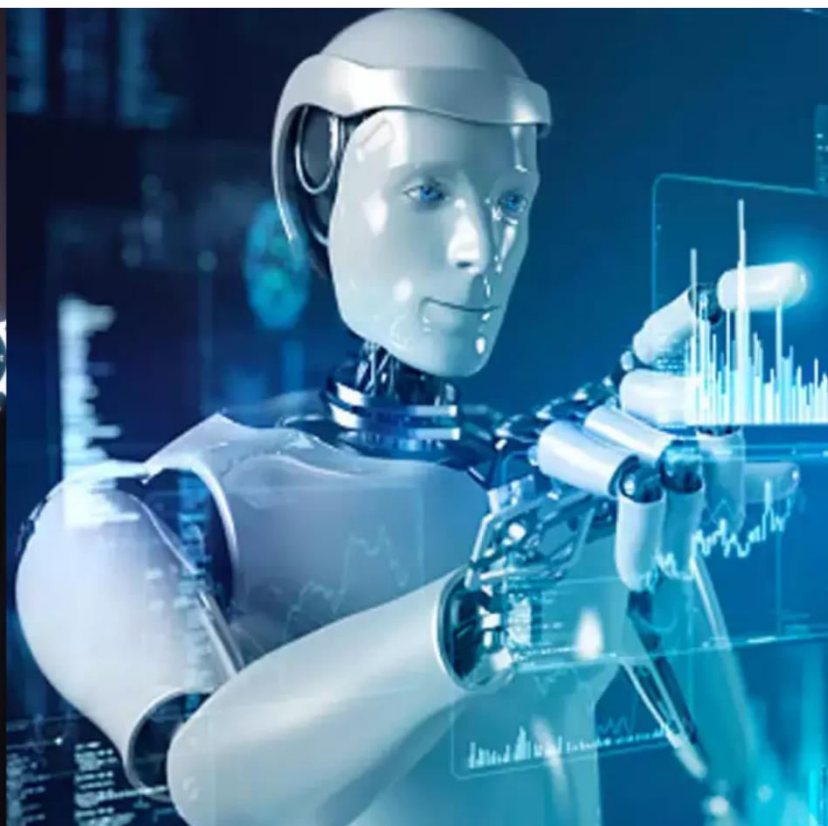




# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.699**

**Volume 14, Issue 7, July 2025**

# **A Study on the Influence of Video Content on Digital Marketing Success**

**Dr V Selvakumar, Dhanush Kumar B, Janani M**

Associate Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, India

**ABSTRACT:** As the digital world continues to transform, video content has emerged as a crucial element of successful digital marketing strategies, revolutionizing how companies engage with customers. This research examines the role of video content in ensuring digital marketing success, with a specific focus on its ability to generate consumer engagement, raise brand awareness, and drive conversion rates. The study utilizes a mixed-methods design, augmenting quantitative findings gathered from 149 completed structured questionnaires with qualitative data from interviews among marketing practitioners and content creators. The major variables investigated are the frequency of watching videos, platform use (e.g., YouTube, Instagram, TikTok), attitude towards viewers, and the effectiveness of video characteristics like emotional stimulation, storytelling, and production quality. The results show that high-quality, short-form, emotionally engaging video content substantially enhances consumer engagement and brand image, resulting in greater purchase intent. The results also demonstrate that influencer marketing, as well as platform-specific video marketing, were effective in increasing content virality and trust. The research determines that video content is not just an ancillary marketing medium, but a fundamental component which companies need to incorporate into their online strategies in order to survive and gain sustainable expansion.

**KEYWORDS:** Video Marketing, Digital Marketing Strategy, Consumer Behaviour, Brand Communication, Social Media Engagement.

