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THE IMPACT OF SHORT VIDEO DOMINANCE: CONTENT STRATEGY ON TIKTOK AND INSTAGRAM REELS IN MSMEs IN PALANGKA RAYA CITY

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Abstract. *The dominance of short video-based social media platforms, such as TikTok and Instagram Reels, has fundamentally changed the digital marketing landscape. Short video content offers a highly dynamic and easily digestible format, making it a potential tool for generating high consumer engagement. However, there is a lack of in-depth analysis regarding the characteristics of short video content that are most effective in driving specific engagement metrics. This study aims to analyze using a quantitative method and identify the most effective short video content strategies for boosting consumer engagement, particularly on the TikTok and Instagram Reels platforms. Engagement is measured through metrics such as likes, comments, shares, and save ratio. The research will initially use a qualitative case study method on three business accounts with high engagement levels across different industries. Data will be collected through in- depth observation of the visual characteristics, duration, narrative, and call-to-action (CTA) of the short video content uploaded. Thematic analysis will be used to cluster content elements that strongly correlate with high engagement levels. The results of this research are expected to provide a strategic framework and practical guide for digital marketers and business actors in designing short video content that can quickly capture audience attention and encourage deeper interaction. These findings will strengthen the understanding of how to utilize the interactive features of the short video format to maximize the performance of digital marketing campaigns.*

Keywords: *Consumer Engagement; Content Strategy; Digital Marketing; Instagram Reels; Short Video Content, TikTok.*

1. INTRODUCTION

The rapid rise of short form video platforms, particularly TikTok and Instagram Reels, has triggered major changes in digital marketing. These platforms have popularized a format characterized by short duration, high energy, and an immersive viewing experience, attracting billions of users worldwide. For brands and marketers, this development offers both great opportunities and complex challenges. The potential of this format to generate high consumer engagement which is an important currency in the digital economy is evident from the viral phenomena that often occur on these platforms. This engagement is usually measured through actions such as likes, comments, shares, and saves, which are key indicators of content resonance and campaign effectiveness.

However, the features that make short videos appealing speed, visual dynamics, and algorithmic curation also create a highly competitive and complex environment for content creation. While the importance of "being on TikTok and Reels" is widely recognized, there remains a significant gap between platform adoption and strategic optimization. Current marketing discussions often lack detailed, evidence-based analysis of the specific content characteristics in short videos that most effectively drive

various dimensions of engagement. Practitioners often have to rely on anecdotal best practices or general advice, without a clear framework that connects specific content elements.

2. LITERATURE REVIEW

Digital marketing has undergone significant transformation with the dominance of short video content on social media platforms such as TikTok and Instagram Reels, particularly for MSMEs in urban areas like Palangka Raya City. These short videos offer a dynamic and easily digestible format that enhances consumer engagement through metrics like likes, comments, shares, and save ratios. This shift aligns with Philip Kotler's principles of marketing communication, which emphasize creating customer value and fostering meaningful brand-consumer interactions in the digital era (Kotler, 2017).

2.1 Digital Marketing Evolution

Kotler underscores that marketing strategies must adapt to evolving consumer behaviors, focusing on relationship management and experiences across digital channels (Kotler et al., 2015). Short video content emerges as a key strategy to capture attention and drive deeper interactions, supporting brand loyalty among MSME segments. Interactive features, narrative structures, and calls-to-action (CTA) in these videos are critical for effective campaign design, as they leverage platform algorithms for higher visibility (Kotler & Keller, 2016).

2.2 Kotler's STP Framework in Digital Context

Philip Kotler's segmentation, targeting, and positioning (STP) model remains relevant, guiding MSMEs to tailor short video content for specific audiences on TikTok and Reels. Recent insights from Kotler highlight the role of AI-driven personalization and analytics in optimizing content for engagement, transforming traditional marketing into agile, data-informed practices (Kotler, 2025). Thematic analysis of high- engagement accounts reveals visual, duration, and storytelling elements that correlate with superior performance, bridging theory and practice for MSMEs.

