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Video Marketing as a tool to enhance consumer engagement, retention and conversion rates.

Compiled by:
Leonardo Rodrigues Costa

This project is submitted in part fulfilment of the Degree of Bachelor of Arts (Hons) in Marketing.

Independent College Dublin
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Abstract

Social media video content has become a trend that reaches everyone with a social media profile and a smartphone. Furthermore, social media platforms prioritise video as their primary content format due to its ability to hold users' attention, keep them scrolling the feed for hours, and entertain, inform, and educate themselves on various subjects.

This study investigates how well social media video content can improve consumer behaviour, increase brand-consumer conversation, and convert viewers into paying customers. The project aims to demonstrate how video marketing can be a powerful tool for improving consumer engagement and retention in order to maximise competitive advantages. With this goal in mind, it is necessary to understand social media users' video consumption habits, daily time spent on these platforms, the type of video they prefer, and propensity to engage with brands that use video in their marketing strategy.

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Chapter I

1. Introduction

The year is 2022. Businesses are still recovering from one of the most challenging times of our age. The Covid-19 pandemic forced the world population into a lockdown, pausing our lives and rewarding us with plenty of free time, which, combined with isolation and boredom, were the perfect recipe for the TikTok boom. The app has been changing the video content creation scenario, decreasing costs, and allowing people with little or no knowledge of video editing to create captivating and entertaining content that hooks the audience's attention.

The advent of TikTok has forced other social media platforms, such as Instagram, to adopt the same format, prioritizing native video content creation. Although Video Marketing has been around for a while, nowadays, the world population has their smartphones constantly at hand, which is a wide-open door for marketers to reach their target audience with tailored content, enhancing engagement, brand awareness and brand equity.

Until a certain time, mass communication was unilateral, starting from a communicator to the public, from the newspaper to the reader, from radio to listener, from TV channels to spectators, and so on. Nowadays, the reality is different; the internet presents a new way to communicate and advertise products and services.

The internet is a limitless world; it does not matter where the company is located, but what is being offered and how it reaches its customers; it has impacted organisations and has been a method of financial leverage, with the results being immediately monitored on the network itself. Due to that, companies have changed how it markets their products and service, as well as reshaping costumers

interaction. Consumers have empowered their voices, and brands had a chance to become closer to consumers by reinforcing their values, naturally attracting like-minded customers.

The modern world evolves on a daily basis, with technological transformations causing social changes. The main goal of brands in this period of growth is to differentiate themselves from the competition. Companies are confronted with novelties and marketing challenges that must be studied and analysed in order to reach today's consumer, who is not only commercially aware but also virtually connected to the rest of the world. Social media is an excellent example of this. They infiltrated people's lives, contributing to the globalisation of information.

1.1 Research Question

The research question is: How does video marketing drives consumer engagement and influence consumer behaviour?

Platforms like YouTube have altered the video marketing landscape and how businesses communicate and inform their customers. The platform enabled brands to communicate directly and efficiently with consumers seeking information about products and companies. This allowed businesses to educate consumers and tailor content that would shape the brand's image in the minds of the consumers. This pattern has been augmented by the introduction of social media and user acceptance of consuming content more intuitively, prioritising content formats that are easier to consume, such as video content. The format, which was previously thought to be a privilege of those who could afford TV advertising, enabled brands to project their creative ideas visually more affordably and effectively.

1.2 Aims and objectives

The research project aims to demonstrate how video marketing can be a powerful tool for triggering consumer engagement, increasing conversation between brands and consumers, and converting sales, focusing on bringing the best approach to optimising competitive advantage to brands that use video in their marketing strategy.

To reach a conclusion, the researcher seeks to answer the following sub research questions, which are based on each subtheme:

1. How are users consuming and creating video contents on social media platforms?
2. How effectively does video content overcome the challenge of grabbing consumers' attention?
3. Video content is being prioritized by social media platforms. Based on that, what role do algorithms play in this regard, and what are the benefits and drawbacks for social media users?
4. Does video content leads to more engagement? And is it more effective in driving consumers' actions, such as purchases?

1.3 Purpose of the study

This research project is an essential part of obtaining a Marketing degree. It was carried out with a specific interest in investigating video content on social media as a powerful marketing strategy that allows brands to reach consumers effectively. As a marketing student interested in creativity and different ways to express it, the theme was chosen because of its relevance in modern society,

considering that video content is consumed through smartphones, which are in our hands the majority of the time, 24 hours a day, seven days a week. These devices became essential tools in modern society, allowing people worldwide to communicate with one another, share information, express ideas creatively, and invent new ways of doing business.

1.4 Limitations

The project was completely different in semester 5, with a different theme and objectives. Due to a lack of secondary research that would support the previous theme, I was forced to change it in semester 6, starting from scratch completely. This was critical to the final outcome of this research because it jeopardised my ability to delve deeper into the theme due to the limited time available to gather all necessary information and adequately formulate the discussion around the themes and subthemes.

Chapter II

2. Literature Review

2.1 Video Marketing in Social Media

How are users consuming and creating video content on social media platforms?

There is no better way to summarise the theme of this project than a quote from Pitt P. Berthon, which says: *“If the text was the medium of the analog era, video is the medium of the digital age”* Berthon et al. (2011, cited in COKER et al., 2017, p75). This short but powerful sentence indeed translates the significance of video in today’s era and its magnitude when it comes to communication, particularly with millennials and Gen Z, considered to be the more prominent consumer audience nowadays. (Oziemblo, 2020)

Kotler and Keller (2012) affirm that social media has proved to be fundamental in modern human interactions, as an extension of the real world, with sharing moments in the form of texts, images,

videos and audio. This extension of reality provides voice and presence to companies inserted in the digital context. According to the authors, businesses are increasing their social media presence due to business opportunities that they encounter on these platforms. These channels became an easy and effective way to communicate with consumers, facilitating customer support and presenting innovative ways to advertise while building a relationship and brand image. The authors also said that social media encourages companies to stay innovative and relevant due to its daily immediacy.