## **I. INTRODUCTION**

Marketing practices have fundamentally changed as the digital world advances. More conventional advertising approaches are being replaced with digital ones. Video is a prominent part of the marketing landscape. Digital platforms like YouTube, Instagram, Facebook, and TikTok continue to facilitate and encourage the evolution of the market force, with powerful tools to reach consumers wherever they are, build brand equity, convert to purchase intent, and increase brand awareness. Video is distinct because it has dominant attention and informational capabilities to tell a story visually, engage emotionally, and allow for some level of interactivity. Video's comprehensive capabilities allow businesses to process complex information in a consumable way while retaining the memory of the presentation.

## **II. LITERATURE REVIEW**

Huang, Lin & Saxton (2016) researched Facebook videos used by nonprofit organizations. They discovered they could gain more engagement by using videos in cause marketing on Facebook.

Patel (2016) shared that landing pages with videos had up to an 80% increase in conversion rates, further demonstrating the effectiveness of video in persuading potential customers.

Ewing (2019) found that video storytelling helped create emotion; emotion is part of being engaged with a brand and influences long-term brand loyalty.

Brightcove (2021) also learned, through its B2B survey, that 76% of buyers favoured watching a video over reading text, proving video works across business channels.

HubSpot (2022) emphasized that video is still the most used content type used in marketing and that marketers rated video as the type of media that produced the highest ROI.

**III. RESEARCH METHODOLOGY**

The present study utilizes a mixed methods research design with qualitative and quantitative components. These quantitative approaches provide data on significant patterns and trends in the consumer population, while the qualitative approach provides more depth from industry practitioners.

**TABLE 3.1 SHOWING GENDER WISE CLASSIFICATION OF THE RESPONDENTS**

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Female	72	48.3
Male	77	51.6
<b>TOTAL</b>	<b>149</b>	<b>100</b>

**INTERPRETATION:**

The gender split is almost even. Males form 51.7% while females are 48.3%. This balance supports unbiased data interpretation. Both genders are well represented. The data captures diverse viewpoints.

**TABLE 3.2 SHOWING AGE WISE CLASSIFICATION OF THE RESPONDENTS**

AGE GROUP	NO. OF REPENDENTS	PERCENTAGE
18–24	62	41.6
25-34	24	16.1
35-45	21	14
50 and above	21	14
Under 18	21	14
<b>TOTAL</b>	<b>149</b>	<b>100</b>

**INTERPRETATION:**

Most respondents (41.6%) are aged 18–24. This shows a young audience dominates the sample. The other age groups are nearly evenly distributed. This diversity helps gather multigenerational perspectives. It is ideal for analysing digital behaviour trends.



TABLE 3.3 SHOWING MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO. OF RECONDENTS	PERCENTAGE
₹10,000 – ₹30,000	27	18.1
₹30,001 – ₹50,000	23	15.4
₹50,001 – ₹75,000	29	19.4
Above ₹100000	30	20.1
Below ₹10,000	40	26.8
<b>TOTAL</b>	<b>149</b>	<b>100</b>

**INTERPRETATION:**

26.8% earn below ₹10,000 monthly. Incomes are otherwise evenly distributed. A good range of economic backgrounds is included. This diversity helps analyse affordability and digital engagement. It reflects varied spending power.

TABLE 3.4 SHOWING OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF RECONDENTS	PERCENTAGE
Employed	36	24.2
Retired	20	13.4
Self-employed	22	14.8
Student	50	33.6
Unemployed	21	14.1
<b>TOTAL</b>	<b>149</b>	<b>100</b>

**INTERPRETATION:**

Students (33.6%) form the largest group. Employed individuals are 24.1%. Others include selfemployed and unemployed. This mix helps assess varied economic views. The data includes both job seekers and professionals.

TABLE 2.5 SHOWING GEOGRAPHIC LOCATION OF THE RESPONDENTS

GEOGRAPHIC LOCATION	NO. OF REPENDENTS	PERCENTAGE
Rural	38	25.5
Semi-Urban	56	37.6
Urban	55	36.9
<b>TOTAL</b>	<b>149</b>	<b>100</b>

#### INTERPRETATION:

Semi-urban (37.6%) and urban (36.9%) areas dominate. Rural responses form 25.5%. Majority of participants come from connected regions. This supports relevance in digital marketing analysis. It shows diverse geographical penetration.