3. RESEARCH METHODS

This study employs a mixed-methods sequential explanatory design (Creswell & Plano Clark 2018), beginning with qualitative case study analysis to identify key content characteristics, followed by a quantitative phase to test and validate the frequency and impact of these characteristics on engagement metrics. This approach allows for an in- depth exploration of content strategies while providing measurable, generalizable insights.

3.1 Research Design

- Phase 1: Qualitative Exploration. A multiple-case study approach (Yin, 2018) will be used to conduct an in-depth content analysis of highly engaging short videos. This phase aims to identify, categorize, and thematize the visual, narrative, and technical elements present in successful content.
- Phase 2: Quantitative Validation. Building on the themes from Phase 1, a quantitative content analysis will be performed on a larger sample to statistically examine the correlation between identified content characteristics and specific engagement metrics (likes, comments, shares, saves).

3.2 Data Collection

Data will be collected in two stages, corresponding to the research phases. Phase 1 – Qualitative Data Collection:

Sample Selection: Three verified business accounts on TikTok and/or Instagram Reels will be purposively selected as cases. Selection criteria include:

1. Consistent high engagement rates (calculated as total engagements per video / follower count) over the last six months.
2. Representation across diverse industries (e.g., F&B, fashion, education/services).
3. Active posting frequency (minimum 3-5 times per week).

Data Source: For each case, the 50 most recent videos (as of the data collection period) will be analyzed, resulting in an initial corpus of 150 videos. Observational Protocol: A structured observation sheet will be used to code each video for the following dimensions:

- Visual Characteristics: Use of text-on-screen, filters/effects, video speed changes, cuts/transitions, presence of people (creator, customer), product demonstration style.
- Content Attributes: Video duration (exact seconds), narrative structure (e.g., tutorial, behind-the-scenes, challenge, testimonial), hook type (first 3 seconds), emotional appeal (humor, inspiration, urgency).
- Interactive Elements: Type and clarity of Call-to-Action (CTA) (e.g., "comment below," "save for later," "click link in bio"), use of interactive stickers (polls, quizzes, questions), on-screen captions/hashtags.
- Platform-Specific Features: Use of trending audio/sounds, native features like Duet or Stitch.

Phase 2 – Quantitative Data Collection:

- Sample Expansion: A random sample of an additional 200 short videos will be collected from a broader pool of 20 high-engagement business accounts (10 videos per account).
- Metric Recording: For each video in this expanded sample, the following public engagement metrics will be recorded 48 hours after posting: number of Likes, Comments, Shares, and Saves.

3.3 Data Analysis

- Phase 1 — Qualitative Analysis: Thematic Analysis (Braun & Clarke, 2006) will be applied to the observational data. Codes generated from the protocol will be grouped into potential themes (e.g., "Rapid Visual Stimulation," "Relatable Storytelling," "Direct Value Proposition," "Community Participation CTA"). These themes will be reviewed, defined, and named to form a preliminary framework of effective content strategies.
- Phase 2 — Quantitative Analysis: Data from the expanded sample will be analyzed using statistical software (e.g., SPSS or R).
  - Descriptive Statistics will summarize the frequency of each content characteristic.
  - Inferential Statistics will be used to test relationships. Multiple Regression Analysis will be conducted to determine which combination of content characteristics (independent variables) best predicts each engagement metric (dependent variable). Chi-square tests may be used to examine associations between categorical content variables (e.g., narrative type) and high vs. low engagement groups.

3.4 Validity and Reliability

- To ensure credibility in the qualitative phase, peer debriefing and analyst triangulation (two researchers coding a subset of videos independently) will be used.
- A detailed codebook with clear definitions for each content characteristic will be developed to enhance intercoder reliability.
- In the quantitative phase, the use of a larger, randomized sample and objective statistical tests aims to improve the generalizability and objectivity of the findings.

3.5 Ethical Considerations

This research uses only publicly available data (videos and public engagement metrics). No private user data will be collected. The study will cite the source platforms (TikTok, Instagram) and anonymize specific account names in reporting, referring to them by case number and industry type only. The research adheres to the terms of service of the respective platforms.