In social media, brands can take advantage of earned media when users create content about a brand or a product, and companies can use these materials as publicity. For this, businesses must make an online presence that speaks the language of its target consumers, understanding what is relevant to them and current trends among them. Understanding this dynamic and how to communicate authentically to its consumers on social media bring customers close to the company by sharing interests and values.

Social media short video advertising presents an attractive, profitable and creative way to communicate with consumers and build brand awareness, which can influence customers' purchasing intentions at the core. The tool is changing the advertising scenario by leading consumer engagement, increasing traffic, and reducing indecisions in choosing a product or service, with useful demonstrations and information about what is being offered. Due to that, video content is being valued mainly by end-users in their purchasing journey as an essential tool that creates emotional connections between brand and consumers, resulting in brand loyalty and brand advocacy, thus, generating word-of-mouth, word-of-web and User-generated content. To add to the length, a social media short video combines information and humour. This combination of knowledge and entertainment has the potential to change the consumer's perception of the associated product. (Addo, P.C. et al, 2022)

With the advancement of social media and video platforms such as YouTube, video is becoming increasingly important in modern society, assisting users in determining the best product or service for a particular need. Stephanie Kumar's article for Think With Google (2019) states that 55 per cent of shoppers worldwide use video while shopping in-store. This is because visual content embedded in a video provides quick and explicit product information, such as product images and features (Kumar, 2019). Based on that, brands that create video content, for instance, teaching how to use its products, a "do it yourself" video or a meal recipe, and so on, are inciting consumption of that specific product.

2.2 Attention Span in Social Media

How effectively does video content overcome the challenge of grabbing consumer's attention?

2.2.1 Targeting audience and Tailoring Content

When creating video marketing content, defining the target audience, the message to be conveyed, and the platform on which the content will be posted is critical. These three elements, combined with storytelling, help the content creator to be assertive in retaining consumers' attention. (Roberge, 2018)

Creating a buyer persona aids in the identification of the target market. This will assist the brand in comprehending the consumer's wants and needs. The buying persona will drive the company to create engaging and appropriate content that resonates with the customers. For that, brands must first understand what customers want. Who is your content for? What inspires the audience? How can the brand entertain its followers? Answering those questions will help the brand to recognize what is important to its audience while assisting the company in creating content that the audience wants to interact with. (Gold, 2019)

The creative process is inextricably linked to the message a brand wishes to communicate and how

it intends to communicate it. To succeed in this area, it is critical to understand what is relevant to its target audience and what type of content, brands, and trends the target audience consumes. What is communicated through the video and its visual appeal must resonate with the brand's value shared with its consumers in order to arouse desire and lead to the purchase of the product.

Lastly, defining the right platform to post the video content will enhance the content's reach. Considering that each platform is built for a different purpose, the content must be tailored accordingly for each one the company intends to use. For example, Instagram and TikTok are built to be used on the phone. Thus, its screen format differs from YouTube, LinkedIn, Facebook and Twitter. These platforms' differentiation is also important for planning content appropriate for each one, considering the purpose of this social media and the appropriate length. For example, when a clothe brand makes a video of the new collection's runway event, which would be perfect for its YouTube video, the company can edit the material and create a teaser to be published on its Instagram feed to bring viewers to its YouTube channel.

YouTube Videos increase SEO, a brand can post on YouTube and rank straight away on Google. Furthermore, after the event video is posted, the brand can create another material with images not used in the runway video and create a "behind the scene" video to be posted later. This way, the same event will generate different content to feed its social media channels.

2.2.2 Storytelling as a tool to retain consumers attention.

It is undeniable that technology has aided society in various ways, including facilitating knowledge sharing, optimising communication, and providing limitless entertainment options, all of which are literally at the fingertips of devices like smartphones. This technological explosion has created a

sense of urgency to stay connected and consume information available 24 hours a day, seven days a week (Lessard, 2014). As a result, while using these channels, social media users frequently divide their attention between other activities. To overcome this challenge, content creators must find effective ways to keep users' attention by providing entertainment as well as relevant information to their target audience, preventing viewers from skipping ads and marketing messages.(Coker et al, 2017)

Storytelling in video creation content can be the “silver bullet” to fight against user’s shorter attention span (Lessard, 2014) and prevent consumers from skipping ads due to avoidance of marketing messages, especially after YouTube facilitated this action, allowing viewers to skip ads after the first five seconds or an ad-free experience under a monthly subscription fee (Coker et al., 2017). As Lessard (2014) states, companies *“have to cut through the noise and engage our prospects with content that entertains, inspires, and educates them about what we do and who we are, including the culture of our companies.”*

Mancuso & Stuth (2014) says that *“activity and motion fires up the neurons more than do static images”* such a statement explains why video nowadays has been adopted and prioritized by social media channels as the main format on several platforms. With a combination of video and storytelling, marketers can control how brands are perceived by consumers (Coker et al., 2017) and empowered by social media, this type of content *“grabs our attention, fire up our imagination and share our own story out to the larger world around us.”* (Mancuso & Stuth, 2014).

Furthermore, anyone with a smartphone can now create narratives on social media. With the help of storytelling, consumers can emotionally connect with brands, not just as passive listeners but as the main character in the brand’s story. When brands invite consumers to be a part of the communication by making them the central character of the story, the company becomes a part of

their own story, creating lasting memories in consumers' minds and enhancing the brand as the first choice to consumers (Singh & Sonnenburg, 2012). As the authors say, storytelling works to *“help build awareness, comprehension, empathy, recognition, recall, and provide meaning”*.

