

Effects of Short Video Marketing on Consumer Brand Attitude in Social Media, India

R. Naveen Kumar*, R. Pavithra**, V. Ramadevi***

Abstract

This study is to learn the lifestyle associated with the Internet features like brevity, high levels of enjoyment, simplicity of creation, and sharing, short videos have replaced network transmission as the new Internet changes impact in recent years. The present situation on marketing against social media is a great influence on how short videos are creating awareness among consumers in trends and such study is being learned in the academic circle. This research will outline the short video marketing results and how business getting affected by customer perception of brands. It deals into three categories: engaging content, scene-based experience, and user participation interactions. This study uses short video marketing, brand perception, and brand attitude on the following conditions as independent variables, mediating variables, and dependent variables.

Keywords: Brand Insights, Social Networking Sites, Short Videos, Brand Outlook

fundamentals of marketing have not been covered by academics in the form of a brief video. Few studies divided social media short video marketing into a variety of categories and not looked at the performance of businesses using short video marketing on their brands. The question, “Which aspects of social media short video marketing?” remained unanswered as the outcome.

As long the industry is constant and showing quick growth in India, numerous organizations attempted to attract clients and generate a positive brand attitude in 2021 by using short video pan-entertainment material. Conducting relevant theoretical studies on short video marketing is critical in this situation. Most recent research, in terms of creativity, promotes case discussions of short video marketing. Academics in its importance did not cover the details of marketing in a simple video. Few studies classified social media short video marketing into several categories and have not investigated the influence of businesses using short videos on their brands. As a result, the question, “Which aspects of social media short video marketing?” went unanswered.

This study divides the research into three categories: stimulating content, situational experience, and user engagement and communication in order to first sort out the conclusions of past research on video marketing and consumer brand attitude. A summary of the effect of brand perception on customer brand attitude is also provided. Second, empirical analysis is employed to back up the relevant research. The best study on short videos happens on brand attitudes as well as the intervening role of brand perception on social media and consumers, which was primarily validated by questionnaire surveys and mathematical statistical analysis.

Introduction

Numerous businesses understood the idea behind short video entertainment material in 2021 to engage with clients and generate an impact on brand attitude due to the industry’s continuous and rapid growth in India. It is crucial in this situation to undergo theoretical research on media short video marketing. Creatively, most research focuses on case studies of short video marketing. The

* Associate Professor, Department of Management, KPR College of Arts Science and Research, Coimbatore (Affiliated to Bharathiar University, Coimbatore), Tamil Nadu, India. Email: naveen.austin@gmail.com

** Assistant Professor, Department of Computer Applications, Kongunadu Arts and Science College, Coimbatore (Autonomous and Affiliated to Bharathiar University, Coimbatore), Tamil Nadu, India.

*** Assistant Professor, Department of Management, Karpagam Academy of Higher Education, Coimbatore, Tamil Nadu, India.

The two items on the following list explain the theoretical and applied value of this study. To fill a vacuum in the academic literature, this study divides into three categories and examines the role of businesses in the practical use of this marketing. In addition to providing proper theoretical guidance in corporate practice, this article assists organizations or people in understanding what elements impact brand perceptions while generating short video marketing.

Literature Review

Research on Short Video Marketing

According to Dhanya and Rajasekaran (2018), A short video just takes a few seconds of time in the communication medium for viewing the message. The play goes on from seconds to a short time in minutes. It is precise to see how researchers are determining by the length of the short film and the medium of support. It can be marketed virally to share, forward, and be viewed on social media under a 3-minute category and supportively mobile intelligence medium for editing and capturing.

Short videos are of great interest to academics due to their usefulness in commercial promotion. Short videos are to spread brand: awareness, loyalty, and association, which effectively raises the short video's value.

Short video is more participatory and interactive than conventional video, thus if used properly for marketing, it will aid in the formation and propagation of the brand.

Short video expands the scene when consumers watch the video and causes information to interact profoundly among consumers, playing an important part in the reconstruction of consumer relations. Short video increases the result of spreading the information among consumers and also create favorable relations.

Interesting Brand Approach and Content

At its essence, a short video is contented marketing. As to Sally (2003), The interestingness of outreaching material may arouse consumer readiness to distribute and develop more features, the content promotes customers to have a remarkable idea of the brand and a positive thought about the company. In the view of Chen and Rodgers (2008), "Interestingness" means to attract customers and pique

people's interest, whereas entertaining and intriguing content can assist people in more easily digesting the information provided.

