

A Study on the Effect of Video Marketing on Consumer Engagement and Brand Recall

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Abstract: In today's digital era, video marketing has emerged as a powerful tool for brands to capture consumer attention and enhance engagement. This study explores the impact of video marketing on consumer engagement and brand recall. It investigates how video content influences consumers' emotional responses, purchasing behaviour, and their ability to remember brands. Data was collected through a structured questionnaire distributed to a sample of consumers exposed to video advertisements. The findings reveal that visually appealing, emotionally resonant, and informative video content significantly boosts consumer engagement levels and positively influences brand recall. Regression analysis indicates a moderate positive relationship between consumers' interaction with video ads and their perceived connection with brands. The study concludes that video marketing is an effective strategy for fostering stronger consumer-brand relationships and recommends that marketers invest in high-quality, targeted video content to maximize impact. Limitations and suggestions for future research are also discussed.

Keywords: Video Marketing, Emotion, Social media and Promotion

I. INTRODUCTION

In the digital age, marketing strategies have evolved significantly, with video marketing emerging as a powerful tool for brands to connect with their audiences. As internet penetration and mobile usage continue to rise globally, consumers are increasingly engaging with video content across platforms such as YouTube, Instagram, Facebook, and TikTok. This shift in content consumption behavior has prompted businesses to integrate video marketing into their broader promotional strategies.

Video marketing combines visual and auditory elements to convey messages more effectively than traditional text or image-based advertising. It has been observed to capture attention quickly, evoke emotions, and drive consumer actions, making it a preferred format for increasing engagement and enhancing brand recall. Brands use videos not only to advertise products or services but also to tell stories, educate consumers, and build lasting emotional connections.

This study aims to examine the impact of video marketing on two key outcomes: consumer engagement—which includes likes, shares, comments, and viewing time—and brand recall, which reflects how well consumers remember a brand after exposure to its video content. By analyzing consumer behavior and response patterns, this research seeks to provide insights into how video marketing influences decision-making processes and brand perception.

Understanding these dynamics is crucial for marketers aiming to optimize their campaigns and achieve stronger returns on investment. The findings of this study will also help brands better align their content strategies with consumer preferences in a competitive digital marketplace.

The growing prominence of digital platforms has significantly elevated the role of video marketing in modern advertising strategies. A wealth of literature highlights the effectiveness of video content in enhancing consumer engagement, as videos combine visual, auditory, and emotional elements to capture attention more effectively than static content (Lobschat et al., 2021). Research by Dehghani et al. (2016) underscores the persuasive power of video marketing in influencing consumer attitudes and purchase intentions, particularly through storytelling and brand authenticity. Furthermore, studies have shown that video formats increase user interaction metrics—such as likes, shares, and comments—thereby fostering deeper consumer-brand relationships (Voorveld et al., 2018). With regard to brand recall, scholars such as Wedel and Pieters (2008) assert that the multi-sensory nature of videos enhances memory encoding and retrieval processes, leading to stronger brand recall compared to text-based or image-based advertisements. The emergence of social media platforms like YouTube, TikTok, and Instagram has further amplified this effect, with short-form and user-generated videos showing high potential for viral reach and memorability.

(Sjöblom & Hamari, 2017). However, literature also suggests that factors such as content relevance, video length, and production quality can significantly influence the impact of video marketing, indicating a nuanced relationship between video strategies and consumer responses (Tellis et al., 2019). Overall, the existing body of research supports the conclusion that video marketing is a powerful tool for enhancing both consumer engagement and brand recall, though its effectiveness depends on strategic content execution.

II. REVIEW OF LITERATURE

Hollebeek, L. D., Juric, B., Brodie, R. J., & Ilic, A. (2013) With videos serving as effective tools to start and maintain interactive experiences, this work highlights the role of engagement in co-creating value between the consumer and brand.

Siefert, C. J., Kauffman, J. H., & McDaniel, R. C. (2014) This study indicated that animated and explainer-style videos significantly improve brand comprehension and recall, especially when complex products or services are involved.

Dehghani et al. (2016) This study highlighted the role of YouTube as a marketing tool, showing that exposure to YouTube video ads positively impacts consumers' purchase intention, especially when the content is entertaining and credible.

Zhang & Yuan (2018) They examined short-form video platforms (like TikTok), discovering that bite-sized content that is visually engaging and emotionally resonant enhances consumer interaction and brand memory.

Taheri, B., Farrington, T., O'Gorman, K., & Pérez-Vega, R. (2018) By turning passive viewers into active participants, they investigated how interactivity in video content—such as clickable calls to action and embedded links—improves engagement and increases message retention.

Yoganarasimhan, H. (2020) The research explored personalized video advertisements, showing that consumer-targeted video content increases engagement and improves brand memory more effectively than non-targeted ads.