2.3 Algorithms in social media for video content

Video content is being prioritised by social media platforms. What role do algorithms play in this regard, and what are the benefits and drawbacks for society?

In this thriving digital era, where social media reigns supreme, social interaction platforms prioritise content that keeps users connected for as long as possible. Video plays a critical role in this dynamic. The more time users spend on these platforms, the more value these channels provide to businesses willing to advertise. (Roy, A et al. 2017)

With algorithms shaping users feed, deciding what appears on the top of the page and what is relevant to them based on their preferences, tendencies and behaviours online, social media is becoming specifically tailored depending on how users are interacting with these platforms (Oremus et al. 2021). in addition, the authors states that algorithms *“also reflects the social media’s strategy to favour certain content or behaviour”* which the feeds reflects uniquely user’s *“expressed interests”*.

On the other hand, algorithms enhance addictive behavioural patterns on social media that keep users scrolling their feeds for hours without realising the harm behind this pattern. (McCluskey, M. 2022). On social media platforms such as TikTok, for instance, *“the “For You” page is what most TikTok creators think makes the app different from other social media platforms. Good content is rewarded faster, supercharged by the algorithms that show users an endless stream of videos*

tailored to their tastes” Ohlheiser, A. (2021). This statement highlights the good and bad of algorithms on social media. At the same time that valuable content is being shown, sensitive and psychologically harmful content can repeatedly appear in the feed, reinforcing toxic behaviours.

2.4 Consumer Behaviour

Does Video content leads to more engagement? And is it more effective in driving consumers' actions, such as purchases?

Viewers who emotionally connect with content on social media are more prone to engage through likes, comments, sharing, following pages and purchasing products that appear in those contents (Kapoor. et al. 2022). Those engagements are directly associated with positive effects caused by watching materials that resonate with users (Munaro, A.C et al. 2021). As the authors state: *“Ads that are emotionally matched with the content video could lead to greater engagement with the ad because of the desire for consumers to extend the emotion they are experiencing”*.

To stand out in the busy content scenario on social media, some authors believe that humour can effectively catch users' attention (Barry & Graça, 2018). The authors believe that content embedded with humour increases sharing and enhances the brand image in the consumers' minds, increasing brand exposure and reach. In addition, contents that make use of emotional appeals, such as humour, are less likely to be skipped by viewers. This combined with something that hooks viewers' attention in the first five seconds of the video (Jeon, Y.A et al., 2022).

Furthermore, social media users not only seek entertainment when consuming video; consumers constantly look for information about a specific product or brand that they are interested in in order

to help them make the purchasing decision so that video marketing can be a powerful ally on the consumer journey (Gavilanes, J.M et al, 2018)

Chapter III

3. Methodology

3.1 Introduction

This chapter will outline the methods used to conduct the research project, such as its methodology, research approach, methods used to gather and analyse data in order to answer the main research question and sub-research questions, sampling, research process, and data analysis.

According to the methodology research onion (Saunders et al., 2012), this research employs a post-positivism methodology with a deductive approach based on a quantitative method in order to collect an expressive amount of data that will allow the researcher to have a broader vision about the subject and social media users' patterns of video consumption, without delving into users' experiences.

3.2 Research method

To better understand social media users' patterns when consuming video content, a quantitative survey method with closed-ended questions was used to collect enough generic data, as close to reality as possible, to analyse social media users' patterns and behaviours, which confirms the secondary research presented in the literature review.

The secondary research was critical in gathering information that had already been done in the field by other sources, providing an overview of video marketing usage, particularly on social media, which served as a starting point for developing the primary research. As a result, the primary research enabled me to confirm the secondary research findings and the author's theory about video content creation.

3.3 Sampling technique and Sample size

The primary research was conducted in the form of a survey questionnaire created on Google Forms and consisted of 17 closed-ended questions with pre-defined responses. The questionnaire's goal was to collect as much information as possible from respondents, who were general social media users, in order to identify their video consumption patterns on these platforms and discover their habits in order to analyse the effectiveness of video content on consumer behaviour, conversion rates, and consumer retention.

Eighty-four people responded to the questionnaire, which was distributed via WhatsApp and Instagram. These statistics findings were used to compare with the secondary research explicit in the report's literature review section and to confirm the authors' theory presented.

Chapter IV

4. Findings and discussion

4.1 Introduction

The data was collected through an online survey from a Google Form. In this chapter, the research findings will be analysed and discussed per themes, compared with this project's literature review (Chapter II). It will consider the 04 researched subthemes: Video Marketing in Social Media Channels, Attention Span in Social Media, Algorithms in Social Media for Video Content and The Influence of Video on Consumer Behaviour and Decision Making Process.

The main goal of the data collection was to find out the users' consumption pattern of videos on social media and how video marketing influence brand-consumer interaction and shape consumer behaviour with the objective of bringing the best approach to optimize competitive advantages. It is important to mention that the survey was directed to general social media users.

The survey was distributed through WhatsApp and shared on Instagram, and a total of 84 responses were received. Questions two and three regard their demographic status, respectively, gender and age group. Of those 84 participants, 44 (52.4%) are women, 37 (44%) are men, 2 (2.4%) declared themselves as non-binary, and 1 (1.2%) preferred not to say. Regarding their age, 3 (3.6%) are between 18 and 24 years of age; 43 (51.2%) are between 25 and 34 years of age; 32 people (38.1%) are from 35 to 44 years of age; 2 (2.4%) between 45 and 54 years of age; 1 (1.2%) are from 55 to 60 years of age, and 3 people (3.6%) are more than 60 years of age.

