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# THE IMPACT OF VIDEO MARKETING ON CONSUMER PURCHASE INTENTION

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#### **ABSTRACT**

**Purpose** – The purpose of this paper is to investigate the connection between purchase intention and video marketing. Video marketing is measured through three dimensions, which are; credibility, usefulness, and timing.

**Design/methodology/approach** – An online survey was conducted using a questionnaire to gather data from 385 individuals from the targeted population that was represented in the active users of Facebook application in the Egyptian context.

**Findings** – The Pearson correlation proved that the three dimensions of video marketing have a significant relationship with purchase intention. Moreover, SEM analysis proved that the three dimensions of video marketing have a positive significant influence on purchase intention.

**Research limitations/implications** – The study seeks to examine the impact of video marketing and its dimensions (credibility, usefulness, and timing) on consumer purchase intention. Additionally, the paper limited its empirical study to Facebook users in the Egyptian context.

**Practical implications** – The study recommends putting great attention to video marketing on social media as a significant factor that affects the purchase intention. In addition, it is suggested to put more focus on the dimensions of video marketing and always work on developing them as a way of guaranteeing the quality of video marketing.

**Keywords:** video marketing, credibility, usefulness, timing, purchase intention.

#### 1. Introduction

Purchase behavior is a crucial factor in how customers acquire and assess a given product. Purchase intent is a useful indicator of the likelihood of a purchase. During the purchasing process, consumers are influenced by several internal or external motivations (Mirabi et al., 2015). Purchase intentions can be used to assess the efficacy of a new distribution channel, assisting managers in deciding which consumer groups and geographic areas to target through the channel and if the idea merits further development. As a matter of fact, intentions are thought to be the most important predictor of actual behavior; as a result, it is considered a crucial factor in the success of any online retailer (Peña-García et al., 2020).

Using the internet for many purposes in daily life has become the standard for many clients. Marketers are likewise adjusting to this transition and making the necessary adjustments to their communication and advertising methods. The use of traditional media advertising is shifting to online and social media advertising. The growth of new advertising formats and increased web usage have led to the internet accounting for 16% of all global advertising spending. Advertising spending on the internet increased the most in Q1 compared to the same period last year, by 12.1%. One of the main factors contributing to the internet's continued growth is the fact that, in contrast to previous advertising mediums, it offers marketers the chance to market their goods and services in a variety of forms that are tailored to their needs and budget (Jain et al., 2018).

New platforms for building marketing strategies and swaying customer purchasing decisions were made available to marketers, because of the continuous developing of internet. Marketers today use social media platforms like blogs as communication and advertising tools to hear what customers have to say about their products and to engage with them (YÜKSEL, 2016). The amount of content in one minute of video is about equal to 1.8 million words. This is the cornerstone of video marketing, a cutting-edge approach to advertising that incorporates promotional videos. Using videos ads to increase sales of your goods is a tactic known by video marketing. This tactic has several benefits. As a result of the engaging content's visual and aural components, the user is drawn in and finds it simple to recall (Morreale and Céline, 2022).

The quick expansion of the short video business has led to an increase in the popularity of short video marketing among advertisers. There are many platforms specialized on short videos; it was used for short video marketing. However, the primary focus of this article is short video marketing in its broadest sense, which includes all short-video-based promotional events that occur on multiple platforms on the Internet. These platforms include both specialised short video platforms and a wide range of rich content platforms (i.e. Kuaishou, TikTok, Meipai, Volcano Videos, etc.) (Xiao et al., 2019).

Social media influencers started using their power for influencer marketing around the same period, and they eventually started playing a significant role in brand marketing efforts. Using the impact created by social media influencers will help businesses enhance their chances of making sales. In 2019 and 2020, Hype Auditor will be keeping an eye on the international YouTube influencers' marketing budgets. According to data, influencer marketing costs US\$5.5 billion worldwide on YouTube in 2019 and it is predicted to increase from a year to another. A total of \$6.6 billion will be spent on marketing. This data illustrates the escalating

costs associated with influencer marketing on YouTube. YouTube is a platform that mixes social features and online video streaming, with over 2 billion users worldwide and up to 1 billion hours of total daily viewing time. This makes up roughly one third of all Internet users. The high penetration of video services between consumers is further evidenced by Deloitte Insights' finding that 80% of US consumers who are exposed to COVID-19 subscribe to at minimum one video streaming service (Sun, 2021).

To provide their customers with more precise information, e-retailers are implementing new digital marketing strategies. Live video streaming (LVS) was first used by e-retailers in 2015 as they looked for a cutting-edge strategy to draw in customers and maintain the competitiveness of their goods and services. LVS stands for real-time internet broadcasts that facilitate contact between businesses and consumers. According to a survey by the China Internet Network Information Center, by the ending of 2017, there were 422 million live streaming users in China, an increase of 22.7% from the previous year. Live streaming services have been developed by some social media websites; Facebook Live, Twitter, and YouTube, as well as e-commerce websites (e.g. JD.com and Taobao.com). In 2018, the value of the LVS market in China increased by 86% year over year to RMB 3.4 billion (Zhang et al., 2020). Most neighborhood businesses are interested in using video as a marketing tool. Cost, effort, and the difficulty of producing engaging content are the main problems with video marketing, though. Companies believe that their efforts at video marketing are helpful in helping them achieve their objectives. Understandably, businesses have jumped on board as well. Many of them have profiles on social networking websites where they post their marketing films. Small businesses who omit it from their internet marketing strategy do so at their peril, as online video is increasingly becoming a crucial way for individuals to meet their informational and entertainment demands. Businesses are producing a wider range of video material to engage their potential clients now that video marketing is not restricted by television advertising. Videos don't have to directly promote goods and services, they may instead be about anything that helps build a brand and make a marketing narrative come to life (Boman and Raijonkari, 2017). So, the research aims to discuss if the purchase intension is affected by video marketing.