H1a: Short videos with intriguing content have a big impact on brand perception.

Brand Insights and Scene-Based Experience

Customers' wants and choices are extremely individualized at present, and the scene has a major impact on their conduct and psychology. Short video marketing regularly prepares consumers for real-life consumption circumstances, naturally connects customers and companies, and aids consumers in gauging brand value and consumer experience. Accordance to Kapil S J, mobile video is a type of situational media that may provide information, and that situational information is easier for people to accept and grasp. As a result, the idea presented below is propagated.

H1b: The situation-based experience of short videos has an influence on brand attitude.

Interaction with Users and Brand Attitude

As to Justin Roy (2011), The connection between brands and customers has resulted in consumers' cognitive and emotional attitudes toward organizations and to have a great brand attitude. Manish Kumar (2013), The social class of people involved in brands regularly will have strong trust in the information shared by each other.

H1c: User communication possesses a strong purpose on brand sentiment.

Brand Perception Acts as a Moderator

In the practice of branding, brand perception is intangible. To form an overall impression to a reach, users must keep their sensory organs to identify its brand image, brand culture, and brand value. The manner in which brands are communicated has a huge impact on customers' impressions, Consumers identify brands based on their brand experience. Sirgy (1982), Consumer knowledge of a brand keeps them happy and also improves their positive opinion of a brand. According to Aaker (1996), customer understanding of a brand can promote brand-related stimuli.

H2a: Brand understanding works as an intermediate between engaging content and brand attitude.

H2b: Brand understanding moderates the impact of situation-based experience on brand attitude.

H2c: Brand understanding mediates the impact of user engagement contact on brand attitude.

Research Design and Empirical Analysis

Variable Definitions

This document contains five factors, according to the prior analysis. Each variable is defined specifically as following:

- **Stimulating Material:** This refers to create a most promising relationship and understanding the genuineness, trust and worthiness by the customers and giving them a space to know the values of a company.
- **Situation-Based Experience:** Organic doing of short videos will make the customers to understand the situations thoroughly. It is to combine the products, services, brand value and consumer experience in specific consuming situations.
- **Handler Interface:** It enables the doer to create content to propose the idea of the product clearly and to maintain interpersonal relationships among users, communicate and exchange relative information. To gain emotional support and trust to get information, and post information.

- **Product Insight:** This is the usual inclination of customers to react to a brand in a way that they like or dislike, which is learned and strengthened. It is most visible in consumers' overall perception of a brand. It is divided into three parts: reasoning, feeling, and behavior.
- **Buyer Product Approach:** The consumer opinion of a brand in mind and their perception of a brand. How social media platforms are accepting the influence of short video to reach in an overall appeal.

Research Design

The Likert five-point rating scale, together with scales for short video marketing, brand understanding, and attitude, was used as the primary rating system in this study. There are two steps in this section of the scale design: First, a sizable number of study reviews and interviews were used to gather the scale questions. In consideration of reliability and validity, such a questionnaire has been designed. The questionnaire is classified into two parts three dimensions and the next part preliminary investigation.

Sample Characteristics

The majority of this survey is conducted via a questionnaire survey that is issued at random online. The questionnaire was distributed mostly via the questionnaire survey website, and consumers were randomly asked to accept the survey by several methods. A total of 365 questionnaire responses were collected. Data was tested using SPSS24.0 to analyze the raw data.

Table 1

| Questions | Category | Respondents | [%] |
|----------------------------------|-----------|-------------|-------|
| Sex | Male | 148 | 40.77 |
| | Female | 217 | 59.23 |
| Age of the respondent | < 18, | 3 | 0.83 |
| | 18 ~ 25 | 234 | 64.46 |
| | 26 ~ 30 | 58 | 15.98 |
| | 31 ~ 40 | 48 | 13.22 |
| | 41 ~ 50 | 8 | 2.2 |
| | >60 | 1 | 0.28 |
| Watch a short video duration/day | <1 h | 179 | 49.31 |
| | 1 ~ 2 h | 132 | 36.36 |
| | 2.1 ~ 3 h | 38 | 10.47 |
| | >3 h | 14 | 3.87 |

The above table indicates that majority of the women watch short videos more than men. The distribution of 18 to 25 year is 64.36% is the majority, followed by 26 to 30 Year is 16.02% and 31 to 40 years is 13.26%.