#### IV. FINDINGS

- The sample contained 51.6% male participants and 48.3% female participants, ensuring a gender-balanced representation.
- The data indicated a youth-heavy audience, with 41.6% of respondents aged 18–24 and an indicated high level of activity on digital platforms.
- 33.6% of respondents identified as students, and a majority were employed, agreeing with indicators of a young, professional, tech-savvy, socially engaged audience.
- The majority of the participants living in the semi-urban (37.6%) and urban (36.9%) areas showed that the sample would be influenced by the number of internet users and by exposure to digital content.
- The majority of respondents were unmarried (61.7%), substantiating the prevalence of higher digital engagement among younger users.

#### V. DISCUSSION

- The data demonstrates that video is more powerful than traditional static formats for generating engagement and communicating information.
- 43.6% agreed or strongly agreed that video improves understanding, which helps reaffirm video's educational and persuasive capabilities.
- 59.7% had shared branded videos, with emotional connections, humour, or information content being the most likely reasons.
- This shows that well produced videos have viral potential, not to mention the need to communicate some form of emotionality.
- Only 22.1% of people skip video ads always, leaving a person a fair chance of engaging if there is a positive engagement from the get-go.

## **VI. SUGGESTIONS**

- Companies should invest in high-resolution videos with high-quality editing and clear audio because video quality factors into audience engagement and brand perception.
- Videos made in partnership with influencers can add authenticity and legitimacy. Influencer content is viewed as more relatable and trustworthy than traditional advertisements made by brands.
- Videos that communicate informative value and emotional value have the highest likelihood to get shared, reach more audiences, and have a better chance of going viral. Emotional value can come from humour, inspiration, or relatability of any sort.
- Audience interests, trends, and digital consumption are important to consider when designing content, especially since younger audiences (particularly 18–24) account for a large portion of video consumers.
- In addition to organic content being beneficial for growing trust and community, paid video advertising will extend reach. A hybrid approach will make sure organizations gain that trust while improving outreach and visibility.

## **VII. CONCLUSION**

The results of this study highlight the important nature of video in the success of digital marketing in today's technology-oriented world. By examining consumer engagement, platform preferences, and outcome behaviour, it is clear that video content has a clear and strong impact on increasing brand awareness, trust, and conversion. Results show that consumers prefer brief video content of the highest quality, that evoke emotion, and importantly ones that were viewed on Instagram, YouTube, and TikTok. The study also maintains that video with endorsement from influencers and or informative content are indeed persuasive and often appear more relatable and shareable than brand communicators, while regular and strategically-formed video content levels of engagement and further increasing decisively brand association and trust.

## **REFERENCES**

1. Balasubramanian, S. K., Karrh, J. A., & Patwardhan, H. (2006). Audience response to product placements: An integrative framework and future research agenda. *Journal of Advertising*, 35(3), 115–141.
2. Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192–205.
3. EB.Venkateswara Prasad, Usman Mohideen, R Suresh, Internet Banking System – A Tool to Enhance Customer Loyalty in Self Service Technology Era” *International Journal of Current Engineering and Scientific Research (IJCESR)* Vol. 4, Issue 4, April 2017, ISSN (Print): 2393-8374, ISSN (Online): 2394-0697, Pp 145-150, 57 with an Impact Factor 3.454. Kolkata
4. R Suresh , B.Venkateswara Prasad Problems & Prospects of Self-help Groups Micro Enterprise Activities and Its Impact on Empowerment with reference to Tamilnadu” in *Pal Arch Journal of Archaeology of Egypt / Egyptology*
5. Usman Mohideen, B.Venkateswara Prasad, R. Suresh, An Analytical Study Consumers Buying Behavior towards Men’s Brand Apparel’ *Purakala UGC Care Journal* ISSN 0971 -2143, Vol 31, Issue 21- May, 2020, pp 967-971.
6. Suresh, V., Maran Chitra, and K. Maran. "A study on factors determining social media on cosmetic products." *Journal of Pharmaceutical Sciences and Research* 8.1 (2016)
7. Suresh, Vetrivelvi, K. Maran, and Shanmuga Priya AR. "A study on the impact of affiliate marketing in e-business from the consumer’s perspective." *SP AR-International Journal of Engineering and Technology* 10.2 (2018): 471-475.
8. Maran, K., J. Badrinarayanan, and P. Kumar. "A study on branded apparels customers purchase behavior with reference to India." *International Journal of Applied Business and Economic Research* 15.21 (2017): 215-221.
9. Maran, K., et al. "Data analysis on mobile payment technology with reference to users’ behaviour of retail goods in India." *2021 4th International Conference on Computing and Communications Technologies (ICCCCT)*. IEEE, 2021.
10. Kootattu, Jayarajan, et al. "Customers Perception On Branded Apparels–An Empirical Study with Reference to Indian Men’s Garments–Indian Market." *NEONATURAL VOLATILES & ESSENTIAL OILS Journal | NVEO* (2021): 8174-8180.

