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Examine how the use of social videos is increasing in the field of digital marketing

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Thesis abstract

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This thesis focuses on the rise of social videos and their influence on the success of digital marketing campaigns. As online marketing develops further, social videos become an increasingly important medium for reaching and interacting with target audiences. The study's overarching goal is to learn more about the marketing benefits of social videos and the factors that have contributed to their widespread use.

Beginning with a thorough literature analysis, the study lays the theoretical groundwork for its investigation of digital marketing and social video consumption by analyzing pertinent concepts, theories, and current trends in each of these areas. Primarily, we use a mixed-methods research strategy to gather information from digital marketers, customers, and authorities. Researchers may learn a lot about the impact of social videos in digital marketing campaigns through surveys, in-depth interviews, and focus groups.

The data usage of social videos is analyzed to spot patterns, correlations, and trends. The results show that marketing efforts benefit greatly from the use of social videos, with higher levels of audience engagement, brand awareness, customer reach, and conversion rates being just some of the outcomes. The study also highlights significant difficulties and restrictions connected to using social videos in digital advertising campaigns.

This thesis concludes with actionable recommendations for organizations and marketers looking to exploit social videos in their digital marketing campaigns, based on the findings of the research conducted. The results add to the body of digital marketing knowledge and provide useful insights for practitioners, enabling them to fine-tune their approaches and make the most of the potential of social videos.

In conclusion, this study offers a thorough evaluation of the growing importance of social videos in the realm of digital advertising. This study gives marketers with practical insights to use social videos as a strategic tool in digital marketing efforts, hence achieving corporate success in the dynamic digital landscape.

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Term and Abbreviations

ROI	Return On Investment
EWOM	Electronic Word Of Mouth
SMM	Social Media Marketing
UGC	User-Generated Content
WOM	Word Of Mouth

1 INTRODUCTION

Brands' interactions with customers have evolved in response to the proliferation of social media platforms, and social videos are an integral part of this evolution. Social videos have grown in significance as a means for brands to attract and connect with their target demographic as more companies move their advertising budgets online (Coles L., 2014)

To successfully reach and connect with consumers and raise brand awareness, businesses are increasingly turning to the usage of social videos in digital marketing. The proliferation of social media has made video content a common and powerful means of spreading corporate messaging and establishing personal connections with customers. Social videos may increase customer engagement and have an impact on purchase decisions because of its capacity to hold a viewer's attention, elicit emotions, and provide memorable experiences.

Researchers can learn about the most up-to-date trends and best practices in this field, as well as how businesses can make the most of this resource to strengthen their marketing efforts and ultimately expand, by taking a closer look at the growing role of social videos in digital marketing (Dodson I., 2016.)

Since the COVID-19 pandemic has made it more difficult for traditional marketing methods to reach customers, the use of digital marketing channels has become even more crucial. Businesses may interact with their customers on a more personal level and effectively promote their products and services using social videos.

Social videos have also been shown to be a more cost-effective way for firms to reach a wider audience and provide a greater return on investment (ROI) than more conventional forms of advertising. Therefore, in order to remain competitive in today's ever-changing marketing landscape, it is essential for businesses to understand the trends and impact of social videos in digital marketing (Chaffey, D. and Chadwick, F., 2012).

1.1 Problem Statement

The rapid advancements in technology and the proliferation of social media platforms have revolutionized the field of digital marketing. In recent years, the utilization of social video as a prominent tool within digital marketing strategies has witnessed a significant surge. Social video marketing is a rapidly growing and changing area of study. Even if there are many journals, articles, talk shows, and conferences on the subject, there aren't many academic studies or traditional works regarding the relationship between social video in digital marketing and changes in customer behavior. That is why this thesis will provide more comprehensive research examining the factors contributing to the increased adoption of social video and its impact on digital marketing outcomes.

1.2 Research question

- What are the key factors driving the effectiveness of social video in digital marketing campaigns?
- How do consumer attitudes and behaviors towards social video content influence its effectiveness as a digital marketing tool?
- How do social videos contribute to building and strengthening brand identity and customer loyalty in the digital marketing landscape?

