In social media contexts, consumer engagement is regarded as a critical indicator for assessing the impact of marketing content, as it reflects consumers' proactive participation in disseminating advertising messages and co-creating value (Cheung et al., 2021). Prior studies suggest that the core of high engagement lies in the informational value of advertising, reinforcing the notion that in the new media era, content remains “king” (Liu et al., 2021).

Academic literature further argues that the foundations of customer engagement can be explained through relationship marketing theories and service-dominant logic, which view consumers as “active contributors to brand interactions” (Vargo & Lusch, 2016). Within the context of short video marketing, performance expectancy has been found to exert a significant positive effect on consumers' commenting behavior, while entertainment value has a significant positive influence on likes and shares (Xiao et al., 2023).

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) model provides a comprehensive framework for understanding consumer behavior in digital marketing contexts. The S-O-R paradigm represents an effective and direct approach to examining how marketing stimuli influence behavioral responses through psychological processes (Mehrabian & Russell, 1974). Within this framework, stimuli refer to external environmental factors that affect individuals, the organism represents internal processes and psychological states, and the response denotes the resulting behavioral outcomes.

In the context of short video marketing, content characteristics function as stimuli that influence consumers' internal psychological states (organism), which subsequently affect their purchase intentions and behaviors (response). Research grounded in the S-O-R framework has consistently demonstrated that content marketing and perceived value significantly influence purchase intention (Kim & Lennon, 2013). Furthermore, consumer trust has been found to mediate the relationship between short video content usefulness, ease of use, entertainment, and consumers' purchase intention (Zhang et al., 2024).

This model is particularly relevant for understanding the effectiveness of short video marketing, as short videos generate multi-sensory stimulation that can fully activate consumers' virtual senses and psychological responses. Compared to static images or traditional video formats, short videos feature low entry barriers, rich informational content, and rapid transmission speed, which can significantly influence consumers' cognitive and emotional states (Bhardwaj & Sharma, 2020).

Hypothesis Development Storytelling dalam short video The Effect of Marketing on Consumer Engagement

Marketing has a positive effect on consumer engagement. The characteristics of short video content significantly influence consumer engagement, with elements such as visual quality, creativity, and message clarity playing a crucial role in capturing audience attention and encouraging participation (Dong et al., 2024). Short video marketing enhances content authenticity and makes audiences feel more interactive, thereby creating conditions conducive to meaningful engagement (Sun, 2020). Empirical evidence indicates that entertainment exerts a significant positive effect on likes, comments, and shares, while performance expectancy is positively associated with consumer engagement behaviors (Xiao et al., 2023). High-quality short video content featuring effective storytelling and strong visual appeal can stimulate consumers' cognitive processing, emotional responses, and behavioral actions.

H1: Short video marketing has a positive and significant effect on consumer engagement.

The Effect of Storytelling in Short Video Marketing on Purchase Intention

The Stimulus–Organism–Response (S-O-R) model suggests that marketing stimuli can exert a direct influence on consumer responses. In the context of short video marketing, content characteristics particularly visual quality and content effectiveness function as stimuli that directly influence consumers' purchase intentions. High visual quality in short videos can immediately generate attraction and interest toward products. Short-form video advertisements possess inherent advantages in enhancing user engagement and traffic at lower costs compared to traditional advertising formats (Meng et al., 2024).

Content effectiveness in clearly conveying product messages contributes directly to the formation of purchase intention. Prior findings indicate that attractiveness, emotional appeal, and trustworthiness of content marketing positively influence purchase intention (Shen & Wang, 2024). Recent studies further confirm the direct impact of video marketing on purchase intention,

with 84% of marketers reporting that video directly increases sales and 93% indicating strong returns on investment from video marketing initiatives (Wyzowl, 2025). Consumers also show a preference for products delivered through short video content that is novel and cost-effective (Gao & Wu, 2024). Short videos possess a unique persuasive capacity by combining visual and narrative elements that can rapidly influence purchasing decisions.

H2: Short video marketing has a positive and significant effect on purchase intention.

The Effect of Consumer Engagement on Purchase Intention

Research reveals varying effects of content types on customer engagement and highlights the mediating role of engagement between content characteristics and marketing outcomes (Chen & Qasim, 2021). When consumers actively engage with brand content, they develop stronger psychological connections and more favorable attitudes toward the brand, which subsequently influence their behavioral intentions.