4.2 Video marketing in Social Media channels

Q4 (figure 1)

Question four asked, "What kind of content format is most appealing to you?" and more than half of

the respondents (61,9% - 52 people) answered that they prefer video content over another content format, such as photos, blogs and podcasts. This finding confirms the statement presented by Berthon et al. (2011) in chapter II – 2.1, where the author says that *“If the text was the medium of the analog era, video is the medium of the digital age.”*

What kind of content format is most appealing to you?

84 respostas

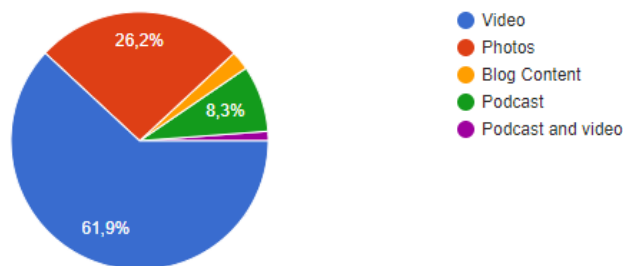


Figure 1

Q5 (figure 2)

Question five was to complement question 4 and discover what platform respondents usually use to watch video content, and participants could choose as many as suits them. 71 people (84,5%) say that YouTube is their number 1 platform for watching a video, followed by 68 people (81%) that chose Instagram as their preferred platform. These results are not surprising considering that YouTube is the second most used search engine platform, just ranking behind Google, which shows that people go to YouTube for entertainment and information. Instagram ranking in second in this research, confirming that the platform prioritizes video content and users are adopting, using and consuming the format on the channel. (Cowley, 2020)

What platform do you usually use to watch videos? (Please, choose as many as suit you).

84 respostas

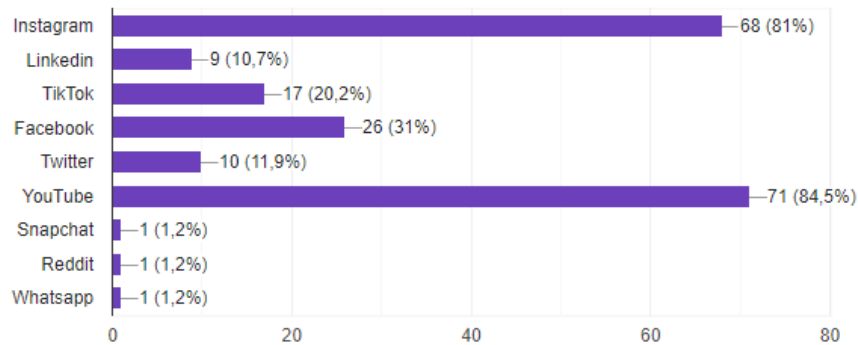


Figure 2

Q6 (figure 3)

On question 6, respondents were asked how much time they spend on these platforms daily. An impressive 32,1% of participants (27 people) say they spend 1 to 2 hours logged per day, followed by 29,8% (25 people) spending 30 minutes to 1 hour; 17,9% (15 people) answered that they spend 2 to 3 hours on their preferred platform, 11,9% (10 people) affirm that they spend more than 3 hours on social media consuming contents and 8,3% (7 people) says they spend up to 30 minutes per day. These findings are crucial for this research because they show that people spend a good portion of their day connected on these platforms, ready to be reached by brands with an online presence and content relevant to their target audience.

How much time do you spend on these platforms daily?

84 respostas

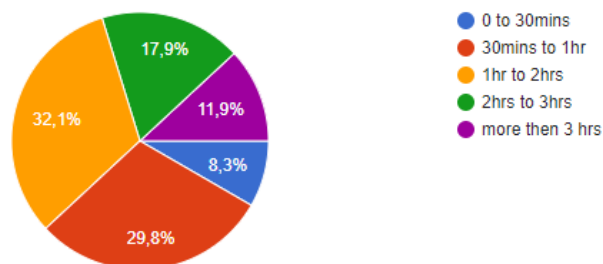


Figure 3

Q7 (figure 4)

Question 7 aims to discover what type of video content participants usually watch on their favourite platform. 63 respondents (75%) said that Entertaining Videos are what they are looking for on social media, followed by 56 people (66,7%) said that Social Media Short Video, such as TikTok videos, Instagram's reels and stories are their favourite video format to watch. 38 people (45,2%) affirm that "How To..." videos are the format they usually watch, and 31 respondents (36,9%) answered that Explainer Video is their favourite. With these findings, it can be concluded that social media users are open to consuming content from brands that entertain them, connecting emotionally through humour or other pleasant feelings that help them escape from reality for a little while. In addition, brands that combine entertainment and social media short videos in their content creation can reach a significant audience on social media.