1.3 Objective of the research

This study examines and evaluate how social videos are being used to promote goods and services in the digital marketing sector at the present time. Thesis research will look at the many forms of social videos now in use, including promotional and explainer videos, UGC, and live videos, and how they are utilized to engage and influence certain audiences. To further expand how these videos reach and influence people, the thesis might look at the numerous social media sites on which they are being shared and the precise tactics being employed to do so. The primary objective of this thesis would be to present an in-depth examination of the important of social video in the field of digital marketing. Additionally, the thesis may suggest best practices for video production, platform choice, audience targeting for businesses and marketers who are planning to use social videos as part of their digital marketing strategy.

In summary, this thesis aims to increase the knowledge on digital marketing by providing insights and ideas for organizations and marketers interested in harnessing the potential of social videos in their own campaigns.

1.4   Scope and limitation of the research

With this thesis, the author attempts to achieve the objective and has established the following parts. In the first section, the essential concepts in the field of marketing in general will be introduced, more particular digital marketing concepts will be demonstrated, and then emphasized on social video. In the following part, the empirical will be conducted by analyzing the results and delving into how social video usage impacts consumer purchasing habits, takes advantage of social proof and peer recommendations, and makes the most of viral potential. The last part of the thesis is based on the research results and offers practical solutions to carry out the tactics and specific recommendations to facilitate an effective implementation.

This discussion is about how social video is increasing in the field of digital marketing. The survey of the research will be conducted on individuals (97 answers) who share a similar background-mostly students and graduates in Helsinki, so there is a possibility that the results are somehow subjective regarding a particular element of the survey result.

2 THEORIES

In this chapter, the essential concepts in marketing, specifically, digital marketing will be demonstrated as the fundamental for all readers to acknowledge and understand completely this topic.

2.1 Forewords about marketing in business

It is a fact that the beyond purpose of any business is to make profit from a spectrum of activities in which the conducting trade of a particular product or service is required. As the result of the civilization of the world, the higher and more sophisticated demand of human become.

While a company understanding what products or/and services to offer is a blessing, it is knowing how to sell them is an art which is also named as "marketing". Marketing is a widely known term not only in business field but also in every daily activity; however, what marketing mean exactly? According to Oxford Dictionary, marketing refers to "the activity of presenting, advertising, and selling a company's products or services in the best possible way". In another explanation, marketing is understood as a gamut of actions aiming to raising awareness of company's products or services and simulate the targeted customers to buy them. Or as defined by Dr. Philip Kotler (2013), "Marketing identifies unfulfilled needs and desires. It defines, measures, and quantifies the size of the identified market and the profit potential." And just like art itself, every company has its approach the market had later observed and mutually agreed upon by the scholar society of economists and social scientists. (Kotler et al., 2013, p.5)

There is a common sense that people usually assume or only pop up with advertising when speaking of marketing, but marketing is more than that. It involves and indicates the corporate culture of the owner company, the process of selling products or services, consumer research, product design, as well as other aspects. Due to the characteristics of marketing in business and its wide-spread influences, the result of marketing is shown as sales, but it should be addressed that sales do not fall under marketing only. This explains why businesses ought to understand thoroughly what is important for their company and adapt the most effective marketing strategies which considers the content of a product or

services is being created and sold, as well as the complex relationship between buyer and seller simultaneously.

2.2 Digital marketing definition and its importance in the business world

Digital marketing can be referred as the method of communication by applying digital tools or applications of the Internet in conjunction with traditional communication method to approach and achieve marketing objectives. Digital marketing is also named as Internet marketing, e-commerce with consisting of various forms of online presence by using digital platforms to interact with audience such as websites, social media channels, email marketing and other website partnerships. Moreover, digital marketing is a mean of promoting products and services online which combining different tools and strategies to advertise through the Internet. Simultaneously with using traditional way of marketing, the utilization of wide range of elements in digital marketing including search engine marketing, content marketing, social media marketing, analytics and data, etc. in conjunction will enhance business development in consumer approach and communication (Bhattacharya et al., 2019, pp.195-197).

