

Video Marketing Impact On Consumers' Behavior

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Abstract:

Digital marketing is a significant tool for improving businesses and gaining a competitive advantage. Where video marketing is one of the most important digital marketing platform tools. This study aims at providing the specifications, importance, and impact of video marketing on consumer purchasing behavior. To peruse these goals, a specialized video and a traditional one was designed, and 70 respondents were selected to watch these videos, and provide their responses using a questionnaire. The main results show that the majority of respondents preferred the specialized video that incorporates a short duration which is estimated at less than two minutes, attracting the consumer, and using a mix of video components, mainly; colors, transitions, animation, and text, where video content and duration have an impact on consumer purchasing behavior. Furthermore, the results show that the video can provide timely information about products, which enables consumers in evaluating these products, which is important in generating tendencies of intention and desire to purchase the product, and thus deciding to purchase the product.

Keywords: Digital Marketing, Video Marketing, Consumer Behavior, Purchasing Decision, Video Platform.

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I. Introduction

Digital marketing is one of the fastest-growing phenomena in the digital age. It is rapidly expanding and shows no signs of slowing down. Whereas, digital marketing has emerged as one of the most critical and potentially significant tools for improving businesses, and gaining competitive advantage.

Digital marketing estimations (Marino, 2023; Ruby, 2023) show that the online shopping is conducted by 2.14 billion people which is equivalent to 27% of the world's population. Meanwhile, the compound annual growth rate of the digital marketing industry is forecast to be 9% from 2020 to 2026, which is expected to reach \$807 billion by 2026. Whereas, the current year's estimations show that 63% of businesses have boosted their digital marketing, where, 72% of marketing budgets go to digital marketing.

As a result of the rise in popularity of different platforms, companies of all sizes have to incorporate e-marketing tools into their overall strategic marketing strategies (Sedej, 2019). Video marketing is one of the most important digital marketing platform's tools. According to Kramer et al. (2017), it is evident that there has been a notable increase in the utilization of videos. Donmez (2022) adds that video marketing remains to be an effective technique to connect with customers; because most businesses are heading toward online platforms. Furthermore, it's reported that businesses today are changing their market strategies toward social media to promote products and services. Therefore, online video advertisements are among the fastest growing platforms of advertising on social media because the Internet provides an opportunity for advertisers to market their products and services in different formats customized to their requirements and budget (Donmez, 2022); Arbouw et. al, 2019). Moreover, it's highlighted that (Sun, 2021; Pixability, 2018) the number of video views of beauty content was 37 billion times, and by 2018, it had exceeded 169 billion times, with an increase of 65 billion times over 2017. This implies that the number of plays of beauty content videos is increasing year by year. These results, not only show that there are more and more beauty industry videos on the YouTube platform but also reflect that these videos are becoming more and more popular with consumers.

These videos are not only being consumed for informational purposes but are also being embraced as effective educational resources. Therefore, incorporating video marketing into a company's marketing strategy allows for adaptability to technological advancements and a deeper understanding of the customer's changing behaviors, perceptions, and needs. Effective video marketing campaigns provide valuable insights into audience response, enabling continuous improvement and sustained growth in the market. Meanwhile, a review to prior researches of the impact of video marketing characteristics on consumer behavior show that this construct was not deeply discussed by researchers, as well as, empirical results seem lacking (Domzan, 2022). Therefore, the impact of impact of video marketing characteristics on consumer behavior remains fuzzy and elusive.

The main objective of this study is to provide further insight into video marketing and refine the effective design aspect. Therefore, the current study will address the following questions:

1. What are the best specifications for designing an effective video for marketing?
2. What is the importance of video marketing?
3. What is the impact of video marketing on customer behavior?

To pursue these questions, this study will provide further insight into video marketing, refine the required measures for effective video marketing, and the best specifications for designing an effective video for marketing, depending on the data that will be collected from the Palestinian consumers.

II. Literature review

Video marketing concept

Gupta (2020) shows that Digital marketing encompasses all the marketing efforts using information technology. It includes a spectrum of tactics like website marketing, search engine optimization, pay-per-click advertising, e-mail marketing, social media marketing, affiliate marketing, mobile marketing video marketing, content marketing, etc. Depending on the type and scale of business, companies need to use digital marketing tools to compete in an overly competitive digital landscape.