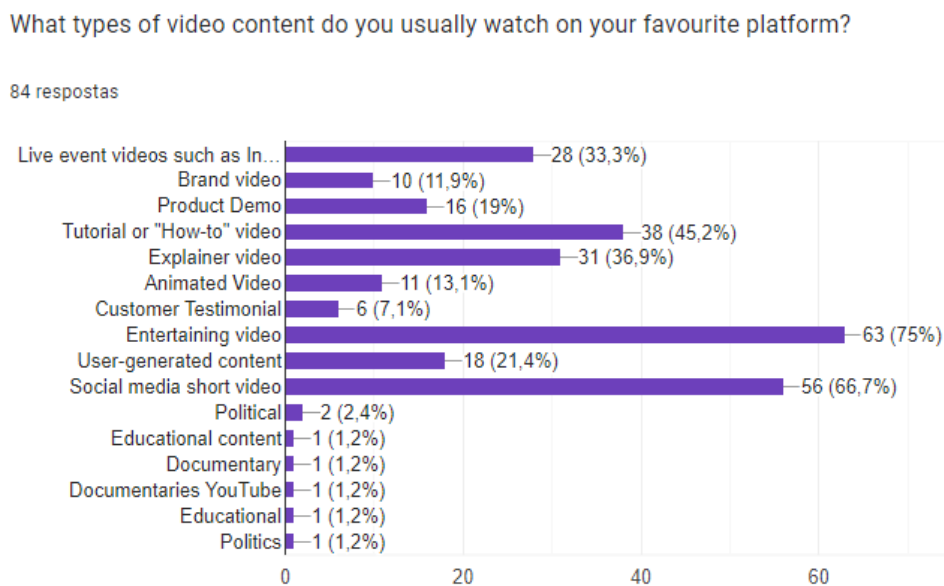


Figure 4

4.3 Attention Span is Social Media

Q11 (figure 5)

Question 11 was regarding video ads on YouTube, and participants were asked, “how often do they skip the ad after the first 5 seconds?” an impressive 75% (63 people) answered that they ALWAYS skip the ads after the first 5 seconds. 25% (21 people) answered that they only watch the full video if they feel connected with the advertisement within the first 5 seconds. No one answered they never skipped the ads. These findings support what Coker et al. (2017) say: content creators must find effective ways to keep users’ attention by providing entertainment and helpful information relevant to their target audience, preventing viewers from skipping ads.

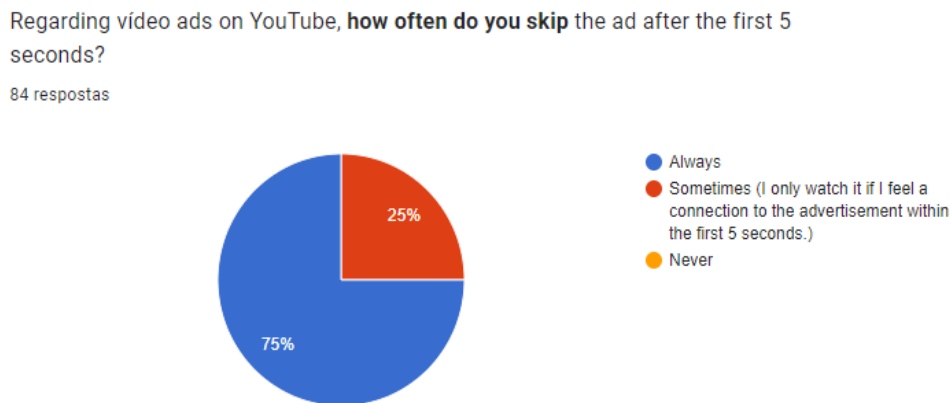


Figure 5

Q12 (figure 6)

On question 12, participants were asked if watching videos is more satisfying than reading blogs, answering from 1 to 5, being 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree, and 5 = Strongly agree. 33 people (39,3%) strongly agree, 23 (27,4%) agree, and 21 participants (25%) are neutral. This shows users’ willingness to consume video content and prefer watching it over reading blogs.

Watching videos from brands I like is more satisfying than reading their blogs.

84 respostas

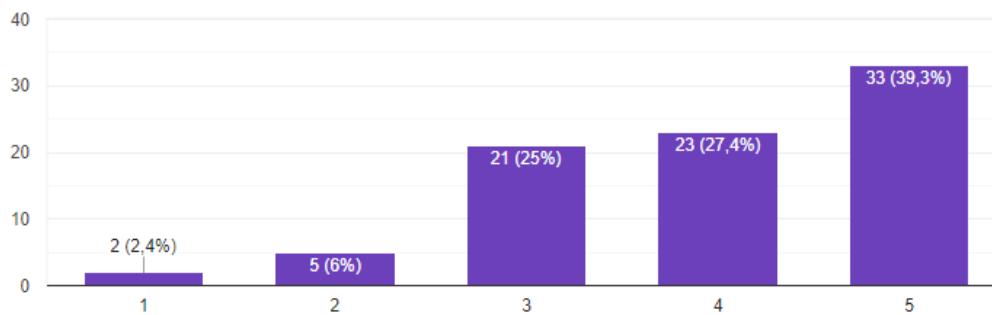


Figure 6

Q13 (figure 7)

Question 13 aimed to complement question 12, and participants were asked if they could remember information better after watching a video than reading it in a blog. The question was in the same format, and respondents were asked to choose from 1 (strongly disagree) to 5 (strongly agree). 32 (38,1%) answered that they strongly agree that they can remember better information that is in video format, 21 (25%) agree with that and 24 (28,6%) are neutral. Considering these findings, a video is a powerful tool for retaining information due to its dynamic. When combined with other techniques, such as storytelling, users' attention can be retained more easily.

I can remember information better after watching a video than reading it in a blog.

84 respostas

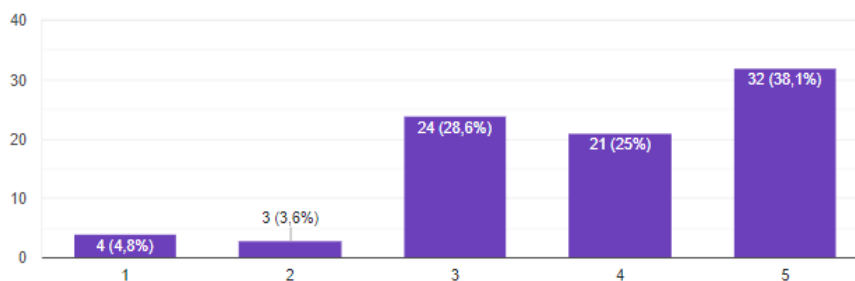


Figure 7

4.4 Algorithms in Social Media for Video Content

Q8 (figure 8)

On question 8, participants were asked if they could differentiate between organic and paid content. The question was formulated in a scale style where respondents should choose from 1 to 5, 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree and 5 = Strongly agree. 34 people (40,5%) say that they strongly agree and can tell the difference between organic and paid content; 27 (32,1%) agree that they can differentiate between both, and 16 (19%) are neutral in this regard.