11. Usman Mohideen B.Venkateswara Prasad, R.Suresh An Investigation of Departments of Customer's Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India” International Journal of Management Studies, Volume IV, Special Issue 3, November 2017, Pp77-83.
12. Usman Mohideen,B.Venkaeswara Prasad, R Suresh,Online Shopping Attitude and Behaviour – An Empirical Study With Special Reference to Select Professionals in Chennai City” International Journal of Marketing, Financial Services and Research, Volume 1 Issue 6 ,January 2017, Pp 49-57with an Impact Factor 3.454. , ISSN NO: 2277-3622.
13. Usman Mohideen, B.Venkateswara Prasad, R. Suresh, An Analytical Study Consumers Buying Behavior towards Men's Brand Apparel’ Purakala UGC Care Journal ISSN 0971 -2143, Vol 31, Issue 21- May, 2020,pp 967-971
14. Usman Mohideen B.Venkateswara Prasad, R.Suresh An Investigation of Departments of Customer's Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India” International Journal of Management Studies, Volume IV, Special Issue 3, November 2017, Pp77-83.
15. Usman Mohideen,B.Venkaeswara Prasad, R Suresh,Online Shopping Attitude and Behaviour – An Empirical Study With Special Reference to Select Professionals in Chennai City” International Journal of Marketing, Financial Services and Research, Volume 1 Issue 6 ,January 2017, Pp 49-57with an Impact Factor 3.454. , ISSN NO: 2277-3622.
16. V. Muthukumar, Study on consumer buying behavior towards e-commerce, ISSN: 0972-0766, Vol. XCIX, No.03, 2023, P-85
17. Parulatha, N., Vanitha, V., & Usha, S. (2025). Investigating trust and buying decisions in social commerce sales campaigns. *Academy of Marketing Studies Journal*, 29(5), 1-9 1528-2678-29-5-223.
18. Jeyalakshmi, R et al. (2024). The role of artificial intelligence in improving human resource management practices in marketing companies. *Educational Administration: Theory and Practice*, 30, 320–325.
19. Jeyalakshmi, R., & Sagarika, V. (2024). A study on reverse logistics in customer satisfaction through sustainable supply, *International journal of multidisciplinary research in science, engineering and technology*, 7, 18987-18994, DOI: 10.15680/IJMRSET.2024.0712232
20. Jeyalakshmi, R., & Kuralarasan, N. (n.d.). Assessing the impact of e-commerce growth on logistics efficiency in India. *International journal of innovative research of science, engineering and technology*, 13(12), 20615-20620
21. Balamurugan, J., & Jeyalakshmi, R. (n.d.). A study on exploring the role of neuromarketing in enhancing brand loyalty with reference to Bikerz Yamaha. *Transtellar*. (Year: 2022)
22. Usman Mohideen KS, Sindhu RU. A study on customer attitude towards multi brand retail. *Int J Literacy Educ* 2024;4(2):270-275. DOI: 10.22271/27891607.2024.v4.i2d.237
23. Usman Mohideen KS, A Study on Impact of Social Media on Online Shopping Behavior of Youngsters, *Ilkogretim Online – Elementary Education Online* Vol.19, Issue: 2, pp: 1914-1925, doi: 10.17051/ilkonline.2020.02.696776
24. Usman Mohideen KS, Suresh R, Comparative Study on Consumer Satisfaction Towards Select Branded Quick Service Outlets with Special Reference to Chennai City, *International Journal of Engineering & Management Research*, Vol-6, Issue-6 November - December 2016. pp: 81 – 86,
25. K.Murugan “A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN FMCG WITH REFERENCE TO WEBBOOMBAA” ISSN NO: 2394-3114; Volume 40, Issue: 40(s1), January 2020,185-190
26. K.Murugan,“A Comparison of Lump sum and Systematic Investment plan with reference to Axis mutual fund” ISSN: 0090-5674, Volume-63, Issue-2s, October 2020.
27. K.Murugan,“Patients Satisfaction Towards the Services of The Hospitals with Reference to Vellore District, Tamilnadu” ISSN: 0090-5674, Volume 13, Special Issue 8, November 2022.
28. K.Murugan, A Study on NRI's Attitude towards Real Estate Industry in India” ISSN :1943-023X,15-Special Issue, PP 697-700, November 2017.
29. Venkatesh, Dr P. "A Study on School Children's Perception Towards Frequency of Visits And Selection Of Junk Food Retail Chain Store." *Natural Volatiles & Essential Oils*, ISSN (2021): 2148-9637.
30. Venkatesh, P., Et Al. "Patients Perceptions Towards The Services Of The Hospitals–A Study In Vellore District, Tamilnadu." *World* 1.3 (2023): 0-4.
31. Palraj, Venkatesh, and Murugan Krishnamoorthy. "A Study On Investors Perception Towards Systematic Investment Plan (SIP)." *International Journal of Accounting and Financial Management Research* 12.2 (2022): 53-58.
32. Dinesh Kumar S, Hemanth Kumar V, Mediation of attitude toward advertisements in the relationship between advertisements and purchase intention, *Indian Journal of Public Health Research & Development*, February 2018, Vol.9, No. 2, pp: 411-417



