

**Short video marketing and consumer engagement: Mediation effect of social sharing****Mahmoud Alghizzawi<sup>a\*</sup>, Amro Alzghoul<sup>b</sup>, Hasan Alhanatleh<sup>b</sup>, Fandi Omeish<sup>c</sup>, Tariq Abdrabbo<sup>d</sup> and Ibrahim Ezmigna<sup>e</sup>**<sup>a</sup>Assistant Professor, Faculty of Business, Marketing Department, Applied Science Private University, Amman, Jordan<sup>b</sup>Business Administration Department, Amman Arab University, Amman, Jordan<sup>c</sup>Assistant Professor of E-Marketing and Social Media Department, Princess Sumaya University for Technology, Amman, Jordan<sup>d</sup>Lecturer at E-Marketing & Social Media Department, Princess Sumaya University for Technology, Amman, Jordan<sup>e</sup>Ph.D. Candidate, Business Management Department, Azman Hashim International Business School, University Technology Malaysia. Johor, Malaysia**CHRONICLE****ABSTRACT***Article history:*

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This study aims to examine the complex dynamics of short video marketing, social sharing, and consumer engagement specifically within the tourism sector in Jordan. The study used AMOS software for analysis, gathering data from a total of 468 participants, including both internal and external tourists. The results emphasize the significant impact of short video marketing in stimulating social sharing behaviors among travelers, prompting them to share their experiences on various social platforms, thus expanding the reach of tourism-related content. Moreover, the research reveals the mutual relationship between social sharing and consumer engagement, indicating that sharing behaviors play a crucial role in increasing levels of engagement among tourists. The novelty of this research resides in its concentrated investigation of these associations within the unique context of the Jordanian tourism sector. The study's significance lies in its ability to expand comprehension of digital marketing dynamics in the tourism industry, providing practical insights for marketers seeking to improve brand visibility and engagement in digital spaces. This study enhances the current knowledge base by employing a quantitative approach, establishes a basis for future research endeavors, and offers valuable insights for marketers aiming to maximize the effectiveness of digital marketing strategies.

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**1. Introduction**

The field of marketing has seen a significant transition in the current and dynamic digital landscape, which has been shaped by the ever-changing preferences and behaviors of consumers (Voramontri & Klieb, 2019). The employment of short video marketing has emerged as a powerful and concise approach for organizations to efficiently convey their messages, captivate audiences, and develop a substantial connection with potential customers (Terho et al., 2022). S-commerce encompasses two distinct approaches for its implementation: the integrating of social network features into conventional e-commerce platforms, and the inclusion of commercial capabilities within social networking sites (Lucas et al., 2023). The growth of platforms such as TikTok, Instagram Reels, and Snapchat has resulted in the broad acceptance of short films as a prominent form of content consumption, seamlessly integrating into users' routine online interactions (Tandberg, 2022). The importance of consumer engagement in the digital age cannot be emphasized, since it plays a crucial role in influencing the market trajectory of a brand (Dong et al., 2023). Consumer engagement refers to a broad spectrum of interactions involving a brand's information, goods, and services (Celestine & Nonyelum, 2018). The notion encompasses more than just passive participation and encompasses

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active engagement across emotional, cognitive, and behavioral aspects (Kujur & Singh, 2018). In the current period marked by an explosion of digital platforms and increased market competition, alongside the ever-changing nature of consumer preferences, it is crucial for marketers to possess a thorough comprehension of consumer interaction patterns to effectively enhance their marketing strategies (Adiyono et al., 2021). This insight facilitates the successful management of consumer-brand interactions inside businesses, allowing for the development of experiences that are in line with the preferences, requirements, and objectives of the target audience. Within the framework of a changing digital landscape, organizations have the capacity to cultivate deep and lasting connections with customers via a comprehensive understanding of the underlying factors and intermediary components that contribute to consumer engagement.

The development of social sharing has emerged as a significant determinant in the contemporary world. The concept of social sharing is the intentional distribution of information that individuals share within their own networks, leading to the magnification and impact of the shared material (Szopik-Depczyńska et al., 2021). The significance of social sharing is emphasized by a substantial body of reported evidence, which illuminates its critical function in increasing the visibility of material and enhancing engagement among viewers. Consequently, the notion of social sharing has undergone significant development, assuming a crucial intermediate role that establishes a vital link between marketing tactics and the eventual results of consumer engagement (McLean, 2018). Moreover, social sharing involves the integration of material with personal endorsement and suggestion, creating a genuine and influential connection that enhances user engagement. Social sharing has become a crucial component in the complex structure of consumer interaction, enabling a mutually beneficial collaboration that enhances the extent and influence of brand communication to unprecedented extents (Fook & Dastane, 2021). The objective of this research is to examine the intricate environment of social commerce, specifically emphasizing the emerging phenomenon of short-form video marketing. The objective of this research is to examine the influence of short video marketing on consumer engagement, specifically emphasizing the possible mediating effect of social sharing.