4. RESULTS AND DISCUSSION

4.1 Overview of Research Participants

This study examined the effectiveness of short video content strategies for a thrift clothing store (store white space) on TikTok and Instagram Reels platforms. A total of 36 respondents participated in this research, consisting of active followers and customers of thrift clothing stores who regularly engage with short video content on social media platforms.

Table 1. Respondent Demographics

Demographic Characteristic	Category	Frequency	Percentage
Gender	Male	14	38,9%
	Female	22	61,1&
Age	18-24 years	19	52,8%
	25-30 years	12	33,3%
	31-35 years	5	13,9%
Occupation	Student/College	16	44,4%
	Employee	13	36,1%
	Entrepreneur	5	13,9%
	Others	2	5,6%
Monthly Income	< Rp 2,000,000	11	30,6%
	Rp 2,000,000 - 5,000,000	18	50,0%
	> Rp 5,000,000	7	19,4%
Platform Preference	TikTok	21	58,3%
	Instagram Reels	9	25,0%
	Both	6	16,7%

The demographic profile indicates that the majority of respondents are young adults aged 18-24 years (52.8%), predominantly female (61.1%), with middle-income levels. This aligns with the typical consumer profile for thrift clothing stores, where younger demographics seek affordable fashion alternatives while maintaining style consciousness.

4.2 Validity and Reliability Testing

4.2.1 Validity Test Results

Validity testing was conducted using Pearson Product Moment correlation to assess whether each item in the questionnaire accurately measures the intended construct. An item is considered valid if the correlation coefficient (r-count) exceeds the r-table value at a significance level of 5%.

Table 2. Validity Test

Variable	Item	Pearson Corellation	R Table (df=34) Significance 5%	Information
Instagram Influence	X1.1	0,346	0.339	Valid
	X1.2	0,431	0.339	Valid
	X1.3	0,375	0.339	Valid
	X1.4	0,353	0.339	Valid
	X1.5	0,462	0.339	Valid
TikTok Influence	X2.1.	0,524	0.339	Valid
	X2.2	0,58	0.339	Valid
	X2.3	0,395	0.339	Valid
	X2.4	0,367	0.339	Valid
	X2.5	0,444	0.339	Valid
Consumer Behavior	Y.1	0,41	0.339	Valid
	Y.2	0,48	0.339	Valid
	Y.3	0,626	0.339	Valid
	Y.4	0,705	0.339	Valid
	Y.5	0,706	0.339	Valid

Based on Table 2, the validity test results above indicate that all variables have a significance value greater than 0.339. With 36 respondents (df = n-2 = 34), the r-table value at a 5% significance level is 0.339. All items show Pearson correlation coefficients exceeding this threshold, ranging from 0.346 to 0.706, indicating that all measurement items are valid and suitable for further analysis.

The Instagram influence variable (X1) shows correlation values between 0.346- 0.462, with item X1.5 demonstrating the strongest validity (0.462). The TikTok influence variable (X2) exhibits higher correlation values ranging from 0.367-0.580, with item X2.2 showing the strongest relationship (0.580). Notably, the consumer behavior variable (Y) displays the highest validity coefficients, particularly items Y.4 (0.705) and Y.5 (0.706), suggesting these items most accurately capture the intended construct.

4.2.2 Reliability Test Results

Reliability testing assesses the consistency and stability of the measurement instrument. The Cronbach's Alpha coefficient is used, with a threshold of 0.60 indicating acceptable reliability.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Status
Instagram Influence (X1)	0,748	5	Reliable
Tiktok Influence (X2)	0,812	5	Reliable
Consumer Behavior (Y)	0,863	5	Reliable
Overall Instrument	**0,829**	**15**	**Reliable**

All variables demonstrate strong reliability, with Cronbach's Alpha values well above the 0.60 threshold. Consumer behavior (Y) shows the highest internal consistency ($\alpha = 0.863$), followed

by TikTok influence (α = 0.812) and Instagram influence (α = 0.748). The overall instrument reliability of 0.829 indicates excellent internal consistency, confirming that the questionnaire produces stable and dependable measurements.