It's highlighted that short video marketing refers to all the short-video-based marketing activities, which exist in various kinds of the Internet platform (Davis, 1986; Xiao, 2019). Liu, (2019) shows that short video is a new type of video that can be shared, forwarded and viewed on social media platforms within 3 minutes. Meanwhile, Han, (2022) shows that the short video refers to the video content played on various new media platforms, suitable for viewing in the mobile state and short-term leisure state and is frequently pushed, ranging from a few seconds to a few minutes, where marketers integrate the marketing information of brands or products into short videos and use the medium form of short videos for social marketing. Donmez (2022) shows that video marketing is about using videos to market and promotes the service or product, upsurge involvement on social and digital channels, educate customers, and reach the targeted audience with the new medium. He adds that the 2021 statistics show a rise in using video as a marketing and advertising technique, whereby, video marketing is a holistic marketing approach which means that video developers must be produce a measurable, conversational, and actionable videos.

Therefore, short video marketing has become the main way for enterprises to conduct online marketing, through the integration and utilization of Internet resources, enterprises design and produce short video advertisements that meet the needs of consumers according to a series of feedback information obtained, combined with consumer demand preferences, and then spread on short video platforms (Han, 2022). Moreover, Prior researches show that video is one of the most powerful and expressive non-textual media that captures and conveys information, where video marketing is used to promote brands and products (Hampapur & Jain, 1998; Andreas Krämer & Sandra Böhrs, 2017). Moreover, Sedej, (2019) shows that video marketing is used in marketing communication, which has been gaining prominence, particularly in digital marketing, because the human brain is programmed to retain visual content better than article words. Furthermore, (Yani et al., 2019) show that short video marketing in a narrow sense, refers to all specialized marketing activities. The first paragraph starts exactly at the left margin – indentation none.

Importance of video marketing

It's reported that popularity and the improvements in online video quality provide tremendous prospects for advertising, where customers prefer to watch a product video than read about it four times. As a result, videos are rapidly becoming the key marketing medium (Ištvančić et al., 2017), where 78% of marketers found that video marketing has enhanced their business's net income (Hubspot, 2021). Moreover, Tanja Sedej, (2019) shows that more internet professionals see video as one of the biggest opportunities to attract new customers in a real and authentic way. Meanwhile, Xiao (2018) shows that the rise of short video widens the scene when consumers watch video, and makes information interact deeply among consumers, playing an important role in the reconstruction of consumer relations.

Videos foster relationship-building in the modern business environment as they grab the attention and have high information value. D Jakus, (2018) finds out that 40% of people respond better to visual information than written text. Moreover, Yani et al. (2019) show that short videos spread quickly and widely, which can attract consumers to understand brands, goods, and services. They add that 86% of businesses use video marketing, and 96% of these businesses see it as an essential part of their business strategy. Furthermore, Sun (2021) shows that consumers can bring more real information and multi-faceted interaction, which can help consumers obtain more information about the product.

Therefore, if companies invest well in knowing their customers, provide them with the best content, and continue to measure the efficiency and responsiveness of the video in their promotional campaign, these companies can achieve several goals including staying visible longer on the social timeline, providing a way to

engage with the audience, and achieve a higher ranking in search. (Sedej, 2019) adds that videos have become a major factor in influencing various aspects of consumer behavior, including awareness, understanding, opinions, purchasing behavior, and post-purchase communication and evaluation. Meanwhile, Haly et al, (2019) find out that video marketing allows people to participate and interact more than regular posts, they add that video marketing possibilities are very large and it's accelerating very fast.

Characteristics of video marketing

Hao (2016) shows that interactive short video can promote the establishment and dissemination of the brand and product. D Jakus (2018) adds that the human attention span is eight seconds, therefore, advertisement must be limited, interactive, illustrative, iconography, animation, graphic design, and data visualization; in order to inform, educate, or persuade the audience. Moreover, Yani et al., (2019) find out that short video marketing generally has three characteristics. First, is fragmentation; where short videos are mainly played on mobile devices, and are suitable for viewing during the time of people moving, resting, and so forth. Second, is distribution personalization; where the custom distribution of short videos makes marketing more accurate. Third is the decentralization of content; where the content does not depend only on one platform, that is, it is allowed to be shared with people on other platforms.