## 2. Literature Review

The scholarly research conducted by (Dong et al., 2023) highlights the substantial influence of short video marketing on customer engagement. This effect is shown via many criteria, including content characteristics, release date, attention span, social media impact, emotional appeal, and interactive content. The emergence of short video content has resulted in a significant shift in consumer engagement and the successful communication of brand narratives, resulting in noteworthy implications and influence (Da-Yong & Zhan, 2022). The utilization of concise video material for promoting aims has evolved as a noteworthy and important strategy within the domain of digital advertising and consumer engagement (Brown, 2019). There is a growing recognition among academics regarding the impact of short video marketing on customer engagement, as evidenced by an increasing body of research that examines many facets of this phenomenon (Yang & Lee, 2022). These videos exhibit a unique potential to promptly capture and hold the attention of individuals who may be easily distracted, effectively involving viewers in a meticulously constructed world of visuals and feelings that mirror the fundamental concepts of the organization.

According to the findings of a recent study conducted by Da-Yong and Zhan (2022), it is proposed that the tendency of users to share content is contingent upon their individual personality traits. This finding provides evidence for the notion that tailoring short video marketing material to align with specific characteristics can successfully encourage individuals to engage in social sharing activities. Shen et al. (2018) offer significant contributions to the understanding of optimizing mechanisms for the dissemination of short movies. Their research specifically emphasizes the dynamic interplay between platform algorithms and user interaction. Zhao et al. (2022) emphasize the substantial influence exerted by vloggers as content providers, as they skillfully craft storylines that resonate with the aspirations and lived experiences of their viewers. Compact video narratives foster the formation of an emotional connection, which in turn motivates users to share similar content, facilitating the spread of content within their social networks. Furthermore, Ma and Kuang (2022) emphasize the effectiveness of short films in efficiently conveying customized messages to certain segments of the audience. This aspect is crucial in encouraging user engagement and facilitating the widespread distribution of material. The correlation between the topics of the films and the preferences of the viewers enhances the likelihood of individuals disseminating these videos within their social media circles.

In the current era marked by rapid technological progress, there has been an observable decrease in individuals' capacity to maintain sustained attention. The investigation of the linked realms of social sharing and consumer engagement within the digital landscape has emerged as a noteworthy field of study, given their pivotal impact on shaping interactions between organizations and their customers. Sashi et al. (2019) demonstrated a statistically significant and positive correlation between consumer engagement and interactions on various social media platforms. The concept suggests that higher consumer engagement can be attributed to a series of interactions initiated by users through content sharing, hence emphasizing the mutually influential nature of their connection. Furthermore, Kim and Johnson (2016) revealed that user-generated content (UGC) significantly impacted customer engagement metrics. This implies that the material submitted by users elicited reactions and interactions that enhanced the overall degree of engagement.

Narangajavana Kaosiri et al. (2019) found that user-generated content had a significant role in augmenting consumer engagement with tourism-related endeavors. The exhibition of this engagement was shown by the act of sharing material, which reinforces the idea that social sharing is indicative of and contributes to the level of consumer engagement with a product or

service. while (Luca, 2015) emphasized the significance of social sharing as an indicator for assessing consumer engagement and as a means through which consumers interact with organizations and their products and services. This approach highlights the notion that the act of sharing material is a concrete manifestation of engagement. Furthermore, Roma and Aloini (2019) indicated that various social media platforms have the potential to influence the sorts of material that users post. This suggests that the characteristics of the material that is shared are decided by the level of consumer involvement, which in turn is impacted by the dynamics of the platform. The amalgamation of many scholarly viewpoints provides empirical substantiation for the proposition that the practice of sharing content on social platforms has a substantial impact on consumer engagement in digital contexts. The interplay between these two phenomena underscores the notion that the act of content distribution by users serves to inspire engagement, while user engagement, in turn, fosters content distribution.