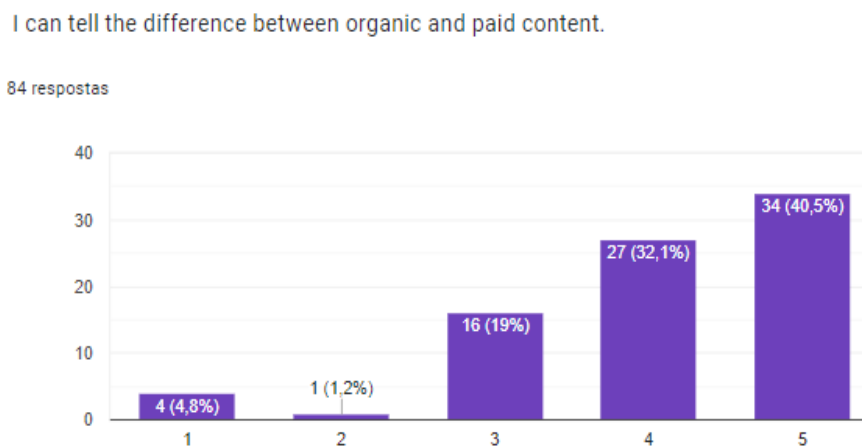


Figure 8

Q9 (figure 9)

On the other hand, question 9 asked participants if paid content is more relevant to them than organic content, again in the same question structure, choosing from 1 (strongly disagree) to 5 (strongly agree). 20 people (23,8%) strongly disagree that paid content is more relevant, 33 (39,3%) disagree, and 20 participants (23,8%) are neutral. This confirms social media users' tendency to value organic content, want to see real people in real-life situations, and expect the same from brands.

Paid content is more relevant to me than organic content.

84 respostas

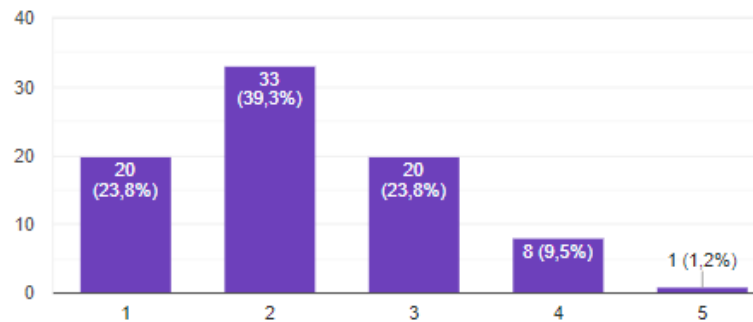


Figure 9

Q10 (figure 10)

Question 10, in particular, can be analysed by covering two subthemes: Algorithms in social media for video content and The influence of video on consumer behaviour. In this question, respondents were asked what actions they have taken after watching native video content, known as Social Media Short Video. Respondents were free to choose as many as suited them. Only 9 respondents (10,7%) said that they had never engaged with these contents, and the rest of the respondents answered that they had taken some engagement after watching these video contents. 60 respondents (71,4%) said that they liked the video; 43 (51,2%) said they started following the page; 40 (47,6%) shared the content; 25 (29,8%) clicked on the link; 15 (17,9%) purchased what was being offered, and 12 people (14,3%) says that they commented on the video. These actions help algorithms on these platforms keep showing users similar content from people and brands with which users interact.

Native video content refers to videos created on social media platforms such as Instagram Reels and TikTok videos. What actions have you taken as a result of watching one of these contents, as described below? (Please, choose as many as suit you).

84 respostas

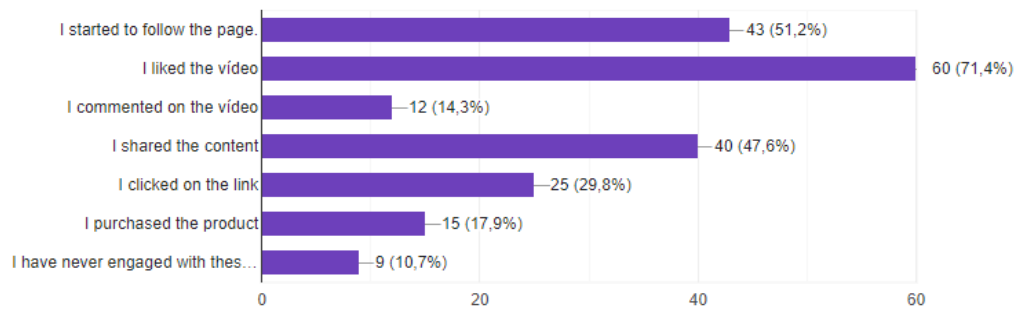


Figure 10

4.5 The Influence of Video in Consumer Behaviour and Decision Making Process.

Q10

These findings on question 10 are extremely important for this research because it shows how video can trigger engagement that can lead to actions, possibly converting in sales and, at the same time, increasing brand exposure and brand awareness.

