

Effectiveness of Video in building consumer loyalty in India (2020-2021)

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ABSTRACT: With Internet being a necessity nowadays instead of previously thought luxury, almost everyone's on the internet and this has created a new platform for the marketers to market their products and gain popularity among consumers through the internet. Also with the coming of social media and various other platforms marketers have a job in their hands to use these platforms to their advantage and create campaigns, advertisements etc to market their products.

This research article focuses on the video aspect used by the marketers to promote their products, marketers use various types of videos to market their products be it a product review video, product tutorial video or a promotional video etc. So this research paper focuses on the impact these videos have on the consumers and do consumers get influenced by these videos. Thus, resulting in increased sales for the marketers and also do these videos create a sense of connection with the consumers such that they become loyal customers of the product.

In this research paper the authors have created a structured questionnaire and collected responses from 99 respondents, A survey was conducted out of which the responses were collected. Also for analysis the researchers used IBM SPSS tool and did a multiple linear regression on the data collected, which provided the necessary analysis of the responses collected and the researchers could formulate the findings. The results of the study state that video advertisements have impacted consumers from all age groups and have influenced them in some way or the other such that consumers have purchased products based on video advertisements and some have become brand loyal eventually.

Introduction

With the availability of internet increasing at a rapid rate in the past few years, more people started using the internet at a larger scale, this made marketers shift from television, print advertisements to exploring uncharted terrains such as online advertisements, social media advertisements etc as it was the need of the hour. The marketers had a huge challenge in their hands to somehow get attention of the consumers towards their advertisements which would in return enhance their sales, this was a very tough job as consumers do not generally like to view advertisements when they are on the internet, consumers generally tend to block advertisements and also sometimes add up an advertisement blocking software which would block ads. So marketers have a challenge to come up with interactive advertisements which somehow get the attention of the consumers, this is where a lot of marketers started coming up with video advertisements which would make the ads more interesting and consumers would somehow connect with the ads. Marketers create video advertisements for various purposes such as creating a video advertisement for a new product that the company is launching or explaining features of an already existing product etc. Hence, video advertisements have become extremely popular nowadays and this research paper specifically deals with the impact that video advertisements have on consumers and are video advertisements able to create a sense of loyalty among consumers.

Literature Review

A large amount of research has been performed in the area of digital marketing, social media marketing, online advertising, mobile marketing etc. But there hasn't been a research to see the impact specifically of video as to how effective it is to build consumer loyalty. The objective of this research paper is to see the extent to how effective or profitable it is for marketers to create video advertisements and whether these video advertisements create an impact on the consumers at such a level such that the consumer becomes loyal to that particular brand.

Past research paper have focused mainly on digital marketing and social media marketing, and how with the upcoming technology the whole digital marketing space has become so pivotal (Deekshith, D. & Kinslin, D 2016) that marketers have no other option but to move ahead from the traditional marketing techniques such as television ads, radio ads etc and transition into the digital marketing space (Janathanan, Chrishankar & Nizar, Naseeth. 2018). It has almost become a mandate to move towards digital marketing as that is how the current market can be won (Verma, Deepak. 2018).

Also utmost importance has been given to social media marketing (Çiçek, Mesut & Erdogmus, Irem. 2012) , with the coming of facebook, twitter, instagram etc it is very important for marketers to understand how these digital platforms work and what consumers like in these platforms such than an effective social media marketing campaign can be created (KPD Balakrishnan, Bamini & M.I, Dahnil & Yi, Wong. 2014), gone are the days when only television or radio advertisements used to be sufficient for marketing, nowadays it is very important for marketers to study the market and see how the market has developed over time and come with new age marketing campaigns to win over or to succeed in the market (Vivek Bajpai, Dr. Sanjay Pandey & Mrs. Shweta Shriwas. 2012), as gaining consumer loyalty in the present era is a tough thing to achieve given the number of options consumers have in terms of products and brands and also with growing number of competitors (Mrs. K.R. Mahalaxmi & P. Ranjith. 2016), the competition has become fierce with each brand coming up with innovative marketing campaigns, hence to gain consumer loyalty marketers need to do a thorough market study and come up with ideas and plans that can win over consumers and show an upward trend in brand loyalty (Dr.S.Sivasankaran. 2017).