Previous studies consistently emphasize the importance of customer engagement in predicting and fostering customer loyalty and purchasing behavior (Van Doorn et al., 2010). Engaged consumers are more likely to develop trust, positive brand associations, and a stronger willingness to purchase. Flow experience and telepresence experience have been found to significantly influence purchase intention, indicating that consumers who experience high levels of engagement while viewing content are more inclined to engage in purchasing behavior (Algharabat et al., 2018). Empirical research in digital marketing contexts further demonstrates that consumers who are emotionally and behaviorally engaged through social media tend to exhibit higher purchase intentions. These findings suggest that consumer engagement serves as a key factor in bridging digital marketing activities and consumers' purchase responses (Nasution & Putra, 2022; Sanny et al., 2025). H3: Consumer engagement has a positive and significant effect on purchase intention.

The Mediating Role of Consumer Engagement in the Relationship Between Storytelling and Purchase Intention

The mediating role of consumer engagement can be explained through a sequential process in which short video marketing stimuli first influence consumers' psychological and emotional states (engagement), which are then translated into behavioral outcomes (purchase intention). Cocreation of value has been shown to mediate the relationship between perceived persona and purchase intention on short video platforms (Shen & Wang, 2024).

These findings extend prior research in the context of MSME digital marketing, which emphasizes the role of social media in shaping purchase interest and decision-making but has not explicitly positioned consumer engagement as the primary mediating pathway within the research model (Nasution, 2021; Mesra et al., 2024). The S-O-R framework supports this mediation hypothesis, whereby marketing stimuli (short video content) influence the organism (consumer engagement), which subsequently affects the response (purchase intention). Consumer trust has also been found to mediate the relationship between short video content characteristics and purchase intention (Wu et al., 2023), further indicating that engagement-related processes function as critical intermediary mechanisms in converting marketing inputs into desired outcomes.

H4: Consumer engagement mediates the relationship between short video marketing and purchase intention.

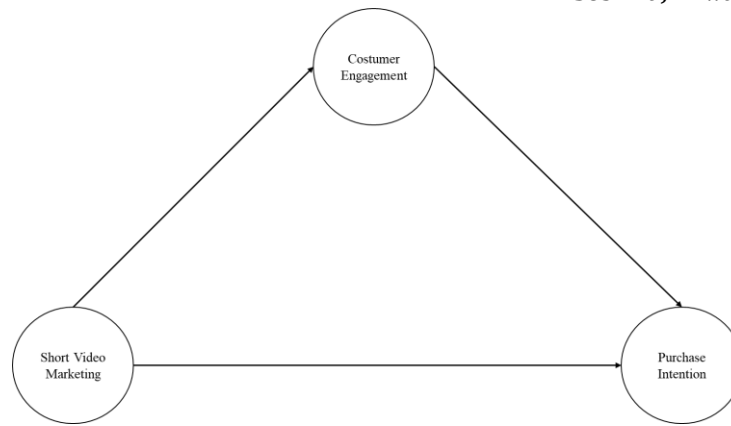


Figure 1. Conceptual Framework

Research Methodology Research Design and Approach

This study adopts a quantitative approach with an explanatory research design to examine the causal relationships among short video marketing, consumer engagement, and purchase intention. A cross-sectional survey design was employed to collect data at a single point in time, which is appropriate for analyzing the current state of relationships among the study variables in accordance with the research objectives.

Population and Sample

The study population consists of consumers aged 18–45 years who have been exposed to Petro’s Coffee short video content within the last three months. A purposive sampling technique was applied using the following criteria: (1) active use of WhatsApp and/or Instagram, (2) prior exposure to Petro’s Coffee short video content, and (3) residency in Sidikalang, which represents the brand’s primary operational area. The sample size was determined at 150 respondents based on several robust methodological considerations, ensuring adequacy for the applied analytical technique.

Data Collection Technique

Data were collected through an online survey using a structured questionnaire distributed via Google Forms. A pilot test involving 30 respondents was conducted to ensure the clarity and validity of the measurement instrument. The main data collection was carried out over a four-week period, targeting an 85% response rate by leveraging coffee community networks and social media platforms to reach eligible respondents.

All measurement items employed a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) to enhance respondent comprehension and minimize response bias. The questionnaire comprised four sections: (1) demographic information, (2) exposure to short video marketing, (3) measurement of consumer engagement, and (4) assessment of purchase intention. The estimated completion time of 5–7 minutes was designed to maintain an optimal response rate and reduce survey fatigue.

Operationalization of Variables

The operationalization of variables in this study is based on measurement instruments developed and validated in prior research, with adaptations to the context of short video marketing in Indonesia. In line with the principle of parsimony in SEM and the recommendations of Chin (1998) for PLS-SEM models, each construct was measured using a minimal yet representative number of indicators to ensure model efficiency while maintaining content validity.