It was noticed that researchers who investigated the correlation between purchase intention and video marketing are very few. For example, Chen and Dermawan (2020) illustrated how Indonesian female customers' perceptions of local cosmetics brands and desire to buy locally produced beauty goods are influenced by YouTube beauty vloggers or beauty influencers. The previous study limited their study to the perception of female customers in Indonesian, while the current paper studied the active users of Facebook applications in the Egyptian context. Moreover, the effect of YouTube advertisements on enhancing purchase intention was clarified by Febriyantoro (2020) in Batam City, however, the current study illustrates the correlation between purchase intention and video marketing by investigating the active users of Facebook application in the Egyptian context. Further, Ananda et al. (2022) determined whether the Instagram Reel feature has a direct impact on consumer buying interest. The previous study only focused on Instagram Reel while the current paper throughs the light on Facebook application in the Egyptian context. Additionally, the impact of Para social encounters on consumers' intentions to make purchases was investigated by Lee et al. (2022) through an

empirical study on 318 Korean women in their 20s. The previous study limited its research on Korean women in their 20s, while the current investigation studied the active users of Facebook applications in the Egyptian context.

Accordingly, the purpose of the current paper is to the gap in the literature review by examining the link between purchase intention and video marketing by conducting an online survey using a questionnaire to gather data from 385 individuals from the active users of Facebook application in the Egyptian context.

This research is divided into six sections. The paper's introduction and goal are presented in Section (1). Section (2) aims to discuss the concepts of video marketing and consumer purchase intention, in addition to presenting the literature review regarding the correlation between the two variables. The purpose of Section 3 is to present research methodology. However, Section (4) focuses on the research data analyses and results. The discussion of the research and its conclusion are both found in Section (5). Section (6) concludes by outlining the limitations of the article and offering some recommendations for future studies.

#### 2. LITERATURE REVIEW

In this section, the definitions of the variables are discussed, and the articles related to the relation are showed also:

### Video Marketing

Recording the pictures with the sound using a magnetic medium and showing them on the screen is the definition of video. Videos are a visual (and typically audible) language. Also, the threshold of 20 frames per second denotes the speed at which people may perceive fluid motion in a series of images. Considering this, video marketing may be used to describe online video marketing. This marketing tactic is used by businesses to connect with their target markets' needs and emotions. People are emotionally engaged by video marketing. The use of video marketing was defined as a method for companies to speak with customers directly (Mulier et al., 2020).

Content from brands must have 5 key traits. Videos used in video marketing are brandproduced pieces of content, thus they are not an exception to the rule. The ability to be searched
for is the first trait that a video should have. This was clarified by adding that search engines
commend websites for regularly updating their high-quality editorial content. A website will
rank higher in search engine results if it can be searched (Sedej, 2019). To boost a brand's
ranking in web search results, branded material should, in addition, be shareable on social
media. The information should be helpful and educate consumers about material. Fourthly, a
brand's content needs to be specialized by coming from a certain body of knowledge. It is
important to consider how the consumers' interests and content needs intersect with industry
expertise. The final quality of branded content is sustainability, which is achieved by regularly
posting relevant and helpful information (Morreale and Céline, 2022).

A newer type of video that is typically viewed while viewers are moving around is a short video. The length of a brief video is not clearly stated. Videos that last between five seconds and five minutes are often considered short videos. Cost is inexpensive, and production is comparatively simple (Mowat, 2018). The content typically reflects a fast-paced way of life and is well-written and rich. Additionally, by utilizing artificial intelligence tools like face recognition, the brief film becomes more engaging and interactive, and the format of vertical screen is in line with the preferences of mobile users. There were 501 million consumers of short videos in China as of 2018. Because of the short video industry's explosive expansion, short video marketing is becoming more and more popular with advertisers. As the main subject of this paper is short video marketing in its broadest sense, which encompasses all short video-based marketing operations that take place across different Internet platforms, including a diversity of rich content platforms as well as specialized short video platforms (Tik Tok, Kuaishou, etc.) (Xiao et al., 2019).

Online ads have become a highly powerful tool for encouraging consumers to remember them thanks to embedded video advertisements with product information and prices. After watching the online video commercial, customers eventually complete the sale. It has been proposed that irrational factors like entertainment and knowledge had a favorable influence on attitudes about online video advertising. However, none of the other behavioral beliefs (such as leisure, escape, passing the time through social engagement, and control) had any kind of connection to watching online video advertisements. A consumer's decision to buy is directly influenced by online advertising. The difficulty in advertising will therefore be to develop an advertisement that offers value for consumers to affect their purchasing behavior (Jain et al., 2018).

Users of video sharing websites can post their videos on personal accounts, broadcast for a cheap cost, and communicate with other users using these technologies. One of the most popular websites for video sharing is YouTube, which launched in 2005. Time magazine named YouTube the best invention of 2006 due to its phenomenal growth in both users and video content. An investigation by the Pew Research Center in 2009 found that 69% of American web users watched or downloaded online videos. According to Cisco research, video sharing websites account for one-third of the top 50 most popular websites, with YouTube receiving the most traffic (Yüksel, 2016).

Video marketing has three dimensions which are credibility, usefulness, and timing. Each dimension is discussed in the next paragraphs.

### Credibility

The assessment of trustworthiness and plausibility is known as credibility, and the credibility of a communicator or message source is a key element in persuasion. Attractiveness, Trustworthiness, and Expertise are the three primary underlying aspects of source credibility that represent the attributes or traits of sources in the credibility model. Being attractive is a quality that influencers possess that enables them to draw attention to and entertain their audience. Sources with beautiful features are more likely to draw attention than those without.