They most considerable competitive aspect of digital marketing is the ability to measure the impact of any advertising activity through any platform and channel used by company. It allows company to acknowledge and allocate company's resources to main channel or platform which obtains the value and potential in increasing sales or opportunities in attract new customers. These pieces of information also play an important role in formulate business's marketing strategy for the short and long-term development. (Chaffey et al, 2016, pp.476–478)

The essence of digital marketing is that the marketing strategy is built on customers and customer's prospect database in order to maintain a constant flow of communication between consumers and companies (Chaffey et al., 2016, p.14). The huge advantage of digital marketing compared to its counterpart is that digital marketing is a continuous two ways of interactions thanks to the characteristics of digital channels that allows marketers to personalized communication with each customer and as a result, encouraging to leverage date for internal use. However, it is wise to integrated digital marketing and traditional media marketing such as TV, radio and printed advertisement. The more diverse in channels of

marketing used, the more opportunities the company can get to their potential customers and the combination of that is called multichannel marketing.

Since there are tons of advantages and opportunities taken from digital marketing, the urge in integration of digital platforms into marketing practices and daily routines has been rising in the prominence and effectiveness of digital marketing campaigns (Bhattacharya et al, 2019, p.197). Companies tend to utilize technology in digital marketing transformation, alter the strategies employed by brands and businesses. Hence, as written above, digital marketing consists of various appearance of company image presence, managing all of those platforms is comprehensive undeniable challenge. Due to the nature of digital marketing, it is required sophisticated understanding of basic glossary related to technological aspects for every employee and company to keep up with non-stop growth and evolution in the virtual world (Chaffey, 2016, chapter 1)

Nowadays, the benefits of digital marketing in business world are undeniable uncountable. First, audience reach, digital marketing is the best way reaching cross-national and global customers, through the Internet, any business can approach their target customer simply with their digital device such as mobile, laptop, etc. Cost effectiveness is the second one to mention, with the bare minimum budget, company can interact with as much as customers possible without paying for traveling or physical presence compared to traditional way or marketing. Digital marketing encourages the better in communication between company and customers, increasing the satisfaction and purchase interest due to the close information that marketers can get from personal interact with audiences. Lastly, customer is beneficial as well from the innovation in shopping method, seeking information, and engaging with other customer reviews (Kotler et al, 2016, p.6)

2.3   The development and revolution in digital marketing over the time

In terms of communication, it is said that there is a rich history to discover, beginning with the word-of-mouth dialogue which is known and used for such a long time and still believed as the most powerful mean of marketing until now. Following by the written languages which includes information and documentation, illustrated text on different materials and surfaces. Next, the latest and greatest in way of advertising in marketing is audio-visual which does not

only a good way to branding and advertise product, it also allows audiences to enjoy and interact with the brand. Besides, Levison et al. (2010, pp. 23–24) once said that the cycle of sending and receiving is fueled by demand and sharing is optimally enabled provided that online vide marketing enjoys the benefits of multimedia and multi-platform communication. The boundary between offline and online is becoming ever more elusive since multimedia communications were born.

Furthermore, it is undeniable to huge impact of audio-visual advertising in marketing in increase customer's experience and satisfaction. As the essence of audio-visual, motion effect makes the advertising more attractive, easier to comprehend due to the specific context, and gives a concrete picture of the experience. Through audio-visual channels, the audiences are allowed to interact with multiple sense of hearing and sight which encourages information to be well delivered, remembered and acknowledged. According to Suiraoka, there is 20 percent of likelihood to remember things by hearing, 50 percent by seeing, so video advertising is far the best mean to branding and gaining awareness in marketing thanks to its characteristics mentioned above (Maulidiyanti, M., 2022, pp.1–5)

Moving to the changes in digital marketing, it has been a long way since the black-and-white, jingle-filled TV commercials, and currently billboard, short advertising on mobile devices in multiple social media platforms. In this part, the milestones, trends, and changes in digital marketing, specifically, audio-visual adverting industry will be further explored.

May 1941: The Federal Communications Commission (FCC) issued the very first commercial licenses in the U.S. On July 1st, coming the world's first TV commercial aired on NBC as the advertisement of New York-based Bulova Watch Co. right before a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies for only $9.