Furthermore, Xiao and Wang (2019) reported that form fragmentation; which is the content of short video presents a fast-food style and fragmented tendency. where consumers can use the short video during their fragmented leisure time. In addition to distribution personalization; where platforms can select the content which the users are interested in for accurate and personalized distribution. As well as content decentralization; where short video platforms usually adopt the decentralized mechanism of content production. Where, short video platforms constantly look for new and interesting content, and popularity is the king. By this way, user engagement is increased, which helps maintain the enthusiasm and activity of users, and also ensures high-quality outputs.

III. Theoretical framework

Foundation theories

The theoretical model is presented (Figure 4) to identify the research propositions, and relationships between video marketing components and consumer behavior. The model is developed depending on prior researches on video marketing, theory of reasoned action (TRA), theory of buyer behavior, and consumer decision model.

Theory of reasoned action

Fishbein and Ajzen (1980) presented the theory of reasoned action in an attempt to explain the relationship between human attitudes and behaviors. Where the outcome expectations of the individual behavior impact the individual's engagement in a particular behavior (figure 1). It's reported that the behavioral intention is determined by the consumer's attitude toward purchasing the product and the subjective norms that account for the thoughts of others toward certain behavior (Jeff, 2008, Solomon, Bamossy et al., 2006; Romi, 2013, 2017).

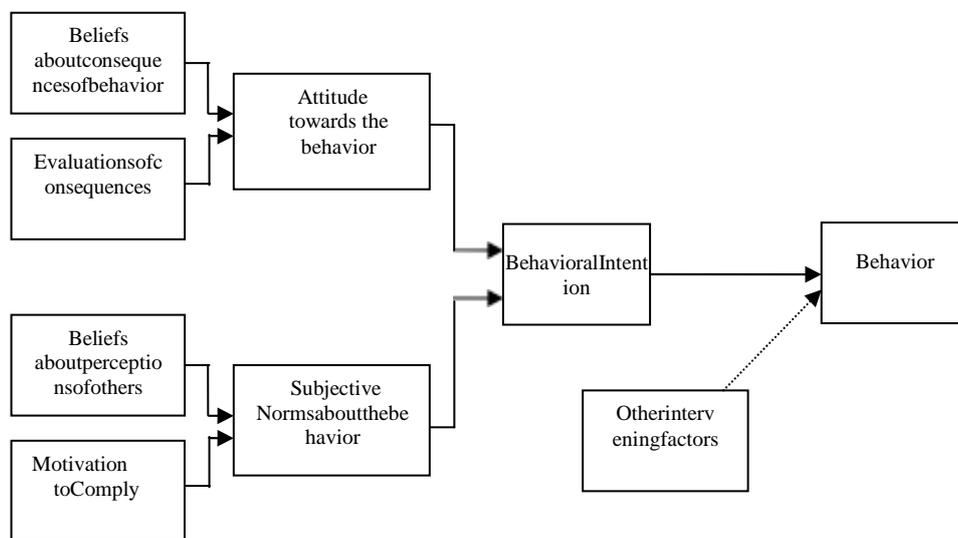


Figure 1. Theory of research action

Source: Jeff, 2008; Fishbein and Ajzen 1975; Loudon and Della Bitta 1993.

Theory of buyer behavior

It's reported that the idea of customer behavior provides "an advanced integration of the numerous social, psychological and advertising and marketing impacts on purchaser preference into a coherent sequence of facts processing" (Jeff, 2008, Foxall 1990).

Howard and Sheth (1973) presented the theory of buyer behavior to explain individuals' buying behavior. The theory shows that purchasing behavior is almost repetitive. Therefore, the buyer tries to establish a purchasing cycle for various products that determine how to buy products in order to save time and simplify the decision-making process. The buyer's decision depends on a number of components, mainly; motivations, available alternatives, and the decision mediator that matches the motivations with the alternatives.