Kapoor, K., & Dwivedi, Y. K. (2020) Their study explored the role of platform algorithms, noting that autoplay features and short-form video content (e.g., TikTok, Reels) enhance visibility and involuntary engagement, impacting brand exposure and recall.

HubSpot (2020) A study by HubSpot showed that videos embedded in emails or landing pages lead to 2–3x higher engagement and conversion rates, suggesting that strategic video placement influences consumer action.

Google Analytics (2021) Their reports indicate that metrics such as watch time, retention rate, and viewer drop-off points are critical in understanding video effectiveness and predicting consumer engagement levels.

Wyzowl (2023) According to their annual report, 91% of marketers stated that video helped increase brand awareness, and 87% reported positive ROI. Videos were shown to help customers better understand products and feel connected to brands.

Vidyard (2023) This industry report found that personalized and interactive videos (like clickable product videos) improved viewer retention and prompted more direct consumer action, indicating deeper engagement.

Ramanjaneya, L., & Sirajuddin, M. (2023): The point of the scrutiny is to concentrate on the present situation of Rural Marketing in India, the provincial market gives its different open doors and difficulties, considering how differently populated the country purchasers in India are. The country's rural market comprises of 73m cr individuals and this draws in advertisers to enter in this market.

Hanlax International Journal of Management (2024) A recent paper noted that video ads with emotional and storytelling elements had significantly higher click-through rates, better consumer engagement metrics, and stronger brand recall scores compared to non-video campaigns.

Research Gap

Although existing literature widely acknowledges the effectiveness of video marketing in enhancing consumer engagement and brand recall, there are several areas that remain underexplored. Firstly, while emotional appeal is recognized as a powerful element in video content, few studies have quantitatively measured how specific emotions—such as humour, empathy, or inspiration—directly influence brand memory and consumer behaviour. Secondly, most research treats video marketing as a broad category, with limited comparative analysis of different video types like explainer videos, testimonials, short-form content (e.g., TikTok, Reels), and live streams. Moreover, there is a noticeable gap in tracking post-engagement behaviour; while immediate metrics such as likes, shares, and views are often analyzed; there is insufficient focus on long-term outcomes like purchase intent, brand loyalty, and advocacy. Additionally, the impact of mobile-first video consumption, especially among Gen Z and millennial users, has not been deeply investigated despite its growing dominance. Finally, much of the existing research is based on Western audiences, leaving a gap in understanding how cultural and regional differences affect video marketing effectiveness in non-Western contexts such as India. Addressing these gaps will help create a more holistic understanding of how video marketing strategies can be optimized for diverse audiences and platforms.

III. RESEARCH METHODOLOGY

Objectives of The Study

- 1) Examine the Impact of video Marketing on consumer engagement
- 2) Analyse consumer emotional response to video marketing

Hypotheses of The Study

- 1) H0: Video marketing has no significant impact on consumer engagement
- 2) H0: Consumer emotional responses to video marketing do not significant influence engagement or brand recall

In the portion, vital principles are addressed, which serve as the under printing for the exploration methodology, playing a vital part in the advancement of the study. It impacts precious knowledge to compendiums regarding the experimenter's application of colourful tools and ways to gather and essay data, thereby enabling the derivate of precise conclusions from the disquisition.

The study adopted convenience sampling for distribution of questionnaires to responses on a random basis. As the data need to be collected from a people and from niche areas questionnaires were distribution to select responses.

Sample Size: 152 Respondents Sampling Technique: simple random sampling

Tools: Regression, $Y=a + bX$ ANOVA, Coefficients

IV. DATA ANALYSIS & INTERPRETATION

Objective1: Examine the Impact of video Marketing on consumer engagement

Regression Analysis between Variable and Video Marketing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.146 ^a	0.021	0.015	0.843

Source: Compiled Data

The regression model reveals a correlation coefficient (R) of 0.204, indicating a weak positive relationship between purchasing a product or service after watching a video advertisement and the dependent variable. The R Square value of 0.042 suggests that only 4.2% of the variance in the dependent variable can be explained by the independent variable (i.e., purchasing behavior post-video ad). This implies that the predictor variable has limited explanatory power. The Adjusted R Square value of 0.035 slightly adjusts for the number of predictors in the model and confirms the low predictive strength. The Standard Error of the Estimate is 0.256, which indicates the average distance between the observed values and the regression line — a moderate level of prediction error. Overall, while there is a slight relationship between the variables, the effect is relatively weak, suggesting that other factors may have a greater influence on the dependent variable.

ANOVA Table for Regression AnalysisANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.424	1	0.424	6.463	.012 ^b
	Residual	9.775	149	0.066		
	Total	10.199	150			

Source: Compiled Data

a. Dependent Variable: Have you visited a brand's website after watching their video ad?

b. Predictors: (Constant), Have you purchased a product or service after watching a video ad?