1950–1960s: It is known as the golden age of TV advertising. By 1954, TV had become the lead for advertising in marketing and within 6 years, it had gained 90 percent of household penetration, then the new age of consumerism in 1964 caused by wartime shortages and the Baby Boom. Tradition family value idealized modern family were the trends for commercial at that time which were performed by animation, attractive jingles such as the Ajax Pixies popularly. Furthermore, taking advantages of the preference of TV advertising, in order to leverage the competitive of business, many company partaken in TV advertising-sponsored

programs. As the result, the cost of it drastically increased which led to a new trend – buying commercial slots from the inventory by TV networks and it is still applied now.

1980: Digital advertising by video reached the peak with the iconic Apple Macintosh commercial which is Super Bowl show. Super Bowl proved the full of potential for future marketing which indicated by the revenue of Apple that time. The ads cost $500,000 to launch, but it earned Apple roughly $45 million in free advertising from TV stations covering and displaying it. Super Bowl commercial has skyrocketed since then with the figure in 2020, the cost of a 30-second spot averaged at $5.6 million.

2005: YouTube was official launch in December 2005 and it is recognized as a tremendous success. From early 2006, YouTube had already reached 100 million views per day and this figure shows no signal of decrease. There are several offerings of advertising formats on YouTube currently which includes skippable in-stream ads, non-skippable in-stream ads, discovery ads, and bumper ads.

2007: Apple launched the first modern smartphone which brought a whole new era of digital marketing. Although there were not a ton of features that are seen nowadays, but it is definitely a milestone and revolution in marketing industry. Instead of TV commercial in the previous decade, with Apple's Safari Internet browser, a dedicated YouTube app, and a better networking, the smartphone allowed business to reach their consumers through video ads anytime and anywhere.

2013 – present: It has to say that there is a boom in digital marketing during the last decade, specifically in the Covid-19 pandemic. To begin with a media platform developed by Twitter – Vine in 2013 with storming the Internet by 6-second long, creative videos. Continuing with Snapchat, Instagram and Facebook which offers several significant features such as stories, reels, discover, and watch. Last but not least, Tik Tok – a latest and one of the most viral social platforms recently which is known for short-videos, brand influence package, trendy challenges

2.4 Social Media Marketing

2.4.1 Social media marketing

Social media marketing is the promotion of a company's products and services through social media websites and networks (Coles, L. 2014). In addition to facilitating activities that increase brand exposure, social media marketing effectively facilitates communications between customers and marketers (Hafez, M. 2021). For that reason, SMM is still being considered as a new marketing tactic, although its ability to influence intents is limited. The benefits of user-generated content, content analysis, consumer behavior, and their relevance to building virtual brand communities are the main areas of focus for SMM research to date (Ibrahim, B. 2021).

Due to the evolution of the internet's applications and tools over time, new channels of communication have been established, and the manner in which people interact has changed dramatically (Tarsakoo, P and Charoensukmongkol, P. 2020). Companies now realize that sharing brand information and customer experiences is a new way to market brands because most people now use social media. This is because smartphones and the internet are so common. So, building online groups has become a very effective way to do things (Yadav, M and Rahman, Z. 2017)

2.4.2 Social media marketing channels

– Facebook: Mark Zuckerberg and some of his friends at Harvard University started Facebook in 2004. At first, Facebook's main goal was to help students from different colleges connect with each other. Today, Facebook is a place where anyone, not just students, can meet new people, share their thoughts, post pictures and videos, and connect with their family and friends. Facebook's websites and apps offer many different services. Even though video is not Facebook's main feature, 500 million people watch video on Facebook every day (Ezeanaka, M. 2019)

– Instagram: Instagram is one of the most popular social media sites in the world. It came out in 2010. In 2012, Meta Platforms bought the app for sharing photos and videos. It is now part of Meta's Family of Apps, which also includes social media

giants like Facebook, Facebook Messenger, and WhatsApp. As of January 2023, more than two billion people used Instagram every month (S. Dixon, 2023)

