

Influencer Engagement in the Era of Short-Video Marketing: A Review

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Abstract: The rapid expansion of short-video platforms has transformed influencer marketing through concise, interactive, and compelling brand communication. This review synthesizes literature to examine the determinants and outcomes of influencer engagement on Instagram Reels and YouTube Shorts. The findings identify authenticity, credibility, relatability, content quality, emotional appeal, and parasocial interaction as drivers of audience engagement. Platform-specific features, including recommendation algorithms, interactive tools, and trending content, further strengthen visibility and consumer participation. Influencer engagement positively affects brand awareness, electronic word-of-mouth, purchase intention, loyalty, and brand perception. However, excessive commercialization, fraudulent engagement, declining authenticity, and algorithmic dependence may undermine consumer trust and campaign effectiveness. The review recommends further investigation into artificial intelligence-based influencers, virtual influencers, cross-platform behavior, algorithmic distribution, and the long-term influence of influencer–consumer relationships across cultural contexts and emerging digital markets.

Keywords: Influencer Engagement, Short-Video Marketing, Consumer Behaviour, Parasocial Interaction, Purchase Intention

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