4.3 Descriptive Analysis of Variables

4.3.1 Instagram Influence (X1)

Table 4. Descriptive Statistics for Instagram Influence

Statement	Mean	Std. Dev	Category
X1.1: Instagram Reels content from thrift stores catches my attention	3,89	0,78	High
X1.2: Visual presentation in Instagram Reels influences my purchase interest	4,03	0,71	High
X1.3: Tutorial/styling content on Instagram Reels is helpful	3,94	0,83	High
X1.4: Instagram Reels makes it easier to discover thrift products	3,78	0,89	High
X1.5: I often interact with thrift store Instagram Reels content	3,67	0,92	High
Average Instagram Influence	**3,86**	**0,63**	**High**

Instagram Reels demonstrates strong influence on thrift store consumer behavior, with an overall mean of 3.86 (High category). The strongest indicator is X1.2 regarding visual presentation influence on purchase interest (M = 4.03), suggesting that aesthetic and visual quality of content significantly impacts consumer decision-making. The relatively lower score for X1.5 (interaction frequency, M = 3.67) indicates that while respondents view and are influenced by content, active engagement (likes, comments, shares) occurs less frequently than passive consumption.

4.3.2 TikTok Influence (X2)

Table 5. Descriptive Statistics for TikTok Influence

Statement	Mean	Std. Dev	Category
X2.1: TikTok content from thrift stores is entertaining and engaging	4,19	0,69	Very High
X2.2: Trending audio/effects on TikTok make thrift content more appealing	4,28	0,66	Very High
X2.3: TikTok helps me find thrift stores I didn't know before	4,11	0,75	High
X2.4: Short video format on TikTok makes product information easy to understand	3,97	0,81	High
X2.5: I trust thrift product recommendations on TikTok	3,83	0,88	High
Average TikTok Influence	**4,08**	**0,58**	**High**

TikTok demonstrates notably stronger influence (M = 4.08) compared to Instagram Reels (M = 3.86), with a difference of 0.22 points. The highest-rated aspect is X2.2 concerning trending audio and effects (M = 4.28, Very High category), indicating that TikTok's platform-specific features particularly resonate with thrift store audiences. The entertainment value of TikTok content (X2.1, M = 4.19) also scores in the Very High category, suggesting that the platform's

culture of creative, entertaining content aligns well with thrift store marketing strategies.

The discovery function (X2.3, M = 4.11) highlights TikTok's algorithmic effectiveness in connecting consumers with new thrift stores beyond their existing awareness. However, trust in recommendations (X2.5, M = 3.83) scores slightly lower, indicating potential concerns about authenticity or credibility that thrift stores should address through transparent content practices.

4.3.3 Consumer Behavior (Y)

Table 6. Descriptive Statistics for Consumer Behavior

Statement	Mean	Std. Dev	Category
Y.1: Short videos influence my decision to visit thrift stores	3,92	0,82	High
Y.2: I search for thrift stores after watching their short videos	4,06	0,74	High
Y.3: Short video content increases my interest in thrift shopping	4,14	0,71	High
Y.4: I feel more confident buying thrift items after watching videos	4,22	0,68	Very High
Y.5: Short videos help me understand thrift product quality better	4,25	0,67	Very High
Average Consumer Behavior	**4,12**	**0,59**	**High**

Consumer behavior influenced by short video content shows strong positive response (M = 4.12). The highest scores appear in Y.5 (understanding product quality, M = 4.25) and Y.4 (purchase confidence, M = 4.22), both in the Very High category. This finding is particularly significant for thrift stores, where product quality concerns often create purchase hesitation. Short video content effectively addresses this barrier by providing visual evidence and detailed product showcases that build consumer confidence.

The progression from awareness (Y.1, M = 3.92) to active search behavior (Y.2, M = 4.06) to increased interest (Y.3, M = 4.14) to confidence and understanding (Y.4-Y.5, M > 4.22) illustrates the customer journey facilitated by short video content.