Figure (2) depicts the major components of the theory of buying behavior; mainly inputs, Exogenous variables, intervening variables, and outputs. Where input variables include the brand that incorporates the actual elements of products and brands, symbolic stimuli which is referred to the representations of products and brands as constructed by marketers through advertising, social environment which includes the influence of family and other peer and reference groups. Exogenous variables include a number of external variables that can significantly influence consumers decisions; such as importance of purchasing, time pressure, financial status and so forth. Hypothetical constructs (intervening variables) refer to the perceptual constructs, and learning constructs. Where perceptual constructs include sensitivity to information, perceptual bias, and search for information; these perceptual constructs serve to control, filter and process the stimuli that are received. Meanwhile, learning constructs include motive, evoked set, decision predispositions, inhibitors, and satisfaction; where the process of learning serves to influence the extent to which the consumer considers future purchases, and seeks new information. output variables represent the buyers' response toward purchasing the product including attention, comprehension, attitudes, intention, and purchase Behavior.

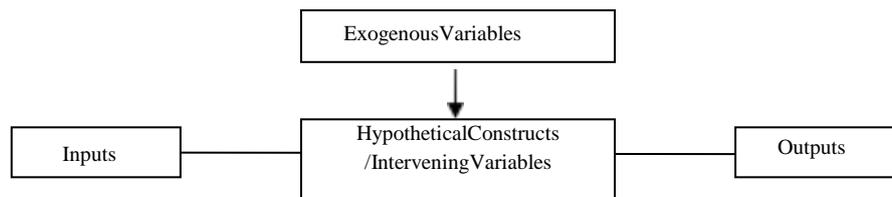


Figure 2. Major components of the Theory of Buyer Behavior
Source: Jeff, 2008

Consumer decision model.

The consumer decision model (figure 3) is highlighted as a seven-point decision process; where this process includes recognizing the need, searching internal and external information, evaluating the alternatives, purchasing, post-purchasing reflection, and divestment. The decision process is determined by external stimuli and the consumer's memory of previous experiences, as well as external variables which include both environmental influences and individual differences (Jeff, 2008; Blackwell et. al, 2001; Engel et.al, 1995).

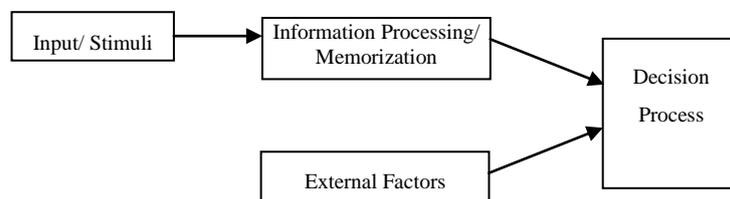


Figure 3. The consumer decision model
Source: Adapted from Jeff, 2008

The research model is developed based on the theory of reasoned action, theory of buyer behavior, and consumer decision model. Where, the theory of reasoned action show that the behavioral intention is determined by the consumer's attitude toward purchasing the product and the subjective norms that account for the thoughts of others toward certain behavior. Meanwhile the consumer's attitude is determined by the believes of the consequences of the behavior, where advertisements about products plays a vital role as a determinant to consumer's attitude. Theory of buyer behavior indicates that symbolic stimuli can be considered as representing

the product and brand through marketers' advertisements, and thus can be considered as a stimulus for the output that represent the buyers' response toward purchasing the product including attention, comprehension, attitudes, intention, and purchase Behavior.

Furthermore, the consumer decision model shows that the decision process is determined by external stimuli and the consumer's memory of previous experiences. Therefore, the three theories denote that an external stimulus that provides information about the product and the brand will impact the consumer attitude, and consequently, the consumer's attention to purchase the product; thus, video marketing is considered an external stimulus that may have an impact on consumer behavior toward the product.

Hypotheses development

Theories concerned with consumer purchasing behavior denote that an external stimulus that provides information about the product and the brand will impact the consumer attitude, and consequently, the consumer's attention to purchase the product; thus, video marketing is considered an external stimulus that may have an impact on consumer purchasing behavior toward the product. Therefore, the main constructs of the research model are video marketing and consumer purchasing behavior. Prior researches show that video marketing dimensions are duration and content; which include text in the form of directives, colors, transitions, and animation. Meanwhile, consumer purchasing behavior is determined by consumer behavioral theories; which include consumer attitude towards the product, consumer intention to purchase the product, and the consumer's actual purchasing.