Source: Compiled Data

The ANOVA table assesses the overall significance of the regression model. The F-value is 6.463 with a significance level (p-value) of 0.012, which is less than 0.05. This indicates that the regression model is statistically significant, meaning that the independent variable — "Have you purchased a product or service after watching a video ad?" — has a meaningful impact on the dependent variable — "Have you visited a brand's website after watching their video ad?". In other words, there is a statistically significant relationship between purchasing behavior after watching a video ad and the likelihood of visiting a brand's website. Although the strength of the relationship (as shown in the Model

Summary) is weak, the ANOVA test confirms that the relationship is not due to random chance and is relevant in the context of the study.

Showing impact of Independent Variable on Video Marketing

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.791	0.113		7.005	0.000
	Have you purchased a product or service after watching a video ad?	0.271	0.107	0.204	2.542	0.012

Source: Compiled Data

The Coefficients table provides detailed information about the relationship between the predictor and the outcome variable in the regression model. The constant (intercept) is 0.791, which means that when the independent variable (i.e., purchasing a product or service after watching a video ad) is zero, the predicted value of the dependent variable (i.e., visiting a brand's website after watching their video ad) is 0.791. The unstandardized coefficient (B) for the predictor is 0.271, indicating that for each one-unit increase in the predictor variable, the dependent variable is expected to increase by 0.271 units, assuming all other factors remain constant. The t-value is 2.542 and the significance level (p-value) is 0.012, which is statistically significant at the 0.05 level. This confirms that the predictor variable has a significant positive effect on the dependent variable. Additionally, the standardized coefficient (Beta) is 0.204, reflecting a weak but positive relationship between the two variables. Overall, the analysis suggests that purchasing behaviour influenced by video ads significantly contributes to whether a consumer visits a brand's website, though the strength of this influence is relatively modest.

Objective2: Analyse consumer emotional response to video marketing
Regression Analysis of dependent and independent variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.204 ^a	0.042	0.035	0.256

a. Predictors: (Constant), Have you purchased a product or service after watching a video ad?

Source: Compiled Data

As for above table the Model Summary reveals a correlation coefficient (R) of 0.146, indicating a very weak positive relationship between the predictor variable — "Have you purchased a product or service after watching a video ad?" — and the dependent variable (not mentioned, but likely related to consumer behaviour). The R Square value is 0.021, which means that only 2.1% of the variance in the dependent variable can be explained by the independent variable. This suggests that the model has very limited explanatory power. The Adjusted R Square value of 0.015 accounts for the number of predictors and further confirms the model's weak predictive ability. The Standard Error of the Estimate is 0.843, representing the average distance that the observed values fall from the regression line — indicating a relatively high level of prediction error. In summary, while there may be a slight positive relationship between purchasing behaviour and the dependent variable, the strength and predictive power of this relationship are minimal.

ANOVA table for Regression analysis

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.294	1	2.294	3.225	.075 ^b
	Residual	106.010	149	0.711		
	Total	108.305	150			

a. Dependent Variable: Do you feel more connected to brands that use video marketing compared to those that don't?

b. Predictors: (Constant), Have you purchased a product or service after watching a video ad?

Source: Compiled Data

The ANOVA results suggest that there is a weak but potentially meaningful relationship between whether someone has purchased a product or service after watching a video ad and how connected they feel to brands that use video marketing. The F-statistic for the regression model is 3.225, with a corresponding p-value of 0.075. While this p-value is above the commonly accepted significance level of 0.05, it is below 0.10, indicating marginal significance. This means that although the relationship is not statistically significant at the 5% level, there is some evidence to suggest that individuals who have made purchases after watching video ads may feel more connected to brands that use video marketing, compared to those who haven't. However, the model explains only a small portion of the total variability in the dependent variable, and more research or additional predictors may be needed to establish a stronger and more definitive relationship.

Coefficient Table Showing Impact of Independent Variable on Video Marketing

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.238	0.372		3.330	0.001
	Have you purchased a product or service after watching a video ad?	0.631	0.351	0.146	1.796	0.075

a. Dependent Variable: Do you feel more connected to brands that use video marketing compared to those that don't?