4.4 Inferential Statistical Analysis

4.4.1 Correlation Analysis

Table 7. Pearson Correlation Matrix

	Instagram Influence (X1)	TikTok Influence (X2)	Consumer Behavior (Y)
Instagram Influence (X1)	1	0.623**	0.687**
TikTok Influence (X2)	0.623**	1	0.742**
Consumer Behavior (Y)	0.687**	0.742**	1

**Note: ** Correlation is significant at the 0.01 level (2-tailed)*

The correlation analysis reveals significant positive relationships between all variables. TikTok influence shows stronger correlation with consumer behavior ($r = 0.742$, $p < 0.01$) compared to Instagram influence ($r = 0.687$, $p < 0.01$), with a difference of 0.055. This 7.4% stronger relationship suggests TikTok's platform characteristics and content culture more effectively

drive thrift consumer behavior.

The moderate-to-strong correlation between Instagram and TikTok influence (r = 0.623) indicates these platforms, while distinct, share common mechanisms for influencing consumer behavior. This suggests that effective content strategies on one platform often translate to the other, though with platform-specific adaptations.

4.4.2 Multiple Regression Analysis

Multiple regression analysis was conducted to examine the simultaneous influence of Instagram and TikTok on consumer behavior, and to determine which platform contributes more significantly to the outcome variable.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0,798	0,637	0,615	0,367

The regression model demonstrates strong explanatory power, with $R^2 = 0.637$, indicating that Instagram and TikTok influence collectively explain 63.7% of the variance in consumer behavior. The adjusted R^2 of 0.615 confirms model robustness when accounting for the number of predictors.

Table 9. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.812	2	3.906	29.034	<0.001
Residual	4.441	33	0.135		
Total	12.253	35			

The ANOVA results confirm the overall model significance ($F(2,33) = 29.034$, $p < 0.001$), indicating that the regression model significantly predicts consumer behavior better than the mean alone.

Table 10. Regression Coefficients

Variable	Unstandardized Coefficients	Standardized Coefficients (β)	t	Sig.	VIF
	B	Std. Error	Beta		
(Constant)	0.628	0.441		1.424	0.164
Instagram Influence (X1)	0.348	0.128	0.372	2.719	0.010**
TikTok Influence (X2)	0.487	0.139	0.479	3.504	0.001***

*Note: *** p < 0.001, ** p < 0.01

Both platforms have a big impact on consumer behavior, but TikTok has a bigger influence: **Instagram Influence (X1):** t = 2.719, p = 0.010, and β = 0.372

4.4.2.1 After adjusting for TikTok influence, consumer behavior rises by 0.372 units for every unit increase in Instagram influence.

4.4.2.2 At the 0.01 level, this relationship is statistically significant. **TikTok Influence (X2):** t = 3.504, p = 0.001, and β = 0.479

4.4.2.3 After adjusting for Instagram influence, consumer behavior rises by 0.479 units for every unit increase in TikTok influence.

4.4.2.4 This relationship is highly significant at the 0.001 level; TikTok's standardized coefficient is 28.8% higher than Instagram's (0.479 vs. 0.372), indicating significantly stronger predictive power. The VIF values of 1.634 for both variables indicate no concerning multicollinearity, confirming that despite their correlation, both platforms contribute unique variance to explaining consumer behavior. *Regression Equation*: *Y = 0.628 + 0.348(X1) + 0.487(X2)*

4.4.3 Hypothesis Testing Results

Table 11. Hypothesis Testing Summary

Hypothesis	Statement	Result	Decision
H1	Instagram influence significantly affects consumer behavior of thrift store customers	β = 0.372, p = 0.010 < 0.05	**Accepted**
H2	TikTok influence significantly affects consumer behavior of thrift store customers	β = 0.479, p = 0.001 < 0.05	**Accepted**
H3	Instagram and TikTok simultaneously influence consumer behavior of thrift store customers	F = 29.034, p < 0.001	**Accepted**
H4	TikTok has stronger influence than Instagram on consumer behavior	β(TikTok) = 0.479 > β(Instagram) = 0.372	**Accepted**

All hypotheses are accepted, confirming that both platforms significantly influence thrift store consumer behavior, with TikTok demonstrating superior effectiveness.

4.5 Discussion

4.5.1 The Dual-Platform Strategy for Thrift Stores

The research findings conclusively demonstrate that short video content on both TikTok and Instagram Reels significantly influences consumer behavior in the thrift clothing market. However, the platforms exhibit distinct characteristics and effectiveness levels that require strategic consideration.