Donmez (2022) reported from prior researches that customers preferred the video of brand content on social media and it's beneficial when buying a product, where consumers preferred social media platforms are YouTube, Facebook, and Instagram. In addition, consumers' purchasing decisions are determined by viewing a video marketing campaign on social media (Yüksel, (2016); Sánchez, 2017). He adds that, it was found video marketing impacts customer's purchasing intentions and decisions. Furthermore, Sedej (2019) shows that videos have become a major factor in influencing various aspects of consumer behavior, including awareness, understanding, opinions, purchasing behavior, and post-purchase communication and evaluation. Sun (2021) video marketing by social media does have an impact on consumers' purchase intentions. Moreover, Edriasa and Sijabat (2022) show that interesting content have a statistically significant effect on consumer brand attitude.

These findings show that video marketing content has an impact on consumer's purchasing behavior; mainly, attitude, intention, and actual purchasing. Accordingly, hypothesis H1 is proposed.

H1: Video content positively affects consumers' purchasing behavior.

Testing this hypothesis (H1) requires measuring the relationship between video marketing content, and consumer purchasing behavior. Since the consumer purchasing behavior as a dependent variable composed of three constructs, including consumer's attitude, intention, and actual purchasing, therefore hypotheses H1 can be subdivided into three hypotheses mainly; H1-1, H1-2, H1-3.

H1-1: Video content affects consumers' attitude towards purchasing a product.

H1-2: Video content affects consumers' intention to purchase a product.

H1-3: Video content affects consumers' actual purchasing to a product.

Concerning video duration, Krämer et al, (2017) show that the explainer videos effectively convey complex facts to a target group within a very short time; thus, the videos need to be short, succinct, and to the point; where the explainer videos are usually one to three minutes long. Meanwhile, Yani et al, (2019) show that the length of short video is usually less than 5 minutes. Furthermore, Xiao and Wang (2019) show that videos duration is from five seconds to five minutes. Zhou (2021) adds that short video has a large content load and is easy to attract users' attention, thus, the duration of less than 5 minutes and fits the user's reading habit of fragmented time.

These findings show that video duration has an impact on consumer's purchasing behavior. Accordingly, hypothesis H2 is proposed.

H2: Video duration positively affects consumers' purchasing behavior.

Testing this hypothesis (H2) requires measuring the relationship between video duration, and consumer purchasing behavior. Since the consumer purchasing behavior as a dependent variable composed of three constructs, including consumer's attitude, intention, and actual purchasing, therefore hypotheses H2 can be subdivided into three hypotheses mainly; H2-1, H2-2, H2-3.

H2-1: Video duration affects consumers' attitude towards purchasing a product.

H2-2: Video duration affects consumers' intention to purchase a product.

H2-3: Video duration affects consumers' actual purchasing to a product.

Research model

The research model (Figure 4) is formulated to incorporate video marketing dimensions as an independent variable, and consumer purchasing behavior as a dependent variable. The model reflects the two

hypotheses, and suggests that both video content and video duration affect the consumer purchasing behavior moderated by the video platform. The model includes five constructs; two constructs of the video factors which are video content, and duration. In addition to other three constructs which represent the consumer purchasing behavior; including consumer's attitude, intention, and actual purchasing.

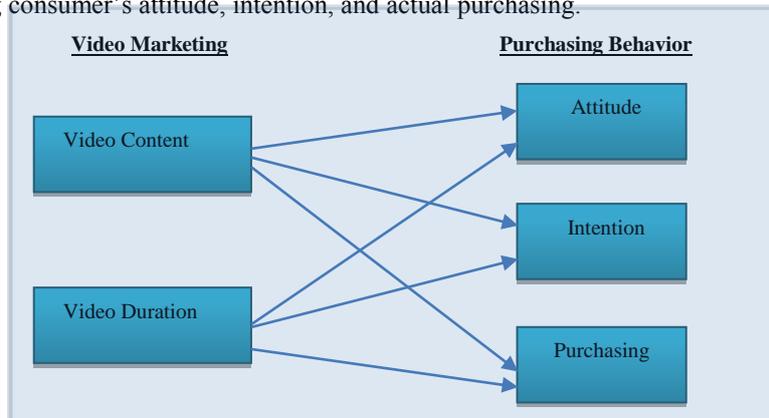


Figure 4. Research model

IV. Research design and methods

Experimental design

Data is collected depending on an experiment that incorporates two designed videos. The first one is designed using set of characteristics, mainly; explanatory text, a variety of visual media, and the video duration is less than 5 minutes. The other video can be classified as a traditional one. The respondents have to watch the two videos, and then provide their responses via a questionnaire which is designed for this purpose. Where, the responses were ranged using Likert five points scale from 1 (completely agree) to 5 (completely disagree). Furthermore, the questionnaire is formulated to explore the impact of designing effective videos on some aspects of consumer behavior including attitudes towards the product, intention to purchase the product, and the actual purchase to the product.