Short Video Marketing serves as the independent variable and is defined as a marketing strategy that utilizes short-duration video content to promote products through digital platforms. The measurement of this construct was adapted from scales developed by Weismueller et al. (2020) for digital content credibility and Dong et al. (2024) for short video content characteristics. This variable was measured through two key dimensions: Visual Quality, which captures image quality and visual aesthetic appeal (two indicators), and Content Effectiveness, which reflects message clarity and ease of information comprehension (two indicators). The selection of these four indicators is supported by the findings of Xiao et al. (2023), which identify visual quality and message effectiveness as dominant factors in determining the success of short video marketing.

Consumer Engagement functions as a mediating variable and is defined as the level of consumers' psychological, emotional, and behavioral involvement with brand-related content. Measurement was adapted from the multidimensional scale proposed by Hollebeek et al. (2014), focusing on dimensions most relevant to the short video context. This construct was operationalized through two primary dimensions: Emotional Engagement, measuring emotional responses such as enjoyment and interest in the content (two indicators), and Behavioral Engagement, capturing observable actions such as liking and sharing content (two indicators). The two-dimensional structure with four indicators follows the recommendations of Solem and Pedersen (2016), who emphasize emotional and behavioral engagement as the strongest predictors of customer outcomes in digital marketing contexts.

Purchase Intention, as the dependent variable, is defined as consumers' tendency and willingness to purchase products in the future. The operationalization is based on scales derived from the Theory of Planned Behavior proposed by Ajzen (1991), adapted to the digital commerce context. Measurement was conducted through two aspects: Buying Intention, which assesses the direct intention to purchase Petro's Coffee products (two indicators), and Purchase Consideration, which evaluates the willingness to include the product in purchase consideration and the likelihood of actual purchase (two indicators). The use of four indicators for this construct follows the approach of van Doorn et al. (2010), highlighting intention and consideration as core components of purchase intention.

Overall, the research model employs a total of 12 indicators (four for each construct), allowing effective implementation with a relatively small sample size while meeting established methodological standards for PLS-SEM.

Data Analysis Technique

This study employs Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 to test the proposed research model. The selection of PLS-SEM is justified by several methodological considerations: (1) the predictive nature of the research model with an emphasis on exploring causal relationships among variables, (2) a relatively small sample size (150 respondents), (3) the inclusion of mediating variables requiring complex path analysis, and (4) the absence of a strict requirement for multivariate normality. The analysis was conducted in two main stages: evaluation of the outer model and evaluation of the inner model.

Outer model evaluation was performed to assess the validity and reliability of the measurement instruments by examining convergent validity through outer loadings (>0.70), Average Variance Extracted (AVE >0.50), and composite reliability (>0.70). Discriminant validity was evaluated using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio (<0.85), while reliability was assessed using Cronbach's Alpha (>0.70) and Composite Reliability (>0.80).

Inner model evaluation included multicollinearity testing using the Variance Inflation Factor (VIF <3.0), the coefficient of determination (R^2) to assess the model's predictive power, effect size (f^2) to measure the relative contribution of each construct, and predictive relevance (Q^2) assessed through the blindfolding procedure. Hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples, applying criteria of t-statistics >1.96 and p-values <0.05. Mediation analysis was performed using the indirect effect approach with bias-corrected confidence intervals and the calculation of Variance Accounted For (VAF) to determine the type of mediation

Results The Effect of Storytelling in Short Video Marketing on Consumer Engagement

The results of the hypothesis testing indicate that short video marketing has a positive and significant effect on consumer engagement, with a path coefficient of 0.627, a t-statistic of 14.058, and a p-value of 0.000. These findings demonstrate that well-designed short video content can significantly enhance consumers' cognitive, emotional, and behavioral engagement. Short videos that are visually appealing and narratively compelling are more effective in capturing attention and encouraging active participation from consumers.

These results are consistent with the Theory of Consumer Engagement and the Stimulus–Organism–Response (S–O–R) framework, which conceptualize short video marketing as a marketing stimulus that influences consumers' internal states before leading to behavioral responses. From a practical perspective, this finding highlights the importance of delivering short video content that is engaging, relevant, and communicative in order to foster sustained consumer engagement.

From a theoretical standpoint, the findings align with the Theory of Consumer Engagement, which posits that engagement emerges as a psychological response to interactive and meaningful consumption experiences (Hollebeek et al., 2014). In the context of short video marketing, storytelling, visual quality, and message clarity function as key elements that trigger consumer attention and active involvement. Consumers do not merely consume content passively but become emotionally and behaviorally engaged through interactions such as liking, commenting on, and sharing branded content.

These findings are consistent with prior studies by Dong et al. (2024) and Xiao et al. (2023), which report that short video content incorporating entertainment value and effective message delivery exerts a significant influence on consumer engagement on social media platforms. Practically, this suggests that businesses should prioritize the development of attractive, relevant, and communicative short video content to build stronger and more sustainable consumer engagement.