As per the past research papers there are a few factors that needs to be considered to gain consumer loyalty and how videos will help in gaining consumer loyalty, the factors are as follows:

- **Brand Awareness (Grant H, 2018):** Videos have an ability wherein in a short period of time they can put out sufficient information and the consumer can know all the relevant information just by watching that video, this helps the marketers give out necessary information to the consumers in the most entertaining way. Also suppose there is a new brand coming up in the market so if the brand creates an innovative and catchy video advertisement then the consumers will start recognizing the brand and this will create a good publicity for the upcoming brand. Hence, videos have the ability to create brand awareness among consumers wherein after watching a video advertisement, consumers can recognize the brand and also get aware about the brand as to what services the brand is offering. Examples of these are commercial videos, educational videos etc.
- **Brand Recall (Grant H, 2018) :** The next step after brand awareness comes brand recall, this is when consumers after watching a video advertisement in the past can recall that brand at a later time just by thinking or having remembered the brand's video advertisement. This can act as a great advantage to the marketers as if they can create such a video advertisement that stays in the memory of the consumers then that itself shows that the brand would be a well known brand and consumers are aware about it. Also the marketers need to show what the company stands for and what it believes in when making a video advertisement as that is what remains in the mind of the consumers. If the company has successfully managed to create such an advertisement that the consumers can recall then that is a big accomplishment for the marketers. Examples are testimonial videos, day in the life videos etc.
- **Brand Association (Javed, Lubna. 2013) :** The next step after brand recall is brand association, that is once the consumer is aware about the brand and can recall the brand then what built-in assumptions that the consumer have about the brand, are there any pre conceived notions in the mind of the consumers about the brand, for example Starbucks is considered expensive, hence these kinds of notions are created in the minds of the consumers. To deal with this marketers with the help of video advertisements can create content in such a way that they can put information on the video as to what they want the consumers to feel about their brand. This will help in creating notions in the mind of the consumers as to what the brand wants them to think about them. This will overall help the marketers in creating an association with the consumers and the consumers too will feel connected to the brand and this in turn can help consumers turn loyal towards the brand. Examples of this are: Product review videos, Event videos etc.

Also one way to increase brand loyalty is to keep in touch with the consumer after he/she has purchased the product (Christine Adhiambo Odhiambo. 2012), this makes the consumer more connected with the brand and the consumer feels that the brand does care about the consumer. This help brands to maintain relationship with the consumers and form a connection with them (Grant H, 2018). The marketers can also send videos such as Thank you videos, tutorial videos etc to the consumers as these videos will help the consumers post purchase (Holly Paquette.2013).

In conclusion, the past research papers have dealt majorly with digital and social media marketing and have stated that they are the new platforms to go by as per consumers surveyed and also market research, so the unique thing about this research paper is that it focuses specifically about the video aspect as to how it will impact consumers

and will video make consumers loyal towards a particular brand, also the points discussed such as brand awareness, brand recall and brand association will be taken under consideration during this research. Also this research is only done in the Indian context so the survey will consist of only Indian audience which will help in determining the effectiveness of video in building consumer loyalty in India.

Research Objectives

The research objectives for this paper are as follows:

- To analyze the extent of influence video advertisements have on consumers.
- To evaluate whether consumers buy a product after watching its video advertisement.
- To assess whether the information given out in a video advertisement is appropriate or not.
- To identify the effectiveness of different types of video advertisements put up by marketers.
- To evaluate the effectiveness of video advertisements in building consumer loyalty in India.

Research Methodology

Quantitative Data was collected with the help of a structured questionnaire of a sample of 99 respondents, the respondents were from different parts of India having diverse age groups where 44.7% of respondents were in the 20-30 age group range and 39.8% of the respondents worked in the Information Technology sector. The survey was taken wherein the answers to the questions were in a likert scale from 1(strongly disagree) to 7(strongly agree).

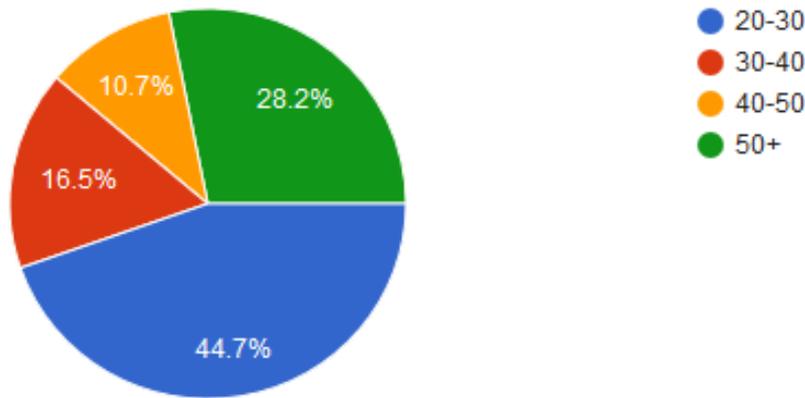
The major question to be answered was that do video advertisements make a person loyal towards a brand, this factor served as the dependent variable and the analysis would be done based on this. The other factors acting as the independent variables consisted of factors such as whether respondents have watched a video advertisement before, whether respondents preferred video advertisements over other forms of advertisement, after watching a video advertisement have the respondents ever bought a product, also factors wherein one has to rate the effectiveness of tutorial videos, review videos etc.