Beyond just physical appeal, attractiveness also involves other qualities like humor and the capacity to amuse people (Nelson and Park, 2015).

The ability of a source to convey information convincingly to its recipient, or the degree to which the recipient regards the source as honest, sincere, or truthful, is expressed by the term trustworthiness. This can indicate how much the audience believes and accepts the speaker's message. A reliable communicator must be persuasive while displaying a certain amount of integrity (Muda, 2021). It is important to note that credibility is largely determined by how the audience perceives the information source, not by the facts one presents. The level of experience and education affect how knowledgeable people are. Users will give their source a high level of trust if they can convey that they are an authority in that field. Credibility is impacted by subject-matter expertise since it shows how knowledgeable and professional influencers are, demonstrating their suitability as opinion leaders. Success for influencers depends on their commitment to specific interests and acquisition of knowledge in those fields (Boonchutima and Sankosik, 2022).

#### Usefulness

The value of a video depends on whether each node in the three failure domains experiences a failure. To investigate a problem and how it can impact the volume of video data in a video surveillance system, a video usefulness model was suggested. Usable video data is defined as the volume of error-free and useful video data that is sent to the cloud and ultimately stored in a data server. This definition is determined by the size of the useful and error-free segment of the complete video stream (Sun et al., 2019).

When a new technology or system has the potential to improve users' productivity, this is known as its perceived usefulness. The definition of perceived usefulness is the degree to which a person thinks that utilizing a particular system would enhance their capacity to carry out their jobs, and it is linked to the results they hope to attain. How valuable the information is perceived depends on whether people think it will make it easier to find out information about products. The benefits of reading blogs, like the ability to acquire additional information and diverse viewpoints on items, can be tied to perceived usefulness (Yüksel, 2016).

## **Timing**

Finding the right time to launch a barrage of advertisements and delivering it correctly are described as timing. When a barrage advertisement is released, it may not only display the product information but also strengthen the real-time connection with the audience. The barrage interaction may bring netizens back to reality and trigger the netizens. Timing of video barrage advertising has a beneficial impact on consumer brand attitudes (Boman and Raijonkari, 2017). Companies that use curtain-type advertising promotion must combine the consumer viewing experience to release the barrage commercial and properly organize the time of the barrage advertisement. If you attempt to manipulate the emotions of the viewers, they will get resentful of the advertisement. Buyers' opinions of the product are lowered, on the other hand, and the opposite occurs. The more precisely the launch date is chosen, the more readily the consumer brand can be noticed by customers, resulting in a favorable brand attitude towards the product (Liu et al., 2019).

#### **Purchase Intension**

The most important sign of an advertisement's success is the consumer's intent to purchase. Intellectuals have different ideas about what constitutes consumer buying intents, but they all seem to converge at some point. frequently referred to as the potential for consumers to engage in active purchasing activity. A popular phrase used to characterize a consumer's propensity to purchase a particular good or service (Morwitz, 2014). Connect the buyer's behavior and purchase intention by defining the latter as the arbitrary possibility that the customer would choose to acquire a product, which in some cases can be used to predict the former (Rana and Paul, 2017). A person's decision to carry out a particular activity or as a physiological reaction that reflects their behavior towards a product is known by purchase intension. The level of a customer's willingness to acquire a product from an online retailer is referred to as purchase intention on an online aspect. So, the probability that a consumer will buy a product is typically correlated with demographic characteristics like age, gender, career, and education and is influenced by some aspects including product qualities, consumer perception, and perception of the nation of origin (Morreale and Céline, 2022).

When a consumer has acquired a firm readiness to move forward with a product or brand, this is when buy intention typically occurs. This purchase intention data is crucial for understanding customer behavior since it can indicate whether a buyer will really buy a product (Lim et al., 2016). Consumer readiness to buy a product increase with increasing purchasing intention. The most significant elements that influence a consumer's propensity to buy are things like product quality, brand, and advertising. Since both innovative and conventional marketing strategies can increase a company's market share, these factors are the primary drivers behind increased investment in marketing efforts through novel techniques. Consumer attitudes, perceived value, perceived risk, usefulness, and simplicity of use are just a few of the varied factors that are considered while determining the main construct of consumer purchase intention in marketing research studies (Husnain et al., 2017).

According to the theory of reasoned action (TRA), behavioral intention—which is defined as the subjective likelihood that a person will take a specific action—is the most crucial factor in deciding behavior. Purchase intention is the term used to describe consumers' future to purchase a product in studies on consumer purchase behavior (Yüksel, 2016). The most important metric of advertising efficacy is purchasing intention, which is impacted by factors including attitudes towards advertising. For instance, perceptions of advertising have an impact on brand recognition and buying intent. In the social media ecosystem, behavioral intentions are strongly correlated with the value of advertising. Several studies specifically acknowledge the value of advertising as influencing consumers' intentions to make purchases through social media advertising. The investigation's purchasing intent is heavily influenced by the comments and brand values shown by other consumers on social media platforms (Febriyantoro, 2020).

Making a purchase selection is a difficult procedure. Buying intention typically correlates with consumer behavior, perceptions, and attitudes. Buying behavior is a crucial factor in how customers obtain and assess products (Martins et al., 2019). Asserts that forecasting purchase intent is a viable method for doing so. Cost or perceived quality and value may have a

consequence on a consumer's purchase intention. Throughout the purchasing process, consumers are also affected by internal or external influences. Researchers have proposed six stages that should occur before planning to buy: awareness, knowledge, interest, preference, persuasion, and purchase. Consumers always believe that buying low-priced, plainly packaged, and little-known goods is risky since they don't trust the products' quality (Mirabi et al., 2015).