The Effect of Storytelling in Short Video Marketing on Purchase Intention

The results indicate that short video marketing has a positive and significant effect on purchase intention, as evidenced by a path coefficient of 0.256, a t-statistic of 2.985, and a p-value of 0.003. Engaging, informative, and communicative short video content is able to shape positive consumer perceptions and increase purchase propensity.

This finding is consistent with the Stimulus–Organism–Response (S–O–R) framework, which positions short video content as a stimulus that directly influences consumers' behavioral responses. From a practical perspective, short video marketing can serve as an effective strategy for enhancing purchase intention, particularly when emphasizing visual quality, message clarity, and emotional appeal. High visual quality, emotional resonance, and effective message delivery in short videos can generate immediate interest and accelerate consumers' purchase decisionmaking

processes. This supports the view that short videos possess strong persuasive power by integrating visual, narrative, and emotional elements within a limited duration.

These results are in line with previous studies by Shen and Wang (2024) as well as Gao and Wu (2024), which indicate that visual appeal, message clarity, and entertainment value in short video marketing significantly influence purchase intention. In addition, industry reports by Wyzowl (2025) suggest that video marketing contributes directly to increased consumer purchase intentions and purchasing decisions. Practically, these findings imply that businesses, particularly in the food and beverage (F&B) industry, can leverage short video marketing as a strategic tool to directly stimulate purchase intention by emphasizing clear product messaging, visual attractiveness, and emotionally relevant content.

The Effect of Consumer Engagement on Purchase Intention

The empirical results demonstrate that consumer engagement has a positive and significant effect on purchase intention, with a path coefficient of 0.391, a t-statistic of 4.902, and a p-value of 0.000. This finding indicates that higher levels of consumer engagement are associated with a stronger tendency to develop purchase intentions. Emotional engagement and active behavioral responses play a crucial role in driving consumers' purchasing decisions.

From a theoretical perspective, this result aligns with the Theory of Consumer Engagement, which suggests that engagement reflects a psychological state that fosters stronger relationships between consumers and brands (Hollebeek et al., 2014). Emotional and behavioral engagement serve as important mechanisms through which consumer-brand relationships influence purchase decisions. Furthermore, this finding is consistent with the Stimulus–Organism–Response (S–O–R) framework, which positions consumer engagement as an internal organismic state that mediates the relationship between marketing stimuli and behavioral responses.

Empirically, these results support prior studies by Van Doorn et al. (2010) and Algharabat et al. (2018), which report a significant effect of consumer engagement on purchase intention and purchasing behavior. Consumers who are more engaged tend to develop more positive brand associations and exhibit stronger purchase tendencies. From a practical standpoint, these findings emphasize that marketing strategies should not only focus on content exposure but also prioritize the development of sustained consumer engagement to effectively enhance purchase intention.

The Mediating Role of Consumer Engagement in the Relationship between Storytelling in Short Video Marketing and Purchase Intention

The results reveal that consumer engagement significantly mediates the relationship between short video marketing and purchase intention, as indicated by an indirect effect coefficient of 0.245, a t-statistic of 4.688, and a p-value of 0.000. This suggests that the effect of short video marketing on purchase intention is not solely direct but also operates indirectly through consumer engagement.

This finding supports both the Stimulus–Organism–Response (S–O–R) framework and the Theory of Consumer Engagement, which emphasize emotional and behavioral engagement as key mechanisms in translating short video content characteristics into purchasing responses. From a practical perspective, short video marketing strategies are likely to be more effective when they prioritize the development of active and sustained consumer engagement, thereby strengthening the conversion of marketing stimuli into purchase intentions.

Conclusion

This study concludes that short video marketing has a significant effect on purchase intention, both directly and indirectly through consumer engagement as a mediating variable. Short video marketing is proven to effectively enhance consumer engagement, which in turn leads to higher purchase intention. Consumer engagement serves as a key mechanism that converts exposure to short video content into consumers' behavioral responses. These findings reinforce the Stimulus–Organism–Response (S–O–R) framework by positioning short video marketing as the stimulus, consumer engagement as the consumers' internal state, and purchase intention as the behavioral response.

Recommendations

Based on the findings, this study recommends that practitioners optimize short video marketing strategies by emphasizing content quality, message clarity, and visual appeal in order to actively foster consumer engagement. From a theoretical perspective, this study strengthens the application of the Stimulus–Organism–Response (S–O–R) framework within the digital marketing context. Future research is encouraged to extend the proposed model by incorporating additional psychological variables and by broadening the industrial context and consumer characteristics to enrich the understanding of purchase intention formation

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