This survey proposes the people who largely watch short

videos on a regular basis, and the majority of them are young people, which corresponds to the features of short videos getting younger. This is compatible with the short video duration and fragmentation characteristics since people usually watch in fragmented time. In conclusion, the survey results are representative.

Reliability and Validity Analysis

Table 2

| <i>Variables</i> | <i>Questions</i> | <i>Factors</i> |
|--------------------------------|--|----------------|
| Interesting content | I am always stunned to amusing short videos. | .761 |
| | I frequently listen to short videos repeatedly as it is so engaging. | .825 |
| $\alpha=.816$ | I frequently consider additional fascinating short videos. | .603 |
| KMO=.759 | I am more open to interesting short video stuff. | .685 |
| Situational based experience | Short videos in a variety of consuming settings, I feel extremely genuine. | .691 |
| | Many of the short videos keep me the feel as if I were in it. | .619 |
| $\alpha=.748$ | Short videos bring the desired consuming experience. | .626 |
| KMO=.641 | Watching short videos triggered a number of associations in my consumption. | .702 |
| User participation interaction | I enjoy creating short videos and share to the community. | .853 |
| | While talking with others, feel genuine, and easy to achieve an agreement. | .746 |
| $\alpha=.735$ | I enjoy learning new things and improving my cognitive abilities through connection with others. | .721 |
| KMO=.728 | When speaking to others, I listen to the majority's viewpoint. | .614 |
| Brand insight | Through a short video, I shall bring the image of a brand. | .549 |
| | Short videos promote the feel and quality of a product. | .750 |
| $\alpha=.734$ | Short videos will help me better grasp certain brands. | .685 |
| | The information contained in the short video stimulates my thinking. | .581 |
| KMO=.708 | I am informed of the details of the brand in a short video. | .634 |
| Buyer product attitude | In listening to the short videos I am being remembered of a brand. | .791 |
| | I've gained a better grasp of several brands by watching brief videos. | .818 |
| $\alpha=.822$ | In viewing the short video, I have a thought to feel the brand. | .857 |
| | In seeing a video, I was prompted to purchase a brand. | .787 |
| KMO=.737 | I inform to friends and family about the short videos I watch to tell the brand. | .758 |

The questionnaire reliability was measured by the Cronbach's alpha coefficient. High reliability scale was used in the questionnaire to get 0.807 as to achieve alpha value. The five variables had alpha values more than 0.7 and questionnaire found to be successful.

The questionnaire validity is mostly composed of content validity and structural validity. Following a small-scale pre-survey, recurrent refining, and modification, this study scale was created in cooperation with previous research and is assessed to have good content validity. The

structural validity analysis is the subject of this research. The KMO value must be calculated before proceeding with the factor analysis. The KMO value is commonly assumed to be factorable above 0.6. The above Table 2 demonstrates that the KMO values are greater than 0.6, allowing for factor of analysis. When the factor load surpasses 0.4, it is usually regarded that the questionnaire is authentic.

Correlation Analysis

The above table highlights that the three quality of short video marketing are related to brand attitude with values of 0.537, 0.412, and 0.631 indicating that short videos effect on brand attitude. It has a strong association with brand perception, with correlation coefficients of 0.485, 0.497, and 0.611 accordingly. It has been followed with the Pearson correlation coefficient approach.

Brand insight is also strongly related to brand outlook, a correlation value of 0.679. This analysis is used to describe the relationship between the three characteristics of short video marketing and brand outlook, as well as the connection between social media brand perception and short video marketing. Suppose the Person coefficient is greater than 0.75, collinearity between variables assumed. Table 3 shows that there is no collinearity between variables in this investigation.