## Relation between Video Marketing and Purchase Intension

By analyzing consumer attitudes and purchase intentions towards content, Milhinhos (2015) tried to learn how to leverage content marketing to increase conversion. To achieve these goals, an analysis of ideas and exploratory primary research were developed. An experiment with an online consumer survey defined the exploratory research. Participants were exposed to content marketing stimuli, and their views and intent to buy were examined. According to the findings, content marketing is important for influencing consumer attitudes and purchasing intentions on commercial product pages. Without a certain level of intricacy is there in the material, consumers are not motivated by a certain content marketing strategy.

The purpose of Yüksel (2016) was to pinpoint the elements that influence consumers' decisions to buy after viewing product-related YouTube videos. To test the hypotheses, online surveys of viewers of YouTube beauty and makeup tutorials are used. A number of 8685 valid questionnaires were used to examine the relationships in the model. The study demonstrates that YouTube videos about products played a significant role in affecting customers' intentions to make purchases. Moreover, several variables had varying degrees of influence on buying intention.

Husnain et al. (2017) looked at how social network marketing affects customer purchase intentions and how consumer participation plays a moderating function. By examining the indirect impacts of customer interaction on the relationship between the two variables, this study contributes to the body of earlier research on social network marketing. In Pakistan, 300 social network marketing websites users provided the data for this study's analysis. To test the created model, structural equation modelling was used. The substantial effect of social network marketing was proved on client purchase intent. Additionally, they demonstrate that customer participation serves as a partial mediating factor between network marketing and intention to purchase.

Rahmi et al. (2017) examined the impact of beauty vlogs on consumers' buy intentions in relation to how consumers perceived the source's validity and competence level. They used customers' prior experience with the product as a moderator. Participants (n = 98) in an experiment were shown a YouTube beauty vlog clip and conventional advertising as data sources. Products made by Warda were utilized as test subjects for research. The findings demonstrated that the information's source had no bearing on consumers' perceptions of the reliability and subject-matter competence of information sources or their intentions to make purchases. Nonetheless, it was discovered that there was a relationship between the information source and prior product use in affecting consumers' purchase intentions. Those

who had tried Wardah lip cream products said that watching beauty vlogs increased their likelihood of making a purchase.

The primary social media advertising-related indicators that may be used to predict purchase intention were to be identified and tested in study of Alalwan (2018). The performance expectancies, hedonic motivation, and habit variables from the expanding Unified Theory of Acceptance and Use of Technology (UTAUT2) were combined with interactivity, informativeness, and perceived relevance to create the conceptual model. A questionnaire survey was conducted to gather the data from 437 people. The main findings generally confirmed the existing model validity and the importance of all elements in influencing purchase intentions.

Jain et al. (2018)'s goal is to offer a model that considers the importance of advertisements, consumer attitudes, and how those factors affect young Indian consumers' intention to make purchases after viewing internet video ads. This article gives marketers in-depth models that help them understand the various elements that influence consumers' decision to buy after watching internet video advertisements. College students in the National Capital Region (NCR) were included as the study's sample because young people make up the largest demographic of online subscribers. 380 Management and Engineering students were given questionnaires personally, and 279 replies were considered in the analysis. According to the investigation, Ducoffe's model of advertising value did not apply to internet video advertisements. Although it considerably affects attitudes towards online video commercials, intrusiveness and irritation do not significantly affect the value of advertisements as they did in Ducoffe's model.

The goal of Hashim et al. (2018)'s study is to examine consumer attitudes regarding mobile advertising in Malaysia and determine whether these attitudes influence consumers' intentions to buy the goods or services being marketed. Based on criteria including entertainment value, educational value, irritability, and credibility, the findings are reported in this article. A survey of 150 people was conducted to determine the factors that influenced consumer acceptability of mobile advertising and the resulting desire to purchase. The results indicate that in mobile phone advertising, the message's content has the biggest impact on attitudes. The likelihood of completing the advertised transaction and perceptions of mobile advertising is related.

Xiao et al. (2019) integrated the short video marketing model's content qualities with pertinent purchase intention theories to construct the research model. The three stated hypotheses (revealed purchase intention was positively affected by the perception of utility, playfulness, and influencer participation) were going to be confirmed by distributing questionnaires and evaluating the data. The data analysis has shown that all the aforementioned hypotheses are correct. The most important of them is the influence of influencers.

An extensive analysis of the current state of short video content marketing led to the construction of a comprehensive model in the article of Yang et al. (2019) that is based on TRA and ELM. Following the development of the questionnaire and data collection, the results were evaluated using SPSS, and the conceptual model that had been constructed was tested

using actual data. The findings demonstrate that brief video material that evokes emotion, knowledge, and interest significantly influences customer purchase intention. While brand identity serves as an intermediary in the process, consumer product involvement also plays a function in regulation.

In Ansari et al. (2019), they sought to determine how brand knowledge and social media content marketing affected consumers' decisions to buy. The data for this study came from an online survey. In total, 150 people took part in this study. Investigating the relationships between social media content marketing, brand recognition, and consumer purchase behavior was the goal of this study. According to the data, social media content marketing has a moderately considerable positive association with consumer purchase decisions whereas brand recognition has a barely significant positive correlation.

Liu et al. (2019) used video apps of various online bullet screens as their research subjects to analyze the effects of launching bullet screen advertisements on audience purchasing intent. To better understand the linkages between the three marketing aspects of bullet screen advertising, consumer brand attitudes, and consumer purchase intents, this study focuses on the elements that affect consumers' brand acceptability in advertising and apply questionnaire to collect data. The results are then analyzed using SPSS to look at the correlations between the different parameters. The findings showed that the launch time, correlation level, and text content style of bullet screen advertising had an impact on customers' purchase intentions.