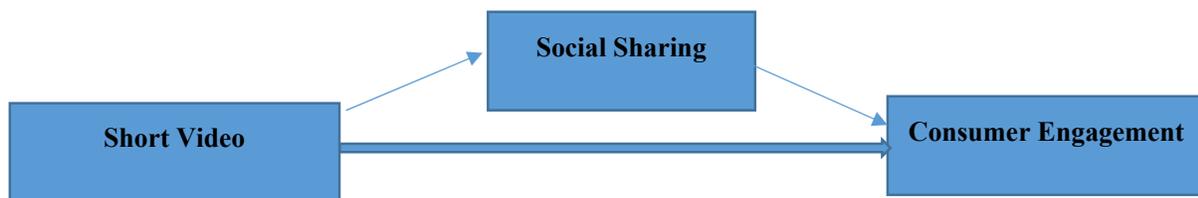
(de Oliveira Santini et al., 2020) suggest that consumer engagement can be augmented by interactions, such as sharing, across diverse social media platforms. This statement provides an explanation of the basic understanding of how social sharing operates as a means of promoting engagement. (Zhang et al., 2023) investigate the influence of live comments and advertisements on social media engagement in the context of short-form internet videos. The study placed emphasis on the significance of user interaction in augmenting the impact of short-form videos, highlighting actions such as sharing and commenting as essential factors. While Wong (2023) examines the influence of short cosmetic demonstration videos on consumer intentions to make purchases. The research presented more empirical support for the proposition that short video content has a substantial impact on persons' purchasing intentions. Furthermore, the study implied the potential for these movies to elicit sharing behavior, indicating a moderating role in the relationship between video content and user engagement. Therefore, the following hypotheses are proposed:

**H<sub>1</sub>:** *Short Video Marketing will influence Social Sharing.*

**H<sub>2</sub>:** *Social Sharing will influence Consumer Engagement.*

**H<sub>3</sub>:** *Short Video Marketing will influence Consumer Engagement.*

**H<sub>4</sub>:** *Social Sharing will mediate the relationship between Short Video Marketing and Consumer Engagement.*



**Fig. 1.** Research model

### 3. Method

#### 3.1 Research design and Data Collection

The current study is a quantitative approach in its nature employing self-administered questionnaires proposing in collecting the data from internal and external tourists for discovering their experiences and knowledge toward the effect of short video marketing on tourists' engagement and the mediation effect of social sharing through social commerce context in Jordan. The selection of participants for the study was not pre-established, as it posed difficulties in effectively measuring the extent of mobile app usage in the realm of social commerce among both internal and foreign tourists. In order to ascertain the suitable sample size for the present study, a methodology grounded in an unknown population was employed, with a minimum objective of 385 tourists, as suggested by (Hair Jr et al., 2021). The online version was created utilizing the Google form tool and eventually the short link of the online questionnaire was generated. Moreover, the short link of the current study questionnaire was electronically and digitally disseminated to both types of tourists by online tools such as Facebook, WhatsApp, and others. The period of the data collection process was started between July 7 and July 20, 2023. As a result, a sample size of 550 tourists was chosen to participate in the survey through the utilization of convenience sampling methodology. After the survey was concluded, a total of 493 individuals participated and provided their responses. Following the process of screening out invalid or unreliable responses, a total of 468 responses were considered appropriate for further research. These responses met the specific criteria established by Hair et al. (2019).

The survey items were sophisticated depending on prior investigations regarding the field of the study. The pre-examination of the constructs elements was held with 35 tourists to confirm the validity and reliability of the model constructs as asserted by (Napawut et al., 2022). Therefore, the pilot study came up with making some corrections in constructing items. However, the instrument constructs and items were adopted based on Zhao et al. (2022) to measure Short Video Marketing dimension with (10 items), (Yadav & Rahman, 2017) to measure Social Sharing construct with (9 items), and (Paruthi & Kaur, 2017) to evaluate Consumer Engagement dimension with (5 items).

## 4. Results

As noted by (Sarstedt et al., 2020), SPSS and AMOS 22 packages have been declared as tools to estimate the hypotheses of the current study due to their ability to generate accuracy results. Before conducting the results, multiple approaches were initially executed on collected data such as encoding, screening, skewness, missing value, and unengaged value as asserted by (Hair et al., 2007). Two stages of analysis are required to retrieve the findings of the recent study, which are Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM).