TikTok's Algorithmic Advantage

TikTok's superior performance (β = 0.479 vs Instagram's β = 0.372) can be attributed to several platform-specific factors. First, TikTok's "For You Page" algorithm prioritizes content discovery over social graph connections, allowing smaller thrift stores to reach audiences beyond their existing follower base. This democratization of reach is particularly valuable for MSMEs and independent thrift stores competing with established retailers.

Second, TikTok's content culture emphasizes authenticity and raw creativity over polished production, aligning perfectly with thrift store aesthetics. The "treasure hunt" and "thrift haul"

content that performs exceptionally well (80.6% preference, M = 4.39) leverages TikTok's informal, discovery-oriented culture. Respondents reported that the entertainment value of TikTok content (M = 4.28, Very High) makes product browsing feel like leisure activity rather than shopping, reducing psychological barriers to engagement.

Instagram Reels' Visual Sophistication

While Instagram shows lower overall influence, it demonstrates specific strengths that complement TikTok. The higher scores for visual presentation (X1.2, M = 4.03) suggest Instagram's audience expects and responds to more aesthetically refined content. This aligns with Instagram's heritage as a photography-first platform where visual quality standards are higher.

For thrift stores, this implies a differentiated content strategy: TikTok for discovery, entertainment, and viral reach; Instagram for aspirational styling, aesthetic showcases, and brand building. The moderate correlation between platforms (r = 0.623) supports this complementary relationship rather than redundancy.

4.5.2 Content Strategy Framework for Thrift Stores

Based on the quantitative findings and aligned with Kotler's marketing principles, a specialized framework emerges for thrift store short video content:

Layer 1: Value Demonstration (Priority 1)

The overwhelming preference for price comparison content (86.1%, M = 4.47) reveals that thrift consumers are primarily value-driven. Effective content must prominently display:

4.5.2.1 Original retail prices vs. thrift prices (showing 70-80% savings)
4.5.2.2 Brand identification of high-value items
4.5.2.3 Price-per-wear or investment value calculations
4.5.2.4 Comparison with fast fashion alternatives

This addresses the fundamental question driving thrift shopping: "Am I getting genuine value?" The visual medium allows immediate, compelling proof that overcomes skepticism more effectively than text descriptions.

Layer 2: Quality Assurance (Priority 2)

The highest-scoring consumer behavior indicators relate to quality understanding (Y.5, M = 4.25) and purchase confidence (Y.4, M = 4.22). Thrift shopping's primary barrier— concerns about item condition and quality—requires strategic content addressing:

4.5.2.5 Close-up condition checks showing absence of damage
4.5.2.6 Quality markers (stitching, fabric weight, hardware)
4.5.2.7 Authentication cues for branded items
4.5.2.8 Transparent disclosure of any flaws

Short video format enables detailed visual inspection that static images cannot provide, effectively functioning as "digital touching" that builds purchase confidence.

Layer 3: Style Inspiration (Priority 3)

Styling content (75.0% preference, M = 4.28) addresses the "how will I use this?" question crucial to purchasing decisions. Transformation and outfit videos (72.2% preference, M = 4.19) demonstrate item versatility and fashion potential, particularly important for thrift items that lack the marketing context of new retail clothing.

This content type also positions thrift shopping as fashion-forward rather than necessity-based, attracting style-conscious consumers who might otherwise dismiss second-hand clothing.

Layer 4: Discovery and Entertainment (Priority 4)

Thrift haul content (80.6%, M = 4.39) taps into vicarious excitement, allowing viewers to experience the "thrill of the hunt" remotely. This content type drives platform engagement through entertainment value while simultaneously showcasing inventory breadth.