Chen and Dermawan (2020) intended to investigate how Indonesian female customers' perceptions towards local cosmetics brands and desire to buy locally produced beauty goods are influenced by YouTube beauty vloggers or beauty influencers. Personal interviews with female beauty consumers and beauty vloggers were conducted for this study. Following the interviews, the qualitative data was evaluated and interpreted; deep sample impressions were determined using qualitative research. According to the survey, YouTube is the most effective platform for disseminating material since people prefer to view video on social media to television.

Zhang et al. (2020) examined the impacts of LVS, or broadcasts produced in real-time to viewers via the Internet for business-to-business and consumer communication. Although eretailers have adopted LVS as a marketing strategy, it is still uncertain whether it will have an impact on consumers' intentions to make an online purchase. This study, which is grounded on the construal level theory, experimentally examines the effects of LVS on customers' intentions to make online purchases while accounting for psychological distance and perceived uncertainty. The study framework was tested from data collected from a biggest online marketplace in China. The results show that by lowering psychological distance and perceived uncertainty, the LVS strategy can enhance customers' online purchase intention.

Febriyantoro (2020) examined how YouTube advertisements can be used to enhance brand recognition, brand perception, and purchase intention. Millennials between the ages of 18 and 35 who reside in Batam City and the surrounding areas were selected as respondents. Brand

awareness and brand perception are influenced by YouTube advertising, but purchase intention is unaffected by either of these factors. The intention to buy is directly correlated with YouTube ads. Because brand awareness and brand perception are unrelated to purchase intention, they are not mediating factors.

Sun et al. (2021) looked at the connection between consumer trust and the veracity of social media influencers. To gather secondary data, research employed a mixed research methodology. Consumers believe that the usage of video marketing by social media influencers is favourable since it may deliver accurate, unbiased, and comprehensive information. Yet, consumers are more likely to believe social media influencers who have a high degree of credibility as opposed to those who have low levels of credibility. Social media influencers' use of video marketing affects customers' purchasing intentions.

Morreale and Céline (2022) examined how the length of videos and the effectiveness of social media video marketing affected consumer purchase intentions. An online survey that sought responses from people of diverse genders, ages, and social backgrounds was disseminated on social media to achieve this. For investigation, 105 valid replies in total were received. It was discovered that a video's entertainment value, informativeness, emotional appeal, and advertising value all seemed to be affected more by its length. Thus, seeing a longer video than a shorter one seems to produce a more favorable opinion about it and a stronger intention to buy the good or service being presented.

Ananda et al. (2022) tried to determine whether the Instagram Reel feature has a direct impact on consumer buying interest or whether it has an indirect impact on consumer brand attitudes. Purposive sampling is the method that is employed. A quantitative research approach was applied for this investigation. The demographic considered in this study is the 204.7 million internet users in Indonesia, with an Instagram usage rate of 84.8%, meaning that practically all Indonesian internet users use Instagram. The results of this study point to the direct and significant positive effects of factors based on fictitious independent scenarios, user involvement, perceived benefits, perceived enjoyment, and celebrity involvement on consumer brand attitudes, in which have significant positive impact on consumer purchase intentions. While interesting content affects consumer views of a brand indirectly (indirect effect), this effect is not positive and significant.

In Gong et al. (2022), the stimulus-organism-response paradigm is broadened by combining the theory of communication persuasion and the theory of flow experience. With consumer perception acting as the mediating variable and consumer purchase intention acting as the dependent variable, the model contains published content attributes and key opinion leader (KOL) characteristics. This study examines KOLs' impact on customer purchase intent on short-form video platforms as well as the measuring measures for each variable. Results from surveys are utilized to compile empirical research data to support the concepts. Customers' desire to purchase is highly influenced by reputation, perceived fit, aesthetic quality, and content richness, with virtual touch and emotional response acting as mediators, according to research of 357 valid questionnaires.

A research model is put forth by Zhai et al. (2022) to explore how the components of product review videos affect customers' buy intentions. The moderating role of participation in the connections has also been studied. Using survey data, the study model was assessed. Purchase intention is considerably and favorably correlated with the credibility of the video publisher and product information visualization. The association between purchase intention and the trustworthiness of the video publisher is negatively moderated by video involvement. Also, the association between the visualization of product information and buy intention is negatively moderated by video emotion polarity.

Vicarious experience and perceived risk were used by Lee et al. (2022) to study how Para social encounters affected consumers' intentions to make purchases. The required data that supported the research model's hypotheses were provided by 318 Korean women in their 20s. To do structural equation modelling with maximum likelihood estimation, they used AMOS 25.0. According to investigation, Para social interactions encourage viewers to feel content diagnostic and vicarious expressiveness through vicariously watching, which lowers risk perceptions and increases purchase inclinations. This study offers proof that, when applied to the YouTube environment, the concept of prosocial interactions may serve as a theoretical framework that describe how consumers view virtual connections and how those relationships impact consumers' vicarious experiences and purchasing decisions. The results also imply that improving presenter-viewer interactions can boost the marketing effectiveness of beauty YouTube channels.

# H1: There is a significant relation between Video Marketing and Purchasing Intension 3. RESEARCH METHODOLOGY

The research methodology used in this paper is explained in this section. The positivism philosophy and the deductive approach were adopted by the researcher to achieve the aims of the current paper which is examining the correlations between purchasing decisions and video marketing (credibility, usefulness, timing). The study also uses a quantitative approach to gather primary data, with a sample size of 385 individuals from the targeted population that was represented in the active users of Facebook application in the Egyptian context, by distributing an online questionnaire to the sample of the study. The research variables are as shown in Figure 1, where the dependent variable; Purchase Intension and the independent variable is Video Marketing; including, credibility, usefulness, timing.