### 4.1 Measuring CFA

Awang (2014) emphasized that convergent, construct, and discriminant validity should be examined to confirm the CFA measurements. Initially, all items' constructs entailed the CFA processes to assert the model fit. Confirming the model fit is dependent on two major conditions: Factor loading of items (exceed 60%) and covariance correlation value between constructs (less than 85%) as proposed by (Raza & Awang, 2021). However, three items from mobile short video marketing dimension and two items from social sharing dimension have been removed due to poor loading and high covariance correlation issues. Afterward, CR and AVE values of the research constructs can be calculated in line with their satisfied values ( $CR \geq 0.60$  and  $AVE \geq 0.50$ ) in assessing composite reliability and convergent validity as indicated by (Raza & Awang, 2021). Consequently, Table 1 supports two major types of validation regarding the current study model: convergent validity and composite reliability.

**Table 1**

Assessment of convergent validity and composite reliability

Construct items/ Factor loading	CR	AVE	Mean	Std
<b>Short Video Marketing</b>	0.937	0.653	3.162	1.245
SO1	0.91			
SO3	0.83			
SO4	0.80			
SO5	0.89			
SO8	0.88			
SO9	0.84			
SO10	0.82			
<b>Social Sharing</b>	0.949	0.728	2.550	.965
SH1	0.85			
SH2	0.78			
SH4	0.91			
SH5	0.76			
SH7	0.87			
SH8	0.74			
SH9	0.86			
<b>Consumer Engagement</b>	0.902	0.649	3.235	1.146
CE1	0.81			
CE2	0.75			
CE3	0.86			
CE4	0.78			
CE5	0.83			

After that, it is necessary to estimate the model fit of the current study through calculating the indicators of model fit in touch with their threshold values as recommended by Awang (2018). The findings confirmed that  $CMIN/DF = 3.683$  (when  $CMIN/DF < 5$  is satisfied),  $GFI = 0.898$ ,  $NFI = 0.938$ ,  $CFI = 0.954$ ,  $AGFI = 0.867$ ,  $TLI = 0.946$  (when  $GFI, NFI, CFI, AGFI, TLI \geq 85\%$  are satisfied or  $\geq 90\%$  are ideal), and  $RMSEA = 0.074$  (when  $RMSEA < 0.08$  is satisfied). In accordance with these findings, it can be concluded that the model of the current research provides a model fit indicator, reinforcing strong evidence to conduct the last step of assessment model measurements.

**Table 2**

Discriminant validity measurement

	Social Sharing	Consumer Engagement	Short Video Marketing
<b>Social Sharing</b>	<b>0.853</b>		
<b>Consumer Engagement</b>	0.605	<b>0.806</b>	
<b>Short Video Marketing</b>	0.529	0.786	<b>0.808</b>

As the final stage of CFA measurement, discriminant validity is accomplished when the square root of the AVEs for Short Video Marketing, Social Sharing, and Consumer Engagement is more than the absolute value of the correlations with internal AVEs. As can be noted in Table 2, the discriminant validity has been achieved regarding the present study model, giving us another guide to execute the SEM.

#### 4.2 Assessing SEM

SEM has been implemented and executed for retrieving findings of the model hypotheses. The coefficient of determination ( $R^2$ ) is calculated for dependent variables. The results indicated that ( $R^2$ ) of Social Sharing variable is 0.306, meaning that the independent variable (Short Video Marketing) contributes around 30.6% on Social Sharing of internal and external tourists using mobile apps in social commerce. The results indicated that ( $R^2$ ) of Consumer Engagement variable is 0.862, explaining that the independent variables (Short Video Marketing and Social Sharing) contribute around 86.2% on Consumer Engagement of internal and external tourists using mobile apps in social commerce.

Moreover, Table 3 confirms the direct effect of all hypotheses of the current study, disclosing that H1, H2, and H3 present a significant and positive effect. The findings of the current article disclosed that Short Video Marketing has an affirmative and significant direct influence on Social Sharing of internal and external tourists using mobile apps in social commerce ( $\beta = 0.429$ ,  $p = 0.000$ ), meaning that H1 is considerably supported. In addition, the outcomes emphasized that Short Video Marketing positively and directly affects Consumer Engagement of internal and external tourists using mobile apps in social commerce ( $\beta = 0.741$ ,  $p = 0.000$ ), meaning that H2 is significantly confirmed. Lastly, the outcomes emphasized that Social Sharing positively and directly affects Consumer Engagement of internal and external tourists using mobile apps in social commerce ( $\beta = 0.234$ ,  $p = 0.000$ ), meaning that H3 is confirmed.