– TikTok: TikTok is a mobile app for sharing and streaming short-form mobile video. Byte Dance, the Chinese company that owns TikTok, launched it in China in 2016 under the name "Douyin." In 2017, TikTok went global and became available everywhere except China. Both TikTok and Douyin use the same software and look and feel the same. However, to avoid being blocked in China, the apps run on different networks. TikTok has become one of the most famous social platforms among teens and people in Generation Z (Stacey McLachlan, 2023)

– YouTube: YouTube is a website for video streaming and sharing. Originally created in 2005 by three PayPal former employees, namely Steve Chen, Chad Hurley, and Jawed Karim. Originally, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month. (CGF Global)

2.4.3 What makes social media marketing special?

Small and medium-sized businesses may find it easier and more affordable to maximize their use of social media marketing considering the limited advertising budgets they frequently encounter when utilizing traditional channels. Even though social media marketing is an evolving technology with considerable potential, marketing's role remains the same - defining the target market, communicating with prospects, building loyalty, customer engagement and so on (Weber 2009.)

Weinberg (2009) provides few justifications for utilizing a sound social media strategy in addition to (or instead of) traditional ones –which are – facilitation in natural discovery of new content, boost up in traffic numbers, strong relationship building, as well as a cheap alternative to traditional marketing. Individuals in the social media era have access to content that is not necessarily associated with commercial intent (neutral); therefore, if a person likes an element of content, he or she is likely to share it with friends, family, etc. via social sites, and the content will spread quickly without interfering with traditional advertising (Weinberg, 2009). Social media makes it possible to build communities. Once a company has established itself as a valuable member of a community, others will likely be interested in what it shares and pass it on to suitable people (Weber, 2009)

2.5 Social video in Digital Marketing

In this chapter, the author will discuss the background of digital marketing and its influences in daily marketing currently as well the development of digital marketing, specifically, audio visual or video advertising in marketing nowadays.

2.5.1 Video Marketing

The use of video in marketing, whether for a brand, a product, a branded event, or something else, is known as video marketing. The idea of video marketing may be applied to practically all channels that companies use to sell their brands, and it encompasses a vast variety of video types, styles, and lengths of time. (Silverman, 2001)

There are many different ways that brands may use video marketing. Businesses may add video to their website, email newsletters, social media platforms, and so much more to offer additional information. These videos might include everything from an introduction and history of the company to team members or highlights from events, as well as educational ones that tell viewers more about the industry, they operate in.

A video marketing piece's platform and goal will determine the video's quality and length. Each video should be analyzed separately since video marketing tries to achieve a variety of distinct goals. (Oliveira Santini, 2020)

2.5.2 Video Advertising

In reality, video marketing includes video advertising. Usually, it refers to the process of producing films that users then pay to advertise on particular platforms in order to get people to notice or support the business. While video marketing involves all the way the company interacts with the audience, video advertising tends to focus more on the hard sale (Ryan D, 2014)

A lot of people can see the brand name and merchandise when businesses employ video advertising. It may resemble a YouTube video ad or a commercial that broadcasts on

television. In most circumstances, spending money to promote video advertising is necessary if the company wants to see a profit.

According to Evans (2008), he has provided the traditional buy funnel model as an illustration of how video advertising on social media has influenced the various phases of the customer decision-making process when it comes to marketers tapping into the purchase process with social media. Figure 1 demonstrates the buying process from initial exposure to final purchase (Evans, 2008)

Figure 1. Classic Purchase Funnel (Evan 2008).

The production quality of these video is typically better than that of other sorts of videos since video advertising is expensive and intended to influence a large number of potential buyers. Video commercials typically last between two and three minutes in their full length, with certain platforms allowing for shorter lengths of 30 or 45 seconds.