Sampling and data collection

The experiment was conducted, and data was collected from consumers who acquire information about products before the purchasing process. 84 respondents were selected, meanwhile, 76 of them completed the experiment, and 70 succeed in producing the required data with 83% response rate.

Demographics

Table (1) shows the demographics extracted from the collected data. Where a total of 29 males and 41 females participated in providing data for this study. Moreover, all respondents are more than 18 years old, and the majority (88.6%) are between the age of 18-30. This implies that the respondents can make purchasing decisions. Meanwhile, 64 respondents (91.4%) watched videos for purchasing purposes. Furthermore, the result of the experiment shows that 75.7% of the participants are preferring to watch specialized videos which are designed using set of characteristics, mainly; explanatory text, a variety of visual media, and the video duration is less than 5 minutes. These results imply that the respondents are interested in video marketing, and aware that such videos can help in buying decisions.

Table1. Demographics		
	Frequency	Percent
Gender		
Male	29	41.4
Female	41	58.6
Age		
18-30	62	88.6
30-50	4	5.7
> 50	4	5.7
Watching Videos		
Yes	64	91.4
No	6	8.6
Preferred Videos		
Traditional	11	15.7

Specialized	53	75.7
Both	6	8.6

V. Analysis and results

Importance of video marketing

Table (2) show the responses about the video marketing importance. Where the majority of the respondents use video marketing to obtain a timely information about the product. Moreover, 70% of respondents consider video marketing as a tool that reduces efforts for evaluating the products. These results imply that video marketing is an important source of timely information about products, which enables consumers to evaluate these products.

Table 2. Importance of video marketing

Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Source of product information	25	39	2	4	0	70
Source of timely information	25	37	7	1	0	70
Products evaluation	21	28	12	9	0	70

Video marketing platforms

Table (3) shows the preferred platform for watching video marketing. Where 22.8% of respondents are preferring YouTube, 30% preferring Facebook, 28.6% preferring Instagram, and 18.6% are preferring websites. These results imply that corporations have to analyze their consumers' preferences in order to reach them online.

Table 3. Video marketing platforms

	Frequency	Percent
YouTube	16	22.8
Facebook	21	30
Instagram	20	28.6
Websites	13	18.6

Video specifications' impact on consumer purchasing behavior

The best design specifications for video marketing were determined by the respondents (table 4). Where 94.7% of non-neutral respondents prefer attractive and fun videos. Furthermore, 61.5% prefer using suitable colors for videos, 83.3% are attracted by video transitions and animation, and 60% prefer the video to be accompanied by explanatory text.

Table 4. Characteristics of video marketing

Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Attractive and fun	9	45	13	2	1	70
Video colors	24	8	13	25	0	70
Video transitions	37	8	16	9	0	70
Video animation	37	8	16	9	0	70
Explanatory text	13	14	25	18	0	70

Hypothesis H1 suggests that video content affects consumers' purchasing behavior. Meanwhile, consumer purchasing behavior can be tested using three major constructs, mainly; attitude towards the product, the intention to decide to purchase the product, and the actual purchasing of the product (H1-1, H1-2, H1-3 respectively).

The regression analysis results in table (5) show positive relationships between video content and consumer purchasing behavior. Where, the relationships are significant ($P < 0.05$) for attitude toward purchasing a product (H1-1) and the intention to decide to purchase the product (H1-2). Meanwhile, the relationship is not significant ($P > 0.05$) for, and the actual purchase (H1-3). These results imply that video content positively impacts the consumer attitude and intention to purchase as important dimensions of consumer purchasing behavior.

Video duration impact on consumer purchasing behavior

Table (6) shows the participants' preferences for video duration. Where, 52.9% of the respondents prefer a video duration to be less than one minute, and 38.6% of the respondents prefer a video duration of one to two minutes. This implies that the respondents prefer short-duration videos.