The questionnaire was created so as to test whether a person becomes brand loyal after viewing a video advertisement. After getting the responses a multiple linear regression was done using IBM SPSS tool to analyze the data and come up with conclusions.

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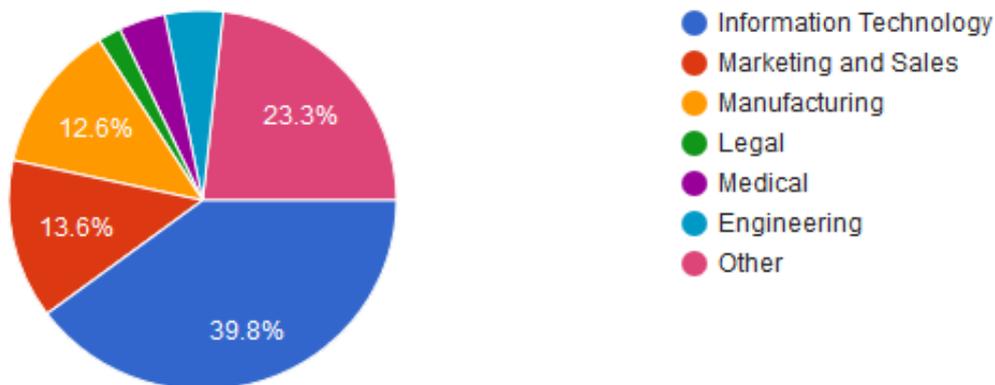
Profile of Respondents: The age of respondents is diverse as ages of 20-30, 30-40, 40-50 and 50+ age groups have taken part in the survey, this gives in a more balanced set of responses as all age groups have been covered, however the majority of participants are from the 20-30 age group as they are more prone to watching video advertisements.

Table.1 shows the age group of respondents who participated in the survey.



Also the respondents come from diverse industries majority of which is the Information technology industry as 39.8% of the respondents belong to the I.T industry.

Table.2 shows the industries of the respondents who participated in the survey.



Data Analysis Based on Multiple Linear Regression

The survey data collected was then analyzed using multiple linear regression using IBM SPSS tool. For the multiple linear regression the data from the factor which states that do people become loyal to a particular brand after watching its video advertisement (brand loyalty) was the dependent variable and the other factors were put in as independent variables and then the multiple linear regression was done.

Multiple linear regression was done as the independent variables were more than one and the dependent variable had to be predicted based on the independent variables, using multiple linear regression helps in determining how the independent variables are related to the dependent variable, hence multiple linear regression is used.

Table.3 shows the descriptive statistics table.

Descriptive Statistics

	Mean	Std. Deviation	N
Brand Loyalty.	4.990	1.9561	99
Viewing of online advertisements on digital platforms.	5.374	1.5622	99
Purchasing a product after viewing online advertisement.	5.333	1.7202	99
Viewed video advertisement of a brand/product.	5.960	1.3696	99
Whether video advertisements give away enough information.	5.354	1.5473	99
Ability to recall video advertisements.	5.596	1.2851	99
Preference of video advertisements over other forms of advertisements.	5.566	1.5264	99
Purchasing a product after viewing its video advertisement.	5.535	1.6862	99
Effectiveness of product launch advertisements.	4.566	2.1003	99
Effectiveness of video advertisements for established products.	4.616	1.9624	99
Effectiveness of tutorial videos.	5.758	1.5978	99
Effectiveness of review videos, thank you videos etc.	5.626	1.7058	99

As the answers were taken in a likert scale where 1(strongly disagree) to 7(strongly agree), hence the mean and standard deviations of all the answers were obtained, as the mean of all the questions are above 4, it shows that respondents are inclined more towards agreeing to the questions asked, that is the respondents are in favour of video advertisements and factors associated to it.

The table shows that the answers were more inclined towards agreeing to the factors such as the respondents majorly agreed to factors such as viewing of online advertisements on various digital platforms, purchasing a product after viewing its video advertisement etc and all the other factors listed. This shows that video advertisements have had a positive impact on the respondents.

Pearson Correlation Coefficient

The pearson correlation coefficient is a measure of the strength between two variables, it is used to see the association of two variables. A graph is plotted wherein the dependent variable is kept in the x-axis and the independent variable is kept in the y-axis and the graph is plotted, if the points form a straight line the it is assumed to have a strong correlation.