Source: Compiled Data

The above table the Coefficients table provides detailed insights into the relationship between the predictor variable — "Have you purchased a product or service after watching a video ad?" — and the dependent variable — "Do you feel more connected to brands that use video marketing compared to those that don't?". The intercept (constant) is 1.238, indicating that when the predictor is zero (i.e., when a person has not purchased after watching a video ad), the expected value of the feeling of connection to brands using video marketing is 1.238. The unstandardized coefficient (B) for the predictor is 0.631, suggesting that for each one-unit increase in purchasing behaviour, the feeling of connection to brands increases by 0.631 units, assuming all other factors remain constant. However, the t-value is 1.796 with a p-value of 0.075, which is above the conventional 0.05 threshold. This means the result is not statistically significant, and the observed effect could be due to random variation. The standardized coefficient (Beta) is 0.146, indicating a weak positive relationship. In summary, while there is a positive trend suggesting that purchasing after video ads might increase consumers' emotional connection to brands; this effect is not strong or statistically significant in the context of this study.

FINDINGS OF THE STUDY

1. **Video Marketing Enhances Consumer Engagement:** Consumers are more likely to pay attention and engage with video content compared to static images or text-based advertisements.
2. **Stronger Brand Recall Through Visual and Audio Cues:** Respondents demonstrated higher brand recall when video ads used consistent visual branding, jingles, taglines, or storytelling elements.
3. **Emotional Content Drives Deeper Connection:** Videos that appealed to emotions—such as humour, empathy, or inspiration—were more memorable and triggered positive brand associations.
4. **Video Influences Purchase Decisions:** A significant number of respondents reported purchasing a product or visiting a brand's website after watching a compelling video advertisement.
5. **Short Videos Are More Effective:** Videos between 30 seconds and 2 minutes were found to be most effective in retaining viewer attention and delivering clear brand messages.
6. **Mobile-First Video Consumption is Rising:** Most participants accessed video ads via mobile devices, highlighting the need for mobile-friendly formats and vertical video content.
7. **User-Generated Video Increases Trust:** Videos created by real customers, such as reviews and testimonials, were seen as more authentic and had a greater impact on trust and engagement.
8. **Increased Social Sharing and Word-of-Mouth:** Video content is more likely to be shared on social media platforms, helping brands achieve higher visibility and organic reach.
9. **Interactive Features Improve Engagement:** Videos with clickable links, polls, or embedded product details led to higher interaction rates and better user experience.

10. Frequency and Consistency Improve Recall: Repeated exposure to video ads over time helped reinforce brand messages and improve long-term recall among consumers.

SUGGESTIONS OF THE STUDY

1. Video marketing campaigns should focus on storytelling that evokes emotions such as happiness, surprise, or inspiration, as emotional appeal significantly enhances both engagement and brand recall.
2. Optimize for Mobile and Social Media As a large number of users consume videos on mobile devices and social platforms, videos should be optimized for mobile viewing (short, vertical formats, subtitles) and tailored for platforms like Instagram, YouTube, and TikTok.
3. Include Clear Brand Messaging Videos should feature consistent and prominent branding (logo, brand colours, tagline) throughout the content to reinforce brand identity and improve brand recall.
4. Incorporate Interactive Elements Using interactive video elements like polls, clickable links, or CTAs (call-to-action) can boost viewer participation and drive deeper engagement.
5. Leverage Influencer Collaborations Partnering with influencers or content creators relevant to the target audience can increase credibility and extend reach, leading to better engagement and memorable.
6. Use Data-Driven Strategies Brands should analyze viewer data (watch time, click-through rates, feedback) to refine video content and strategies, ensuring that content resonates with the target audience.
7. Focus on Short-Form Content Given the decreasing attention span of consumers, short and concise videos are more likely to be viewed completely and shared, thereby enhancing engagement and recall.
8. Regularly Update and Refresh Video Content Continuous innovation in video themes, formats, and messages helps maintain consumer interest and avoids content fatigue.
9. Utilize Storytelling and Relatable Scenarios Videos that reflect real-life experiences or customer journeys are more relatable and memorable, increasing the chances of brand recall.
10. Monitor Competitor Strategies Keeping track of competitors' successful video marketing strategies can help in benchmarking performance and discovering new trends or approaches

V. CONCLUSION

The study concludes that video marketing plays a significant role in enhancing consumer engagement and improving brand recall. The findings indicate that visually rich and emotionally compelling video content captures consumer attention more effectively than traditional forms of advertising. Consumers are more likely to remember brands and take action—such as visiting websites or making purchases—after viewing impactful video advertisements.

Moreover, the study reveals that emotion, storytelling, and reliability are key factors that contribute to the success of video marketing. Videos that are informative, entertaining, and easy to consume lead to higher levels of viewer retention and brand association. It is also observed that digital platforms, especially social media and video-sharing sites like YouTube, have amplified the reach and effectiveness of video content, making it a powerful tool for marketers aiming to influence modern, tech-savvy consumers. In conclusion, businesses that strategically invest in creative and well-targeted video marketing are more likely to build stronger consumer relationships, drive engagement, and enhance brand recall in an increasingly competitive digital marketplace.

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