Table 5. Regression analysis for video content on consumer purchasing behavior

Dependent Variables	R	R Square	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Attitude towards the product	.377 ^a	.142	.182	.054	.377	3.361	.001
Purchasing Intention	.423 ^a	.179	.105	.027	.423	3.848	.000
Actual Purchasing	.103 ^a	.011	.045	.053	.103	.856	.395

Table 6. Video duration preferences

	Frequency	Percent
Duration		
< 1 minute	37	52.9
1 – 2 minutes	27	38.6
2 – 3 minutes	3	4.3
> 3 minutes	3	4.3

Hypothesis H2 suggests that video duration affects consumers' purchasing behavior. Meanwhile, consumer purchasing behavior can be tested using three major constructs, mainly; attitude towards the product, the intention to decide to purchase the product, and the actual purchasing of the product (H2-1, H2-2, H2-3 respectively).

The regression analysis results in table (7) show negative relationships between video duration and consumer purchasing behavior. This implies that there is an inverse relationship between video duration and consumer purchasing behavior, where the longer the video duration will negatively impact consumer purchasing behavior.

The results show that the relationship is significant ($P < 0.05$) for attitude toward purchasing a product (H2-1). Meanwhile, the relationships are not significant ($P > 0.05$) for the intention to decide to purchase the product (H2-2), and the actual purchase (H2-3); this implies that the results partially support H2. Therefore, video duration negatively impacts the consumer attitude as an important dimension of consumer purchasing behavior.

Table 7. Regression analysis for video duration on consumer purchasing behavior

Dependent Variables	R	R Square	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Attitude towards the product	.235 ^a	.055	-.436-	.219	-.235-	-1.994-	.050
Purchasing Intention	.098 ^a	.010	-.093-	.115	-.098-	-.812-	.420
Actual Purchasing	.128 ^a	.016	.216	.202	.128	1.066	.290

VI. Discussion

The results show that video marketing, mainly video content, and duration have an impact on consumer purchasing behavior. These dimensions have a direct impact on the consumer attitude towards the product, which in turn impacts the intention to purchase and thus purchase the product. These results cope with the results of the consumer purchasing behavior theories; mainly the theory of reasoned action, the theory of buyer behavior, and the consumer decision model. Thus, video marketing is considered an external stimulus that has an impact on consumer purchasing behavior toward the product.

The experiment shows an interesting result concerning video content. Where, consumers prefer the video that attractive and fun, in addition to carefully selected colors, transitions, animation, and explanatory text. This result is consistent with Edriasa and Sijabat (2022) about the interesting content. Furthermore, the results of video duration show that the respondents prefer short videos; mainly less than two minutes. This time duration is consistent with Krämer et al, (2017), Yani et al, (2019), and Xiao and Wang (2019) where time duration need to be short, less than 5 minutes, and from five seconds to five minutes.

The current study provides further insight into video marketing dimensions and consumer purchasing behavior. The results of hypothesis testing (table 8) show that the hypotheses concerned with the video content

and duration affecting consumers' attitudes toward purchasing the products were accepted. Furthermore, the hypothesis of "video content affects consumers' intention to purchase a product" was accepted, in order to get sure from this result; a stepwise regression (figure 5) was conducted to the impact of both video content and consumer attitude on consumer's intention to purchase the product. The results in figure (5) exclude the video content impact on consumer intention to purchase the product, meanwhile, the consumer attitude towards purchasing the product has a significant impact ($P < 0.05$) on the intention to buy the product with good explanatory power (R square = 0.531).

Table 8. Summary of hypothesis testing

Hypothesis	Regression Support- Results	R Square
<i>H1: Video content positively affects consumers' purchasing behavior:</i>		
H1-1: Video content affects consumers' attitude towards purchasing a product.	Accepted	.142
H1-2: Video content affects consumers' intention to purchase a product	Accepted	.179
H1-2: Video content affects consumers' actual purchasing to a product.	Rejected	.011
<i>H2: Video duration positively affects consumers' purchasing behavior:</i>		
H2-1: Video duration affects consumers' attitude towards purchasing a product.	Accepted	.055
H1-2: Video duration affects consumers' intention to purchase a product.	Rejected	.010
H1-2: Video duration affects consumers' actual purchasing to a product.	Rejected	.016