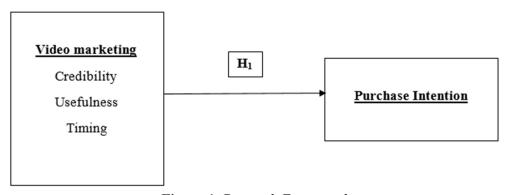


Figure 1: Research Framework

To test videos marketing and its influence on purchase intention, this study used quantitative methodology and online surveys. Over 53000000 people in Egypt are active Facebook users. A 5% margin of error and a 95% level of confidence were computed for the 385 participants that made up the planned sample population. Initially, a random sample of 1200 people received the questionnaire about the Facebook videos that are used in marketing. Given the constraints, about 600 respondents were able to complete the survey. The 385 sampling was chosen using qualified responses.

Studying the relationship between Video Marketing (credibility, usefulness, timing) and its effect on Purchase Intension is the aim. The data collected with a questionnaire. The survey tools were modified as necessary for this investigation after being adapted from the available literature. For all the items, a 5-point Likert scale was used, with 1 denoting "strongly disagree" and 5 denoting "strongly agree".

The following three criteria must be met for a questionnaire to be considered effective: the respondent must have previously browsed short video platforms, they must also have chosen different answers to each question, and they must have taken at least 180 seconds to complete the questionnaire. The data that has been gathered is then analyzed using SPSS and AMOS – 24.0.

**Table 1: Research Variables Operationalization** 

	Statement	Reference
Cr	e <u>dibility</u>	
1	The information provided about the product in the video is credible.	Yüksel (2016)
2	The product details presented in the video are accurate.	(2010)
3	The product information provided in the video is reliable.	
4	The video's description of the product is trustworthy.	
5	The product details provided in the video are accurate.	
Use	efulness	
6	My purchase is made simpler by the information provided about the goods in the video.	Yüksel
7	For my purchase, the product information provided in the film is helpful.	(2016)
8	For my purchase, the product information provided in the video is helpful and valuable.	
9	The product information provided in the video is a useful resource for my purchase.	

	Statement	Reference
10	The product information provided in the video enhances the effectiveness of my purchase.	
11	The product information provided in the video efficient my purchasing.	
Tin	ning	
12	Watching these videos will give me something to do when I have nothing to do.	Lee & Lee (2011)
13	Watching these videos will give me something to do when there is no one else to talk to or be with.	
14	Watching these videos will give me something to occupy my time.	
15	Watching these videos will help me pass the time away, particularly when I am bored.	
Pur	chase Intention	
16	If given the opportunity, I would consider purchasing the things described in the video in the future.	Yüksel (2016)
17	The products discussed in the video are likely to be purchased by me soon.	
18	If given the chance, I aim to acquire the products described in the video.	
19	In the future, I plan to try the products listed in the video.	
20	I want to consider purchasing the things mentioned in the video in the future.	

# 4. RESULTS AND FINDINGS

The current section presents the empirical analysis and its main findings, this shown in the following six sub-sections:

# Validity and Reliability Analysis

It could be noted that all values of Keiser-Meyer-Olkin (KMO) are > 0.5. All Average Variance Extracted (AVE) values are > 50% and all factor loadings (FL) are > 0.400. The results imply that variables under study satisfy the validity levels required. All Cronbach's Alpha are > 0.7, implying that statements are consistent, and they are considered reliable.

**Table 2:** Validity and Reliability

Variables	KMO	AVE %	Cronbach's Alpha	Items	FL
				Cr1	.888
				Cr2	.924
Credibility	.913	86.568	.961	Cr3	.893
				Cr4	.806
				Cr5	.817
				U1	.896
				U2	.901
Usefulness	.942	86.848	.969	U3	.910
Oseiumess	.942			U4	.936
				U5	.789
				U6	.779
	972	87.846	.954	t1	.901
Timin				t2	.875
Timing	.873			t3	.891
				t4	.848
				P1	.891
Dunchasins				P2	.902
Purchasing intension	.919	85.633	.958	P3	.850
IIICHSIOII				P4	.822
				P5	.817

# Confirmatory Factor Analysis

Using AMOS 24 program for the analysis, it is proved that chi-square divided by the degrees of freedom (CMIN/DF) is 1.136 (good); P-value is 0.000 (< 0.05); the goodness of fit (GFI) is 0.955 (> 0.80); the adjusted goodness of fit index (AGFI) equals to 0.943 (> 0.80). The Bentler-Bonett normed fit index (NFI) equals to 0.982 (> 0.80) and the Tucker-Lewis index (TLI) is 0.997 (> 0.85). Additionally, the comparative fit index (CFI) is 0.998 (> 0.80). The root means square residual (RMR) is 0.022 (< 0.09) and the root mean square of approximation (RMSEA) is 0.019 (< 0.10).

Table 3 shows that all FL are  $\geq$  0.40, which means that the variables construct have adequate validity. Also, P-values are < 0.05, which reflects the statements significance.

**Table 3:** Item Loading after Confirmatory Factor Analysis

			Estimate	S.E.	C.R.	P
Cr5	<	Credibility	.875	.032	27.758	***
Cr4	<	Credibility	.870	.033	26.747	***
Cr3	<	Credibility	1.000			
Cr2	<	Credibility	.986	.024	40.877	***
Cr1	<	Credibility	.979	.027	36.304	***
U6	<	Usefulness	.915	.033	28.131	***

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			Estimate	S.E.	C.R.	P
U5	<	Usefulness	.925	.032	29.094	***
U4	<	Usefulness	1.000			
U3	<	Usefulness	.975	.020	47.948	***
U2	<	Usefulness	.970	.021	45.913	***
U1	<	Usefulness	.946	.022	43.740	***
t4	<	Timing	.931	.032	29.280	***
t3	<	Timing	.969	.029	33.872	***
t2	<	Timing	.954	.029	32.539	***
t1	<	Timing	1.000			
P1	<	Purchasing	.962	.026	37.038	***
1 1		intension	.702	.020	37.030	
P2 <		Purchasing	1.000			
		intension	1.000			
P3	<	Purchasing	.914	.028	32.214	***
		intension	.914	.020	32.214	
P4	<	Purchasing	.866	.030	29.356	***
		intension	.500	.020	25.550	
P5	<	Purchasing	.885	.030	29.024	***
		intension	.005	.030	27.02 F	

The confirmatory analysis, which is shown on Figure 2, implying that there are good factor loadings.