Q14 (figure 11)

On question 14, respondents were asked to evaluate the statement “I am more likely to engage with video content by liking, sharing, commenting, or clicking on a link than with other forms of content such as texts, photos and podcasts” by choosing from 1 to 5, being 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree, and 5 = Strongly agree. 28 people (33,3%) strongly agree that they are more likely to engage in any form with video content more than other content; 28 (33,3%) agree with the statement; 16 (19%) are neutral; 8 people (9,5%) disagree and 4 respondents (4,8%) strongly disagree with the statement. Again, these findings have proved that video can lead to more

engagement.

I am more likely to engage with video content by liking, sharing, commenting, or clicking on a link than with other forms of content such as texts, photos and podcasts.

84 respostas

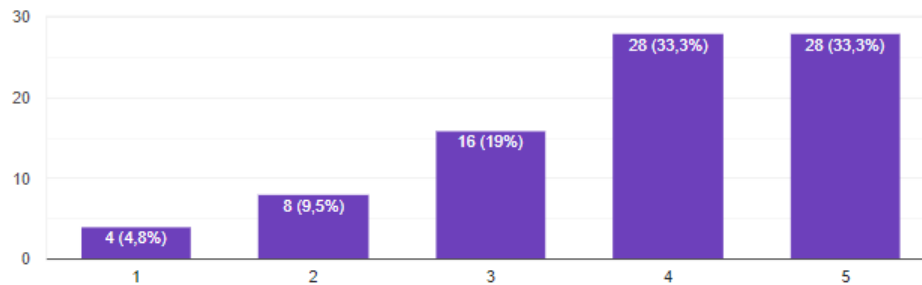


Figure 11

Q15 (figure 12)

Question 15 respondents were asked, “how important is the music in video content?” Choosing from 1 (not important) to 5 (Extremely important). 43 people (51,2%) find music extremely important for video content; 13 (15,5%) believe that music is important, while 17 (20,2%) are neutral in this regard. Music can help to set the tone of the video content, enhancing the message with an emotional appeal and helping to tell the story, therefore, connecting the audience with the story.

For you, how important is the music in a video content?

84 respostas

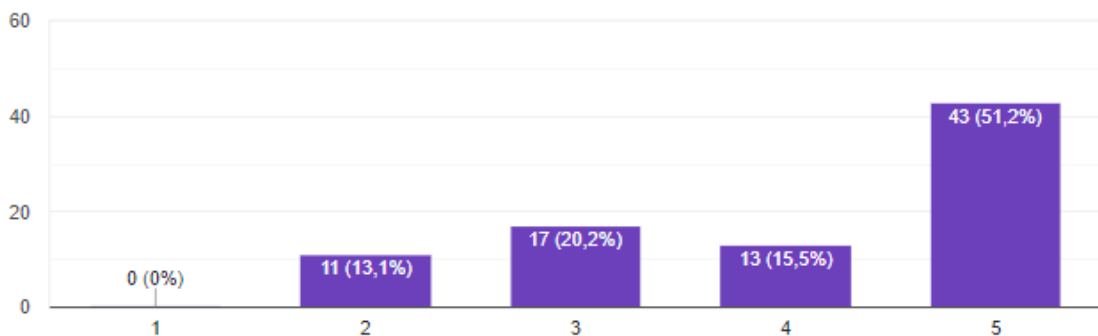


Figura 12

Q16 (figure 13)

Questions 16 e 17 are the most sensitive question in this research; based on this, it was placed at the end of the questionnaire to avoid any objection to answering them. Question 16 is closed ending question, where respondents were asked if they have ever been convinced to buy a product after watching a brand's video. 76,2% of the respondents (64 people) answered "Yes", they have been convinced to buy a product after watching a brand's video, and 20 respondents (23,8%) answered "No" to this question. In this regard, it can be seen how powerful video marketing is in arousing consumers' desire towards a product.

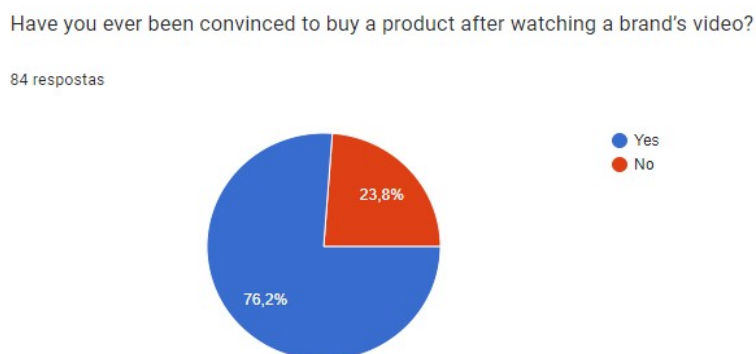


Figure 13

Q17 (figure 14)

Question 17 closes the questionnaire by asking the respondent to consider a specific scenario: "You are on a product page, and instead of just pictures of the product, you are watching a real person demonstrating the product and its features. Would you feel more inclined to buy it? And a massive 92,9% of the respondents (78 people) answered "Yes", they would feel more inclined to buy it after watching a demonstrative video rather than only pictures. And only 7,1% of the respondents (6 people) answered "No" to this question. These findings demonstrate the effectiveness of video on

conversion sales, shaping consumer behaviour, and bringing competitive advantages to brands that incorporate video in their digital marketing strategy; therefore, it can be said that the research question was successfully answered.

Consider the scenario: You are on a product page, and instead of just pictures of the product, you are watching a real person demonstrating the product and its features. Would you feel more inclined to buy it?