**Table 3**

The SEM results

Hypothesis Figure	$\beta$	S.E.	C.R.	P
<i>Short Video Marketing</i> → <i>Social Sharing</i>	0.429	0.029	14.766	***
<i>Short Video Marketing</i> → <i>Consumer Engagement</i>	0.741	0.018	40.114	***
<i>Social Sharing</i> → <i>Consumer Engagement</i>	0.234	0.024	9.822	***

In addition, the mediation role of social sharing dimension was estimated through bootstrapping mechanism. (Cheung et al., 2008) stated that checking the potential mediation role can be conducted through bootstrapping the sample size to reach (1000) with confidence interval (95%). The findings disclosed that social sharing has an ability to mediate the relationship between Short Video Marketing and Consumer Engagement ( $\beta = 0.109$ ,  $P < 0.05$ ,  $LCI = -0.140$ ,  $UCI = 0.083$ ) as can be clarified in Table 4. Therefore, H4 is empirically emphasized where the type of the mediation role of social sharing is a partial as determined by (Awang, 2018).

**Table 5**

The mediation role estimation of social sharing

<i>The path of mediation hypothesis</i>	Direct Effect	Indirect Effect	Lower	Upper	Result
	$\beta$	$\beta$	CI	CI	
<i>Short Video Marketing</i> → <i>Social Sharing</i> → <i>Consumer Engagement</i>	.810*	.109*	.083	.140	Partial

\* =  $p < 0.05$ , \*\*\* =  $P < 0.001$ .

## 5. Discussion

The investigation of the proposed sheds light on the intricate relationships between short video marketing, social sharing, and consumer engagement within the digital realm. The results collectively underscore the dynamic nature of these interactions. The first hypothesis was supported, the finding came in line with previous studies such as (Da-Yong & Zhan, 2022; Ma & Kuang, 2022; Shen et al., 2018). Highlights the influential role of short video marketing in stimulating social sharing behaviors. These findings resonate with the evolving nature of content consumption, emphasizing the importance of captivating and shareable content to foster brand visibility and engagement. The second hypotheses was supported, the research finding came in line with (Kim & Johnson, 2016; Narangajavana Kaosiri et al., 2019; Roma & Aloini, 2019; Sashi et al., 2019) collectively illuminated that user-generated content influences consumer engagement, reinforcing the hypothesis that social sharing directly influences engagement outcomes. The third hypothesis suggesting that short video marketing influences consumer engagement was supported, the finding was corroborated by research (Hua & Wang, 2019) (Wong, 2023), which underscoring the potential of short video marketing to impact consumer behaviors.

Furthermore, the fourth hypothesis was supported, corroborated by (Ngarmwongnoi et al., 2020; Xiao et al., 2023; Zhao et al., 2022), unveils the mediating role of social sharing in bridging the connection between short video marketing and consumer engagement. This mediation mechanism emphasizes that social sharing acts as a conduit, amplifying the influence of video marketing on engagement outcomes. These collective insights offer valuable guidance to marketers and practitioners, highlighting the necessity of crafting strategies that not only produce compelling short video content but also encourage social sharing to magnify the reach and impact of such content. In sum, this study contributes to our comprehension of the intricate

digital landscape and its implications for contemporary marketing practices, providing a foundation for future research to delve deeper into the nuances of these relationships.

## 6. Conclusion

In the contemporary era of technological advancement, the relationships among short video marketing, social sharing, and consumer engagement have emerged as significant determinants that shape modern marketing approaches. This research study undertook an examination of the above-mentioned dynamics, using insights obtained from a wide variety of research investigations undertaken in distinct contexts. The findings provide strong evidence in favor of the proposed hypotheses, thus affirming that the use of short video marketing significantly influences individuals' tendencies to engage in social sharing activities. Furthermore, the finding revealed that social sharing plays a dynamic role in fostering consumer engagement. The results have important implications for marketers and practitioners, emphasizing the need of building content that successfully interacts with target audiences and encourages social sharing. In the dynamic realm of technological innovation, it is essential for enterprises to possess a full understanding of these interconnections and use them strategically to actively interact with their intended target demographics. By using this strategy, enterprises have the potential to cultivate a more profound feeling of customer loyalty and augment their prominence inside the digital realm. The study provides a significant addition to the growing subject of digital marketing dynamics and lays the groundwork for future research efforts focused on exploring the complexities of these interactions in different contexts.

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