Similarly the authors checked the correlation of the dependent variable i.e whether a consumer becomes loyal to a brand after viewing its video advertisement (brand loyalty) with the independent variables, and got a positive correlation with the following independent variables.

Table.4 shows the pearson correlation coefficient of the following values:

Dependent Variable	Independent Variable	Pearson Correlation Coefficient	Relationship
Brand Loyalty	Viewing online advertisements on digital platforms	0.689	Moderate Positive Correlation
Brand Loyalty	Purchasing a product after viewing its online advertisement.	0.647	Moderate Positive Correlation
Brand Loyalty	Effectiveness of Product launch advertisements	0.722	Moderate Positive Correlation
Brand Loyalty	Effectiveness of video advertisements for established products	0.722	Moderate positive correlation

The value of pearson correlaton coefficient should be in the range of +1 to -1, the closer it is to +1 displays the fact that it is a strong positive correlation i.e if one variable sees a surge in its value then the other variable also tends to surge, but if the value is close to -1 then it is said to have a strong negative correlation i.e if one variable decreases then the other variable also tends to decrease.

Model Summary

Table.5 shows the model summary of the multiple linear regression performed.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.702	.665	1.325

In this R has a value of .838, indicating a strong positive correlation as the value of R is closer to 1.

R square is simply the square of R, it shows how well the dependent variable (brand loyalty) can be evaluated based on the other independent factors, the value of R square is .702 which indicates that 70.2 % of the variance of the dependent variable i.e the brand loyalty can be evaluated by the independent variables.

Talking about Adjusted R square, which is a more modified version of R square, it is determined based on the predictors of the model and is always lesser than R square.

Anova Table

Table.6 shows the Anova Table of the model.

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	263.408	11	23.946	18.671	.000 ^b
	Residual	111.582	87	1.283		
	Total	374.990	98			

The Anova table has been used in order to check with the residual variance as to how much it changes with respect to the predictors, i.e it assesses the impact the predictors have on the residuals. Also the anova table assesses the level of variance that can be predicted by the predictors. So in order to evaluate the predictors and the residual variance the anova table has been used.

The df represents the degree of freedom that is $N-1$ (No. of observations minus one), in this case the degree of freedom will be $98(99-1)$.

The mean square is computed by the sum of squares divided by the degree of freedom. In this case the mean square for Regression comes out to be 23.946 and mean square for residual comes out to be 1.283.

Now, the significance value determines as a whole whether all the independent variables correctly evaluate the dependent variable, i.e the significance level compared to p-value(which is 0.05), if the significance value is lesser than 0.05 then the independent variables correctly evaluate the dependent variables and the value is significant, but if the significant value is more than 0.05 then it is said that the independent variables are not correctly evaluating the dependent variable and the value is not significant. As the significance value is 0.000, Hence the value is significant and the independent variables correctly evaluate the dependent variable which is the brand loyalty.

Parameter Estimates

Table.7 shows the parameter estimates of the model.

	Unstandardized B	Coefficients Std. Error
(constant)	-.444	.596
Viewing of online advertisements on digital platforms.	.335	.121
Purchasing a product after viewing online advertisement.	.031	.149
Viewed video advertisement of a brand/product.	-.002	.144
Whether video advertisements give away enough information.	-.261	.109
Ability to recall video advertisements.	.274	.160
Preference of video advertisements over other forms of advertisements.	-.047	.120
Purchasing a product after viewing its video advertisement.	.247	.174
Effectiveness of product launch advertisements.	.395	.102
Effectiveness of video advertisements for established products.	.071	.126
Effectiveness of tutorial videos.	-0.80	.153
Effectiveness of review videos, thank you videos etc.	.102	.131

As per the above table, the constant value is the dependent variable or the predicted value when all other variables are zero. The unstandardized values represent the values which predict the dependent variable from the independent variable. So for every increase in one unit of the unstandardized value of the factor, i.e viewing of

online advertisements on digital platforms, the dependent variable increases by 0.335 units keeping all other independent variables constant.

Interpretation

As per the research papers that were studied majority of them inclined towards the positive impact that social media marketing, online advertising etc have brought to the marketers and also it said that marketers have gained fruitfully from these online ads as now they are able to interact with the consumers on a better level, also specifically talking about video advertisements major research papers have said that video ads are preferred by consumers and consumers look forward to them as long as the video ads don't disturb them.