84 respostas

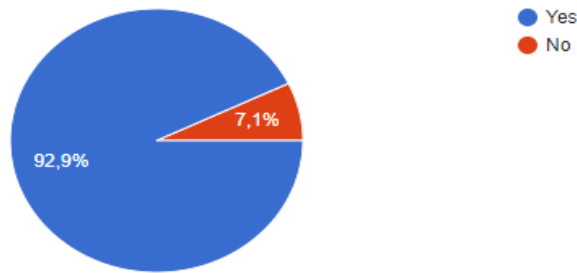


Figure 14

Chapter V

5. Conclusion and Recommendations

5.1 Conclusion

Based on the findings of this study, video marketing is an effective strategy for communicating with consumers on social media platforms due to users' willingness to consume this type of content. The data gathered shows that this content format significantly influences consumer behaviour, arousing the desire to acquire the product being presented and initiating conversation and interaction with the

target audience. Based on this, it is possible that brands that use video marketing as part of their marketing strategy can have a competitive advantage over companies that do not use video as a strategy to communicate with their audience. Furthermore, video allows businesses to create a more appealing brand image for consumers, keeping the brand fresh and relevant to its target audience.

Companies that ignore this marketing trend risk falling behind those that invest time and money in video marketing. As a result, video creation on social media has become an affordable way for brands to stand out from competitors and retain consumers' attention, open a communication flow with them, and increase their online presence, which leads consumers to brand websites, for example, assisting search engines such as Google to evaluate these companies as relevant, and suggesting it to potential users.

5.2 Recommendations

It is worth noting that video strategy must be used in conjunction with other strategies in order to be effective. Combining strategies can maximise the effects of each one while also exploring one theme or subject in different ways for brands, creating other content with distinct objectives.

Companies must also be aware of the video style, length, and format depending on the channel being shared in order to use the social media format unique to each platform to communicate with its users effectively.

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[direct=true&AuthType=shib&db=buh&AN=135313956&site=ehost-live](https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=buh&AN=135313956&site=ehost-live) (Accessed: 2 November 2022).

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Appendix

Appendix I: Online Survey Questions

Title of the survey:

Video Marketing as a tool to enhance consumer engagement, retention and conversion rates.

This research project aims to analyse the impact of video marketing on consumer engagement, retention and conversion rates to develop the best strategy for optimising competitive advantages

for businesses.

This research is being carried out by Leonardo Rodrigues Costa as part of a Degree in Marketing at Independent Colleges Dublin. The study is being conducted under the supervision of Prof Lucas Cardoso and Dr Daniel O'Sullivan, and it has been granted ethical approval by Independent College Dublin.

Your participation in this research study is voluntary. You may choose not to participate. If you decide to participate in this research survey, you may withdraw at any time.

The procedure involves filling out an online survey. The survey questions will be about the use of video marketing in digital platforms. Your responses will be confidential, and we do not collect identifying information such as your name, email address or IP address.

We will do our best to keep your information confidential. All data is stored in a password-protected electronic format. To help protect your confidentiality, the surveys will not contain information that will personally identify you. The results of this study will be used for scholarly purposes only and may be shared with academic staff in ICD.

1. ELECTRONIC CONSENT: Please select your choice below.

Clicking on the “agree” button below indicates that:

- You have read the above information.
- You voluntarily agree to participate.
- You are at least 18 years of age.

If you do not wish to participate in the research study, please decline by clicking on the “disagree” button.

Agree

Disagree

2. What is your gender?

Male

Female

Non-binary

Prefer not to say

Other

3. What is your age?

18 – 24

25 – 34

35 – 44

45 – 54

55 – 60

60+

4. What kind of content format is most appealing to you?

Video

Photos

- Blog Content
- Podcast
- Other _____

5. What platform do you usually use to watch videos? (Please, choose as many as suit you).

- Instagram
- LinkedIn
- TikTok
- Facebook
- Twitter
- YouTube
- Snapchat
- Other _____

6. How much time do you spend on these platforms daily?

- 0 to 30mins
- 30mins to 1hr
- 1hr to 2hrs
- 2hrs to 3hrs
- more than 3 hrs

7. What types of video content do you usually watch on your favourite platform?

- Live event videos such as Interviews, Q&A's and Webinars
- Brand video
- Product Demo
- Tutorial or "How-to" video
- Explainer video
- Animated Video
- Customer Testimonial
- Entertaining video
- User-generated content
- Social media short video
- Others _____

8. I can tell the difference between organic and paid content.

1 to 5

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

9. Paid content is more relevant to me than organic content.

1 to 5

Strongly Disagree

Disagree

Neutral

Agree

Strongly agree

10. Native video content refers to videos created on social media platforms such as Instagram Reels and TikTok videos. What actions have you taken as a result of watching one of these contents, as described below? (Please, choose as many as suit you).

I started to follow the page.

I liked the video

I commented on the video

I shared the content

I clicked on the link

I purchased the product

I have never engaged with these contents.

11. Regarding video ads on YouTube, how often do you skip the ad after the first 5 seconds?

Always

Sometimes (I only watch it if I feel a connection to the advertisement within the first 5 seconds.)

Never

12. Watching videos from brands I like is more satisfying than reading their blogs.

1 to 5

Strongly Disagree

Disagree

Neutral

Agree

Strongly agree

13. I can remember information better after watching a video than reading it in a blog.

1 to 5

Strongly Disagree

Disagree

Neutral

Agree

Strongly agree

14. I am more likely to engage with video content by liking, sharing, commenting, or clicking on a link than with other forms of content such as texts, photos and podcasts.

1 to 5

Strongly Disagree

Disagree

Neutral

Agree

Strongly agree

15. For you, how important is the music in a video content?

1 to 5

Not important

Neutral

Extremely important

16. Have you ever been convinced to buy a product after watching a brand's video?

Yes

No

17. Consider the scenario: You are on a product page, and instead of just pictures of the product, you are watching a real person demonstrating the product and its features. Would you feel more inclined to buy it?

Yes

No