33. Dinesh Kumar S, Soundarapandian K, Meera S, Sentience of Career Opportunities and Career Development using Social Media – a Study with reference to Tamil Nadu, Journal of Big Data Technology and Business Analytics, Volume-1, Issue-1 (January-April, 2022), pp: 7-14.
34. Dinesh Kumar S, Hemanth Kumar V, Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City, Scholedge International Journal Of Management & Development, 2(10), pp: 1 – 8, DOI: 10.19085/journal.sijmd021001
35. Hemath Kumar V, Dinesh Kumar S, Advertisements' Influence and Antecedents of Purchase Intention towards FMCG Products in Chennai City - A Study, Samvad-SIBM's Research Journal, Vol.11, pp: 65-70.
36. Venkatesh, P., Manikandan, M., Murugan, K., M., Ramu, M., & Senthilnathan, C. R. (2024, ber). The Pivotal Role Of Digital Marketing In The Global Net: A Comprehensive Overview. In 2024 International reference on Power, Energy, Control and Transmission ms (ICPECTS) (pp. 1-5). IEEE.
37. N, K., Priyadarshini, P., Senthilnathan, C. R., kandan, M., Kumar, R. G., & Ramu, M. (2024, October). Act of Artificial Intelligence on Global Healthcare Sector performance. In 2024 International Conference on Power, gy, Control and Transmission Systems (ICPECTS) (pp. EEE)
38. S. D., Kumar, V. M., Kumar, R. G., & Ramu, M. (2024, Elucidating Big Data Analytics by Using Marketing Mix ponents for Business Intelligence. In 2024 International reference on Communication, Computing and Internet of s (IC3IoT) (pp. 1-6).
39. Venkatesh, P., Murugan, K., Ramu, M., Manikandan, M., Senthilnathan, C.R., Krishnamoorthi, M.: A comprehensive investigation to examine the preferences and satisfaction levels of outpatients in relation to the quality of services provided by hospitals in the vellore district. In: 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS), Chennai, India, pp. 1–4 (2023)
40. M. Manikandan, P. Venkatesh, T. Illakya, M. Krishnamoorthi, C. R. Senthilnathan, and K. Maran, "The significance of big data analytics in the global healthcare market," *2022 International Conference on Communication, Computing and Internet of Things (IC3IoT)*, Apr. 2024, doi: 10.1109/ic3iot60841.2024.10550417.
41. M. Manikandan, R. K. Ch, K. M, M. Ramu and P. Venkatesh, "Neuro Computing-Based Models of Digital Marketing as a Business Strategy for Bangalore's Startup Founders," 2024 Third International Conference on Intelligent Techniques in Control, Optimization and Signal Processing (INCOS), Krishnankoil, Virudhunagar district, Tamil Nadu, India, 2024, pp. 1-3, doi: 10.1109/INCOS59338.2024.10527779.