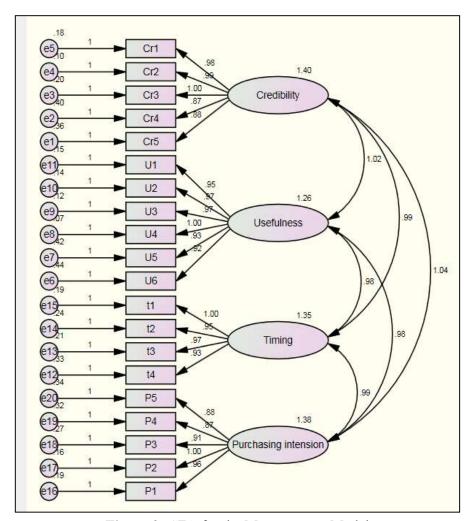


Figure 2: CFA for the Measurement Model

## **Descriptive** Analysis

Descriptive statistics is a tool that clarifies and provides a clear overview of the characteristics of a particular data collection by providing concise summaries of samples and information on how to quantify the data. There are three types of descriptive analysis; frequency, measures the central tendency (averages), and measure of variability (standard deviation). Descriptive analysis is applied to respondent profile and research variables.

## **Descriptive Analysis of Respondent Profile**

The analysis shows that regarding the age group, the higher percentage equals 51.7, which refers to the age group less than 25. Moreover, Salary 'from 3000LE to less than 6000 LE' has 102 respondents, which represents the highest value. Furthermore, Male respondents are higher than Female with a percentage 64.9%. Moreover, University Graduate is the highest in education, as it got 27%.

**Table 4:** Respondent profile

	Frequency	Percent	Total	
Age				
From 25 to less than 40	120	31.2		
From 40 to less than 55	31	8.1	385	
From 55 and more	35	9.1	] 363	
Less than 25	199	51.7		
Salary				
From 3000 LE to less than	102	26.5		
6000 LE	102	20.3		
From 6000 LE to less than	100	26.0	385	
9000 LE	100	20.0	] 363	
From 9000 LE and more	88	22.9		
Less than 3000 LE	95	24.7		
Gender				
Female	135	35.1	385	
Male	250	64.9	363	
Education				
Before University	103	26.8		
Postgraduate	99	25.7	385	
University Graduate	104	27.0	303	
University Student	79	20.5		

# **Descriptive Analysis of Research Variables**

It can be noticed that the means and frequencies of the majority of replies are in neutral zone; Credibility, Usefulness, Timing, and Purchasing intension are 3.2364, 3.2779, 3.2364, and 3.2338 respectively.

 Table 5: Descriptive Analysis for the Research Variables

Research	NI	Mean	Std. Deviation	Frequency				
Variable	N			1	2	3	4	5
Credibility	385	3.2364	1.21994	42	70	83	135	55
Usefulness	385	3.2779	1.19162	33	80	74	143	55
Timing	385	3.2364	1.29451	45	76	83	105	76
Purchasing intension	385	3.2338	1.23212	50	50	102	126	57

# Normality Testing for the Research Variables

Finding out whether a data set is normal requires confirming one of the hypotheses. As it determines whether the researcher can respond to the study hypotheses using parametric or non-parametric tests, it might be argued that determining the normality of the data is essential for inferential analysis. One of the methods employed most to verify the normality of a data collection is the Kolmogorov-Smirnov test of normality, which evaluates the normality

assumption for samples bigger than 50 observations. If the P-value exceeds 0.05, the data are assumed to be regularly distributed. It is known as the official normalcy test.

From the analysis, it is shown that all the associated P-values are lower than 0.05, it is obvious that the variables are not normally distributed.

 Table 6: Formal Testing of Normality

Dagaayah Variahlas	Kolmogorov-Smirnov <sup>a</sup>				
Research Variables	Statistic	df	Sig.		
Credibility	.228	385	.000		
Usefulness	.242	385	.000		
Timing	.193	385	.000		
Purchasing intension	.208	385	.000		

Table 7, which displays the informal test for normality, reveals that skewness and kurtosis values are above  $\pm 1.5$ , demonstrating that the analyzed data are normal. The correlations between the research variables are described using parametric testing.

**Table 7:** Informal Testing of Normality

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Credibility	385	348	.124	883	.248
Usefulness	385	346	.124	892	.248
Timing	385	222	.124	-1.070	.248
Purchasing	385	394	.124	775	.248
intension	363	394	.124	//3	.240

# Testing Multicollinearity Assumption

The research variables' VIFs are all less than 5, indicating that there is no issue with multicollinearity, by checking the independent variables' VIFs as given in Table 8.

Table 8: VIF values for Research Variables for After Data

Independent	VIF	
Variables	VIF	
Credibility	2.854	
Usefulness	3.182	
Timing	2.651	

# Testing Research Hypotheses

In this section, the hypothesis is tested using correlation and structural equation modeling. The study's data are demonstrated to be regularly distributed; hence the Pearson correlation is applied. Table 9 shows the correlation matrix for the relationship between all variables of the study.