Table 3

| Variables | 1 | 2 | 3 | 4 |
|--------------------------------|--------|--------|--------|--------|
| Stimulating content | 1 | | | |
| Situation-based experience | .527* | 1 | | |
| User participation interaction | .197 | .258** | 1 | |
| Brand insight | .483** | .497* | .611** | 1 |
| Buyer product attitude | .537** | .411* | .631* | .677** |

Table 4

| Model | Non-Standardized Coefficient | | Standardization Coefficient | Collinear Statistic | |
|------------------------------|------------------------------|-------|-----------------------------|---------------------|-------|
| | B | Error | B | Tolerance | VIF |
| Constant | .617 | .126 | | | |
| Interesting content(A) | .488 | .099 | .468 | .352 | 2.841 |
| Scene-based experience(B) | .256 | .079 | .212 | .352 | 2.841 |
| Participation interaction(C) | .392 | .089 | .383 | .352 | 2.841 |

The above table indicates that the tolerance values of the three independent variables are all larger than 0.1 and the VIF values are all less than 10, indicating that the three variables are not collinear. The B values are all positive, and the T value has a significance level smaller than 0.01. As a consequence, the three independent variable dimensions and brand attitude exhibit a significant positive causal connection. $Y=0.467A+0.211B+0.382C+0.616$, and their impact on brand attitude is strong to weak: $A>C>B$. As a result, H1a, H1b, and H1c status are assumed.

Intermediary Role Test for Brand Perception

The independent variable acting on the mediating variable and the mediating variable acting on the dependent variable are referred to as the mediating effect. The mediating variable connects the independent and dependent variables. To put it another way, the independent variable influences the intermediate variable and vice versa. Partial mediation and complete mediation are the two types of mediation variables. The following research is being carried out:

Table 5

| Model | Brand Insight Standard Coefficient | Brand Attitude Standard Coefficient | Sig |
|---------------------|------------------------------------|-------------------------------------|------|
| Interesting content | | .678 | .000 |
| Interesting content | .704 | | .000 |
| Interesting content | | .462 | .000 |
| Brand perception | | .314 | .000 |

Table 6

| <i>Model</i> | <i>Brand Insight Standard Coefficient</i> | <i>Brand Attitude Standard Coefficient</i> | <i>Sig</i> |
|----------------------------|---|--|------------|
| Situation-based experience | | .625 | .000 |
| Situation-based experience | .751 | | .000 |
| Situation-based experience | | .427 | .000 |
| Brand perception | | .328 | .000 |

Table 7

| <i>Model</i> | <i>Brand Insight Standard Coefficient</i> | <i>Brand Attitude Standard Coefficient</i> | <i>Sig</i> |
|--------------------------------|---|--|------------|
| User Participation Interaction | | .662 | .000 |
| User Participation Interaction | .698 | | .000 |
| User Participation Interaction | | .436 | .000 |
| Brand Perception | | .297 | .000 |

Tables 5, 6, and 7 reveal that the three independent variables in the dimensions have significant regression coefficients for brand attitudes, with standard regression coefficients of 0.677, 0.626, and 0.663, respectively. Second, the three independent variable dimensions have significant regression coefficients for the perception mediator factors of 0.703, 0.751, and 0.698, respectively.

The independent variables of the three dimensions and the intermediate variable's brand perception are both included in the equation at the same time, and multiple regression analysis is performed on the dependent variable's brand attitude. According to the findings, the standard regression coefficients of brand perception and brand attitude are 0.314, 0.329, and 0.296, respectively.

A critical test ($p < 0.01$) was successfully completed. Furthermore, after controlling for brand awareness, the standard regression coefficient of interesting content to brand attitude decreased from 0.677 to 0.462; the standard regression coefficient of situational experience to brand attitude decreased from 0.626 to 0.428; and the standard regression coefficient of user participation interaction decreased from 0.663 to 0.435, indicating that interesting content, situation based experience, and user participation interaction all have a regressive effect on brand attitude. As a result, H2a, H2b, and H2c are considered to be established.

Conclusion and Discussion

This paper also has certain flaws. The dimension selection may be incomplete because the author defined

and confidently embraced the three dimensions used to measure social media short video marketing. The intermediary variable just takes into account brand perception, which may be incorrect. The variable question designs might not be ideal. Due to personal knowledge limits, only a preliminary examination of the difficulties investigated has been conducted. Many flaws have yet to be solved, and there is still much room for improvement.

This paper also has certain opportunities and challenges. The author had done this research focusing on the three dimensions of short video marketing. The brand perception variable is appealing to be incorrect. From the above data understanding, the following conclusions and suggestions may be drawn from this study.

Interesting content has a beneficial impact on brand sentiment. Businesses that use short video marketing must strictly monitor the content of the short video, create short video content with a high level of interest and entertainment, integrate brand culture into extensive entertainment content, and enhance consumers' cognition and emotion of the brand in a relaxed and pleasant manner.