Hence as per the research as the answers to the questionnaire have been measured in a likert scale, so a mean of 5.56 is obtained on the responses from the factor i.e preference of video advertisements over other forms of advertisements and a mean of 5.535 has been registered by the respondents for the factor i.e buying a product after viewing its video advertisement.. This shows that the research has been in line with the past researches done on similar topic as the past researches are in favour of online advertising and social media advertising and state that they have brought a positive impact on the marketers, and this research states that video specifically improves consumer attention and consumers get to know the brand/product better through video advertisements which has ultimately led to consumers becoming loyal to a particular brand/product.

As per the findings this research contributes positively towards video advertisements and states that video advertisements need to be used by marketers effectively to benefit from them. Also talking about whether video advertisements have an impact on brand loyalty, the findings implicate that video advertisements do have an impact on consumer loyalty and can influence consumers such that they become loyal towards the brand/product. Hence marketers need to start focusing on video advertisements as they have the ability to build consumer loyalty and eventually help marketers to establish themselves in the market with a customer base. Hence, this research paper advocates video advertisements and urges marketers to use them effectively.

Conclusion

The motive of the research was to see the relevance of video advertisements in this dynamic marketing world, where online advertisements, mobile marketing, social media marketing etc are blooming and marketers are daily coming up with new ways to enhance their marketing campaigns, The research was particularly to see how just the video aspect of advertisements influence consumers and do they have an impact on the consumers in such a way that consumers become loyal towards that brand.

Hence, to find this out the researchers created a questionnaire which contained factors regarding how consumers react to video advertisements, do they prefer video advertisements to other forms of advertisements, asked them about the various kinds of video advertisements, are they able to recall a video advertisement and finally have video advertisements ever made them loyal to a particular brand. All these questions were asked in order to get responses such that the researchers could analyze the results and form a conclusion as to how effective video advertisements have been.

As the responses were in a likert chart, the authors used this data to conduct a multiple linear regression using IBM SPSS tool, the results of which showed that the mean responses had an average higher than 4, stating that people are in favour of video advertisements as people reacted positively towards video advertisements and preferred video advertisements to other forms of advertisement.

Also, the factor which states that whether consumers buy a product after viewing its video advertisement, the responses received from the survey showed that people were inclined towards buying a product after viewing its video advertisement as the mean response of this factor was 5.5 stating that people agreed that they have bought a product after viewing its video advertisement.

Another factor that was considered in the survey was whether video advertisements give away enough information to the consumers, the results of which showed that consumers do agree that video advertisements do give away enough information in the advertisement, the mean response to this factor was 5.3 stating that majority consumers are satisfied with the degree to which information is given out in a video advertisement.

The factors also brushed upon the effectiveness of various kinds of video advertisements such as review videos, tutorial videos etc to check how different types of video advertisements impact consumers, the responses on these video advertisements were positive that consumers do like to see different types of video advertisements, also tutorial videos were the most liked by consumers as they preferred them to other types of video advertisements.

To check the loyalty aspect of consumers in the multiple linear regression the authors used this aspect as the dependent variable and all the other aspects as independent variables. The result of which showed the 'r' correlation coefficient 0.838 which states that the independent variables have predicted the dependent variables accurately.

Also focusing on the responses a major proportion of respondents voted positively in favour of the fact that video advertisements have made them loyal towards a particular brand, which gives the final conclusion that video advertisements have made an impact on consumers and consumers do get influenced by video advertisements such that they start following a brand and start purchasing from it, video advertisements create a sense of connection with the consumers wherein consumers get aware about the brand as to what the brand has to offer.

In conclusion, video advertisements help brands to get easily identified by consumers as consumers are able to recall the brand once they view its video advertisement. All these factors speak in volumes about the effectiveness of video advertisements and why marketers should look to enhance their game in the department of video advertisements as they are the future ahead, with the help of video advertisements marketers in a short period of time can gain consumer attention and influence consumers majorly which will in return help marketers to gain recognition and help in increasing profitability.

Recommendations

Based on the research, the authors would give out the following recommendations:

- Marketers need to focus on review videos and product tutorial videos as they can help in customers becoming loyal to their brand, an effective video on this can be great for marketers.
- Marketers need to make video advertisements in a way such that the advertisements have an ability to interact with the consumers as this is what makes a connection with the consumers and the consumers then feel an urge to try that particular brand/product.
- Marketers should focus on deploying their ads in a more subtle way rather than in a way which invades the privacy of consumers.
- Marketers to create ads which can be recalled easily by the consumers and create a brand association with the consumers.
- Marketers need to put in stronger values in their video advertisements, which might help them form connections with consumers.

The recommendations would help out marketers reach out to consumers in a better way and will help their overall profitability and will create a way in which consumers become loyal towards their brand and get associated with the brand.

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