42. Keerthana, B., & Karan Kumar, B. (2024). Role of content marketing in forming business strategies. *International Journal of Research in Management*, 6(2), 433–437
43. Anitha, V., & Krishnan, A. R. (2022). Factors ascendant consumers' Intention for online purchase with special emphasis on Private Label Brands using UTAUT2. *Journal of Positive School Psychology*, 4724-4736.
44. Sads V. Anitha and Dr. A. R Krishnan, Situational factors ascendant impulse purchase behavior of Private label brands with special reference to modern trade retail outlets in Chennai, *International Journal of Management*, 11 (4), 2020, pp. 178-187.
45. R S Anantharajan, Venkata Krishnan "Consumer Preference towards Perfumes" *International Journal of Multidisciplinary Research in Science, Engineering and Technology* - DOI: 10.15680/IJIRSET.2024.0712245 ISSN NO 2582-7219
46. K, Dheenadhayalan, and Dr Thiagarajan M. 2016. "Impact of Technology on Online Food Delivery Services in Chennai". *Journal of Management and Science* 6 (4), 19 - 23. <https://doi.org/10.26524/jms.2016.37>.
47. Digital assets for digital natives: Exploring familiarity and preference for cryptocurrency among millennials and Gen Z R. S. Lakshmi, K. Jawaharrani, S. Vijayakanthan, G. Nirmala, K. Dheenadayalan, S. Vasanthan, *Journal of Autonomous Intelligence* (2024) Volume 7 Issue 3 doi: 10.32629/jai.v7i3.1054.
48. K. Jawaharrani, R. S. Lekshmi, G. Nirmala and K. Dheenadhayalan, "Role of CISO - Cyber Security & Risk Management," *2023 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI)*, Chennai, India, 2023, pp. 1-5, doi: 10.1109/ACCAI58221.2023.10200017.
49. Venkatesh, P., Anitha, V., Muthukumar, V., & Kannaa, K. D. (2024). Factors ascendant Z generation's purchase decision towards apparels. *Educ Admin Theory Pract*, 30(4), 9593-9596.
50. Pooja, S., & Kannaa, K. D. (2024). Influencer marketing: Instagram & YouTube bloggers strategies driving consumer purchases. *Asian Journal of Management and Commerce*, 5(1), 570–577. <https://doi.org/10.22271/27084515.2024.v5.i1g.306>
51. K V, Dinesh & S, Durgalakshmi. (2024). E-Commerce and last mile delivery optimization. *International Journal of Research in Finance and Management*. 7. 587-591. 10.33545/26175754.2024.v7.i2f.415.





INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  [ijirset@gmail.com](mailto:ijirset@gmail.com)



[www.ijirset.com](http://www.ijirset.com)

Scan to save the contact details