The influence of situation-based experience on brand attitude is good. When businesses use short video marketing, consumers with a real scene that they can sense for themselves through elaborately designed life scenes and consumption scenes, allowing enterprises to display brand image comprehensively and diversely and spread brand culture, gaining more consumer recognition.

Interaction with customers has a positive impact on brand insight. Businesses that use short video marketing must

encourage more users to participate in the creation and imitation of short videos, as well as frequent interaction among them, in order to deepen consumers' understanding of the brand and boost consumers' positive attitudes towards the brand.

In the effect of short video marketing on brand outlook, brand insight serves as a partial mediator. When using short video marketing, businesses should think about consumers' visual and auditory awareness, as well as brand exposure times and methods, and use interesting content and situation-based experiences to improve consumers' awareness of the brand, encouraging consumers to have a positive brand outlook.

Scope for Future Research

First, researchers' study on social media short video marketing now focuses on its marketing prototype, policy, and significance, but it is uncommon to break down this concept into multiple aspects for related research. It is an invention.

Second, this article takes a novel approach to investigate the effect of social media short video marketing on brand attitude. It investigates the influence of short video marketing on customer brand outlook and the intermediate function of brand insight through the development of the relationship model, which is a significant innovation.

There are several methods to differentiate aspects of short video marketing on social media. Additional extensive aspects should be studied in future studies and more influencing components to be incorporated into the research practices.

The survey method used in this paper is extremely limited. In the follow-up study, we will aim to include interviews and other methods of gathering original data in order to widen the scope of the survey, make relevant data more representative, and make the research results more legitimate.

References

- Murugesan, S. (2007). Understanding web 2.0. *IT Professional Magazine*, 9(4), 34.
- Bowley, R. C. (2009). *A comparative case study: Examining the organizational use of social networking sites*. The University of Waikato.
- Diomidous, M., Chardalias, K., Magita, A., Koutonias, P., Panagiotopoulou, P., & Mantas, J. (2016). Social and psychological effects of internet use. *Acta Inform Med*, 24(1), 66-8. doi:10.5455/aim.2016.24.66-68
- Gross et al. (2002). Internet use and well-being in adolescence. *Journal of Social Issues*, 58(1), 75-90.
- Manca, V., & Ranieri, M. (2016). Facebook and the others: Potentials and obstacles of social media for teaching in higher education. *Computers & Education*, 95, 216-230.
- Lerman, K. (2007). Social information processing in news aggregation. *IEEE Internet Computing*, 11(6), 16-28.
- Gordeyeva, I. (2010). *Enterprise 2.0: Theoretical foundations of social media tools influence on knowledge sharing practices in organizations*. University of Twente.
- Patrick, M. S. (2018). TikTok video app has become a petri dish for youth culture. Retrieved May 23, 2020, from <https://www.japantimes.co.jp/news/2018/08/25/national/media-national/tiktok-video-app-become-petri-dish-youth-culture/#.XIda5ohKjid>
- Leskin, P. (2020). Inside the rise of TikTok, the viral video-sharing app whose ties to China are raising concerns in the US. Retrieved May 23, 2020, from <https://www.businessinsider.com/tiktok-app-online-website-video-sharing-2019-7>
- Zhou, Q. (2019). *Understanding user behaviors of creative practice on short video sharing platforms - A case study of TikTok and Bilibili*. Retrieved from <https://etd.ohiolink.edu/>
- Monserrat, T. J. K. P., Li, Y., Zhao, S., & Cao, X. (2014). L.I.V.E: An integrated interactive video-based learning environment. *CHI '14: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, pp. 3399-3402.
- Guo, P. J., Kim, J., & Rubin, R. (2014). How video production affects student engagement: An empirical study of MOOC videos. *Proceedings of the First ACM Conference on Learning @ Scale Conference*, pp. 41-50.
- Szpunar, K. K., Khan, N. Y., & Schacter, D. L. (2013). Interpolated memory tests reduce mind wandering and improve the learning of online lectures. *The National Academy of Sciences*, 110(16), 6313-6317.
- Bevan, M. (2020). *Why videos are important in education*. Retrieved from <https://www.nextthoughtstudios.com/video-production-blog/2017/1/31/why-videos-are-important-in-education>