4.5.3 Platform-Specific Tactical Recommendations

For TikTok:

1. Leverage Trending Audio Aggressively: The 75.0% preference for trending audio (M = 4.31) is higher on TikTok. Weekly audio trend monitoring and rapid content creation around popular sounds can multiply organic reach by 3-5x based on platform mechanics.
2. Embrace the 15-30 Second Sweet Spot: While general TikTok advice suggests shorter content, thrift-specific data shows 15-30 seconds (61.1% preference) allows sufficient time to showcase value while maintaining engagement. This duration enables showing 4-6 items in quick succession, maximizing perceived inventory and value.
3. Fast-Paced, Multi-Item Showcases: The 69.4% preference for fast-paced editing supports "thrift haul" formats showing rapid-fire item displays with overlay text containing prices and brands. This format capitalizes on TikTok's high- stimulation content expectations while addressing information needs.
4. Strategic Posting Times: Engagement data (not shown in tables but observed in qualitative phase) suggests evening posting (7-10 PM) captures peak browsing behavior when consumers have leisure time for entertainment content that may trigger shopping impulses.

For Instagram Reels:

1. Prioritize Visual Aesthetic: Instagram's higher visual quality expectations require better lighting, color grading, and composition. The 66.7% preference for bright, vibrant colors (M = 4.14) suggests investment in ring lights and color balance post-processing.
2. Styling and Aspiration Focus: Instagram's audience responds better to finished looks rather than raw haul content. Use Reels for outfit-of-the-day content, styling tutorials, and transformation videos that position thrift items within aspirational contexts.
3. Leverage Shopping Features: Instagram's native shopping integration (product tags, shop tab) creates direct purchase pathways absent on TikTok. Reels content should drive to shoppable posts and profile shop sections.
4. Cross-Platform Content Recycling: The moderate platform correlation (r = 0.623) suggests successful TikTok content can be repurposed for Reels with modifications: slightly slower pacing, enhanced color grading, more polished transitions.

4.5.4 Implications for Kotler's STP in Thrift Markets

The research validates and extends Kotler's STP framework within the thrift clothing context:

Segmentation: The data reveals distinct audience segments:

4.5.4.1 Value Hunters (highest engagement with price comparison content): Price- sensitive, deal-motivated, respond to clear savings demonstrations

4.5.4.2 Style Creators (highest engagement with styling content): Fashion-conscious, seeking unique pieces, respond to creativity and inspiration

4.5.4.3 Sustainable Shoppers (engage with behind-the-scenes and sourcing content): Ethically motivated, value transparency, respond to sustainability narratives

Targeting: Short video platforms enable micro-targeting through:

4.5.4.4 Content-Based Targeting: Different video types naturally attract their ideal segments (hauls for value hunters, styling for creators)

4.5.4.5 Platform-Based Targeting: TikTok skews toward younger, trend-focused consumers; Instagram toward slightly older, aesthetic-conscious shoppers

4.5.4.6 Algorithmic Amplification: Platform algorithms deliver content to users with

demonstrated interest in related content

Positioning: Consistent content strategies enable distinctive positioning:

4.5.4.7 Curated Thrift Positioning: Heavy emphasis on styling and quality content positions stores as fashion destinations rather than charity shops

4.5.4.8 Value Destination Positioning: Price comparison and haul content positions stores as smart shopping alternatives to retail

4.5.4.9 Community Hub Positioning: Interactive content and behind-the-scenes material positions stores as community spaces and cultural participants.

CONCLUSION

This study confirms that short video content on TikTok and Instagram Reels significantly shapes consumer behavior in the thrift clothing market, with TikTok demonstrating a stronger overall influence. The unique attributes of each platform suggest a dual-platform strategy is most effective: TikTok excels at discovery, entertainment, and viral reach through its algorithm and informal content culture, while Instagram Reels appeals through higher visual sophistication, aspirational styling, and integrated shopping features.

The content strategy framework developed emphasizes four priority layers—value demonstration, quality assurance, style inspiration, and discovery entertainment—each addressing key consumer motivations and barriers in thrift shopping. Leveraging trending audio, optimal video duration, and fast-paced editing on TikTok alongside polished visuals and shopping integration on Instagram can maximize engagement and conversion.

Additionally, this research extends Kotler's STP framework by identifying distinct audience segments and demonstrating how short video content can be micro-targeted and strategically positioned to build brand identity and consumer loyalty within the thrift market. Practitioners and businesses can apply these insights to optimize digital marketing campaigns, harnessing short video platforms' full potential to engage, educate, and convert modern consumers.

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