2.6   The needs, challenges and future of Social Video in digital marketing

In current situation, it is shown that consumers have made a lot of changes in their shopping habit and behavior and the most considerable reason is the Covid-19 pandemic. Consumers are more likely to do online-shopping on brand official websites, or online retailers such as Zalando, Amazon, etc. nowadays; therefore, instead of traditional word of mouth before, it

becomes electronic word of mouth (E-WOM). Brand websites, or online retailers are required to have buyer reviews that seems to be useful for newcomers. Consumers are allowed to reveal their experiences and thoughts on a specific product that cannot be deleted or edited. Although these reviews tend to be personal perspectives but less or more, it has a vital on the customer's purchase decision positively or negatively. Moreover, E-WOM is not only used by big business, but also small and medium ones. Currently, the review trend is spreading over the Internet and social media platforms which some influencers record or make a video about their own personal experience for a product or service. It has been gaining a lot of attention from other users and as the result, some business owners pay for them to leave a good review or false information for business purposes. Therefore, all firm, company or business owners need to maintain and preserve its media platforms properly to resolve the unexpected situation as soon as possible and interact with the customers effectively (Cheung & Thadani, 2010).

Since the video advertising in marketing has been booming lately so it is believed that it will still conquer over the Internet in the near future. In order to succeed and maintain competitive position, businesses should always get up-to-date trends and apply it into their own marketing journey wisely.

Key features of social videos in the field of digital marketing. Although it is believed that digital marketing will be dominant in the future, but it is essential and effective to maintain and promote the interaction and integration between Internet channels and traditional channels in marketing strategy development. An effective and practical video advertising in marketing should meet these criteria:

- Be aligned with mission and vision of business and marketing strategy with more specific annual business priorities and initiatives.

- Define specific objectives for each video advertising based on business and brand development at specific time such as sales, branding, or promotion.

- Define the target customers that business wants to approach so the choice of content and channel will be used effectively.

- Deliver the competitive, differential value and information needed of the business through the audio-visual advertising.

- Deliver the good, positive oriented content is a must.

Challenges in developing and managing digital marketing strategy. Some of the challenges in audio-visual advertising in marketing which are commonly seen in many organizations included:

- Unclear objectives and context for the video advertising.

- No specific target audiences.

- Insufficient budget is allocated for social media platform because of not knowing customer segment.

- Lack of up-to-date content or creativity in making video.

- Should deliver the objectives of business within short amount of time.

In short, video advertising is said to be the mainstream of marketing in the near future. In order to boost the competition in the market, business should invest more time and effort to formulate a good and long-term plan for digital marketing, specifically, video advertising, cope with their overall business plan.

3   RESEARCH METHODOLOGY

3.1   Research process

At the first stage, the research process begins with issue identification, followed by setting research objectives, as shown in the diagram. This is the most crucial and labour-intensive part of the research process since it determines the course of action and the results. In this stage, the researcher defines the objective of this thesis which is presenting an in-depth examination of the role that social videos play in the effectiveness of digital marketing efforts

The next stage, after the issue and goals have been defined, is to design a strategy for gathering relevant data. Step one of any research project is to determine what data will be required. It is important to design a strategy for effective information collection considering the information needs. The researcher has conducted a literature review, which provides a solid foundation of knowledge, helps to identify gaps in existing research, and informs the research design.

The research strategy should illustrate where relevant data may be found, as well as the methods, contacts, samples, and tools that will be used to fill in the gaps.

After a research strategy has been developed, data may be collected, processed, and analysed to carry out the research. Reporting and interpreting findings is the last stage of any research project (Kotler et al. 2016: 109–122).
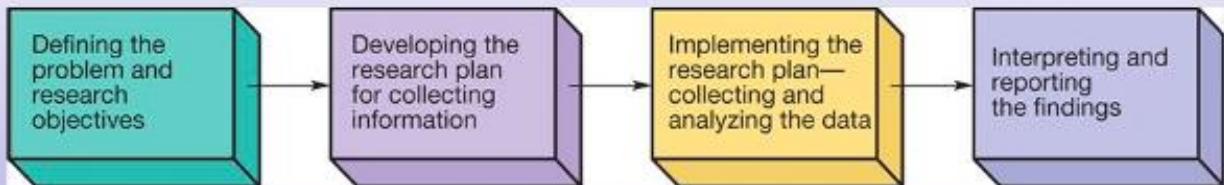
Marketing Research Process

Figure 2. Marketing research process (Kotler et al. 2016: 109)

3.2 Research methods

In the field of research, choosing the appropriate methodology is paramount to ensuring accurate and reliable results. Researchers employ various methods to investigate phenomena and explore new knowledge. While both approaches have advantages and disadvantages, the determination of which is superior ultimately depends on the research objectives, the nature of the research question, and the study's context (Kaya Yilmaz, 2013)

There are two types of research methods which are Qualitative and Quantitative. It is difficult to determine whether quantitative or qualitative research methods are superior. Instead of emphasizing on superiority, it is essential to acknowledge that these methods serve various purposes and excel in distinct research contexts.