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.728 ^a	.531	.524	.505		
a. Predictors: (Constant), Attitude						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.481	.188		2.560	.013
	Attitude	.373	.043	.728	8.767	.000
a. Dependent Variable: Intention to purchasing decision						
Excluded Variables ^a						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
1	Video Content	.172 ^b	1.962	.054	.233	.858
a. Dependent Variable: Intention to purchasing a product						
b. Predictors in the Model: (Constant), Attitude						

Figure 5. Stepwise regression model-1

Note: Independent variables: video content, attitude; Dependent variable: intention

To depict the adjusted model, another stepwise regression was conducted (figure 6) in order to explore the attitude, and intention constructs impact on the actual purchase. The results in figure (6) show that the consumer attitude is excluded, and the impact of consumer intention to purchase the product has a significant impact ($P < 0.05$) on the actual purchase of the product with an explanatory power of (R square = 0.103).

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.322 ^a	.103	.090	1.234		
a. Predictors: (Constant), Inclind a Purchasing Decision						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.509	.440		3.425	.001
	Intention	.569	.203	.322	2.801	.007
a. Dependent Variable: Actual Purchase						
Excluded Variables ^a						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
1	Attitude	.024 ^b	.141	.888	.017	.469
a. Dependent Variable: Actual Purchase						
b. Predictors in the Model: (Constant), Intention						

Figure 6. Stepwise regression model 2

Note: Independent variables: Consume attitude, intention; Dependent variable: Actual purchasing

These results can be added to the research model to produce the video marketing impact on the consumer purchasing behavior model (figure 7). The model shows that video content has a positive impact, meanwhile, the video duration has a negative impact on consumer attitude towards the product; where, the long the video duration will reduce the consumer attitude. Furthermore, the consumer attitude has a positive impact on his intention to buy the product. Moreover, this intention has a positive impact on the actual purchase of the product. Comparing these results with the consumer behavioral theories shows that the findings are consistent with these theories.

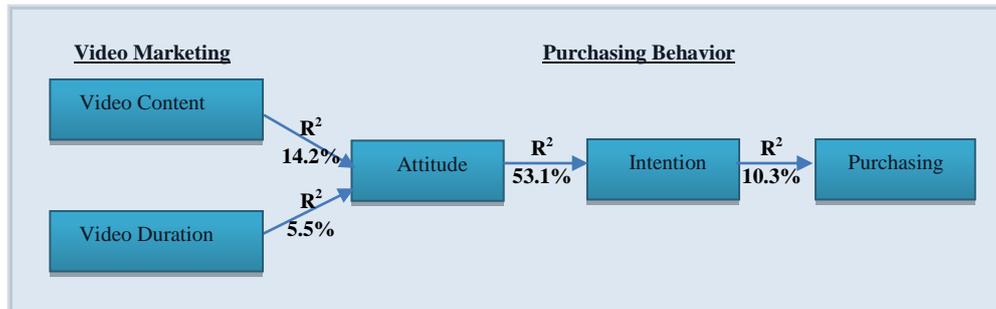


Figure 7. Impact of Video Marketing on Consumer Purchasing Behavior

VII. Conclusion and Recommendations

Digital marketing is one of the fastest-growing phenomena in the digital age, which is one of the most critical and potentially significant tools for improving businesses and gaining competitive advantage. Where video marketing is one of the most important digital marketing platform tools. The current study aims at providing further insight into video marketing, specifications, importance, and impact on consumer purchasing behavior.

The main results show that the video can provide timely information about products, which enables consumers to evaluate these products, which in turn generates tendencies of intention and desire to purchase the product, and thus deciding to purchase the product. Furthermore, the results of the investigation revealed that the majority of respondents prefer the specialized video that incorporates a short duration which is estimated at less than two minutes, attracting the consumer, and using a mix of video components, mainly; colors, transitions, animation, and text. Where the video content and duration have an impact on consumer attitude towards purchasing the product.

As a result, a model was depicted (figure 7) for the impact of video marketing on consumer purchasing behavior. The model revealed that both video content and duration impact the consumer's attitude toward the product. Furthermore, the consumer attitude has a positive impact on his intention to buy the product. Moreover, this intention has a positive impact on the actual purchase of the product.

Therefore, video designers are recommended to analyze the consumers' preferences such as video duration, components, and platform in order to enhance online video marketing depending on the consumer's preferences.

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