A significant direct correlation between video marketing dimensions (Credibility, Usefulness and Timing) and Purchasing intension is proved, as the coefficients are 0.772, 0.764 and 0.720 respectively and they are all statistically significant at a level of 0.01.

1. 2. 3. R 1. Credibility P-value 385 779\*\* 2. Usefulness P-value 000 385 385 .726\* .759\*\* R 3. Timing P-value .000 .000 385 385 385 .772\*\* 764\*\* .720\*\* 4. Purchasing intension P-value .000 000 .000 385 385 385 385 \*\*. Correlation is significant at the 0.01 level (2-tailed).

**Table 9:** Correlation Matrix between the Research Variables

The SEM analysis for the research variables observed that:

For the first sub-hypothesis, "H1.a: Credibility has a positive impact on the Purchasing intension", it was proved that the P-value is less than 0.05 (P-value = 0.000), and the estimate is 0.333. Accordingly, the first sub-hypothesis is supported.

For the second sub-hypothesis, "H1.b: Usefulness has a positive impact on the Purchasing intension", it is shown that P-value = 0.000, and the estimate is 0.296. by that the second sub-hypothesis is supported.

For the third sub-hypothesis, "H1.c: Timing has a positive impact on the Purchasing intension", as P-value = 0.000), and the estimate is 0.270, this sub-hypothesis is supported. Moreover, the R square is 0.656 which means 65.6% of the variation of the Purchasing intension can be explained by the independent variables together.

 $R^2$ Estimate P Purchasing \*\*\* <---Credibility .333 intension Purchasing Usefulness .296 \*\*\* .656 <--intension Purchasing \*\*\* .270 <---Timing intension

**Table 10:** SEM Analysis

The model fit indices are all in acceptable levels; CMIN/DF = 1.136, GFI = 0.955, CFI = 0.998, AGFI = 0.943, and RMSEA = 0.019. The SEM model is identified in Figure 3.

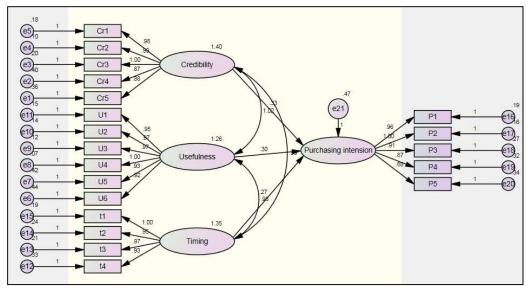


Figure 3: SEM for the Research Variables

#### 5. DISCUSSION AND CONCLUSION

The current study aims to investigate the influence of video marketing (credibility, usefulness, timing) on purchase intention. Quantitative data is collected through online surveys, where the final sample consisted of 385 Egyptian Facebook users. Different tools are used in the analysis, where validity and reliability are done, in addition, confirmatory factor loading, descriptive analysis, normality test and multicollinearity are applied. Finally, the research hypothesis is analyzed through Pearson correlation and SEM.

The Pearson correlation proved that the three dimensions of video marketing have a significant relationship with purchase intention. Moreover, SEM analysis proved that the three dimensions of video marketing have positive significant influence on purchase intention. From these concluded results, it could be noticed that the hypothesis of the research "Video Marketing has a positive impact on the Purchasing intension" is fully supported.

## 6. RESEARCH RECOMMENDATION

As this study proved the positive significant influence of video marketing (credibility, usefulness, and timing) on purchase intention, the study recommends putting great attention to video marketing on social media as a significant factor that affects consumer purchase intention. In addition, it is suggested to put more focus on the dimensions of video marketing and always works on developing them as a way of guaranteeing the quality of video marketing, as the results of the current study proved the positive correlation that links credibility, usefulness, and timing as the three dimensions of video marketing with consumer purchase intention.

Furthermore, on the practical level, the research recommends companies to think twice about decentralizing some elements of their branding strategy now that customers started to trust and depend more on company-generated material on social media when making purchase choices.

Also, video marketing that addresses customer demands should be produced by marketers and advertisers, and they can make sure they are included in the targeted message. According to study findings, the three content characteristics (credibility, usefulness, and timing) can encourage customers to make a purchase. Businesses need to be aware of the influencers' crucial function in marketing videos. As well, an appropriate and reliable influencer not only directly aids in product exposure but also boosts the accuracy of product information in brief films. Additionally, companies are recommended to optimize their video marketing by cultivating cooperative relationships with independent content producers, in addition to financing public personalities and celebrities. Moreover, prosumers and micro-influencers have a strong potential to be elevated to brand ambassadors because of their overwhelming reputation. Further, advertisers should create marketing videos on Facebook that quickly grab customers' attention in more attractively designed commercials that improve the watching experience. Consumer impression of the content and information about products.

#### 7. RESEARCH RECOMMENDATIONS AND LIMITATIONS

This article contains some shortcomings that could be addressed in follow-up investigations:

- 1. First limitation is the lack of timing; accordingly, it is recommended for future research to include a longer period.
- 2. Second limitation is that the researcher limited the research to the active users of Facebook application in the Egyptian context. Hence, future studies are recommended to choose a bigger and broader sample from other online applications, or to conduct comparisons between two or more online applications to get more generalized results.
- 3. Third limitation, the current paper limited the research to the Egyptian context, so, future research is recommended to conduct a comparison between two countries regarding the influence of video marketing on consumer purchase intention.
- 4. Fourth limitation, the researcher relied only on the questionnaire in the process of gathering the data. Accordingly, it is recommended to apply qualitative and quantitative data.
- 5. Fifth limitation is related to the research variables, the current research focused only of three dimensions of video marketing (credibility, usefulness, and timing). Hence, it is recommended to investigate more dimensions of video marketing as well as measure different independent variables that could affect purchase intention.

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