Quantitative research is superior for investigating relationships between variables, establishing causal relationships, and producing generalizable results. It is especially helpful in studies with large sample sizes, when precise measurements are necessary, or when statistical analysis is required (Md Shidur Rahman, 2016)

In contrast, qualitative research is better suited for investigating complex social phenomena, acquiring in-depth insights, and comprehending subjective experiences. It is especially useful

in studies emphasizing on individual perspectives, cultural nuances, or when context and meaning play a significant role (Md Shidur Rahman, 2016)

This study aims to analyze the use of social video in the field of digital marketing and investigate some of the most effective methods for doing so. Therefore, quantitative research which conducting a survey is the most appropriate and beneficial approach for this study.

3.3   Data collection

Quantitative research entails the accumulation and evaluation of numerical data to comprehend patterns, relationships, and statistical significance. Researchers can ensure the validity and veracity of their findings by comprehending the numerous aspects of data collection (Ereaut G., 2002.)

Quantitative research frequently employs surveys to acquire data from many respondents. Researchers design questionnaires with closed-ended questions and predetermined response options. There are numerous methods for conducting surveys, including in-person interviews, telephone interviews, online surveys, and paperbased questionnaires.

Among the benefits of survey research is its efficacy, as a diverse sample can be used to capture vast quantities of data. In addition, surveys allow for standardized data collection, which facilitates the comparison and analysis of responses. In addition, surveys facilitate statistical analysis, allowing researchers to draw conclusions and generalizations regarding the target population. For that, survey research is most relevant and accurate to the research process.

3.4   Questionnaire design

The questionnaire represents the quantitative research method in this study, which seeks to comprehend the effect of social video advertising on consumer attitudes, particularly in the field of digital marketing.

For the purposes of research, a questionnaire is a standard set of inquiries that are specific to the potential participants who are being investigated. Questionnaires have advantages over other forms of surveys in that they are flexible and reach a significant number of people.

Participant: The purpose of this thesis is to comprehend the increasing use of social video in digital marketing. However, due to a lack of time and resources, the questionnaire was only administered to Helsinki area residents, which is considered research sampling.

Procedure: The questionnaire was set up in English with 18 questions encompassing from demographic to detail and distributed through Facebook groups such as International Jobseekers in Helsinki and International Study Community. The questionnaire was formulated and modified:

- Social Demographic. When examining how the use of social videos is increasing in the field of digital marketing, it is important to consider a diverse range of social demographics. This allows for a comprehensive understanding of the topic and captures insights from various segments of the population. Some relevant social demographic variables to consider include Age, Gender, Occupation, etc.

- Influence of Social Video on Consumer Behavior. This study employed validated measurement and added pertinent components. Shaping the consumer purchasing decisions, brand awareness, perception of the brand was presented (e.g., How influential do you find social videos in shaping your purchasing decisions? How do you rate the following statements of short video advertising via social media?) with answers to be indicated on a 5-point Semantic scale ranging from 'Strongly Disagree' (1), over 'Neutral' (3) to 'Strongly Agree' (5). Furthermore, a scale of general attitude toward shaping purchase intention was used consisting of five items to be rated on a 5-point Semantic scale from 'Not influential at all' (1) to 'Extremely influential' (5) which refer to how each characteristic influence in the choice of consumers.

- Social Video Recommendations. Consumers place a lot of faith in social recommendations like reviews, ratings, and testimonials from other customers. People are more likely to believe what their peers have to say about a topic than they are to believe what they hear in a commercial. Customers are more likely to interact with a company or try a new product when they see good recommendations from others on social media. It helps expand the brand's audience and exposure. People who aren't already familiar with a brand might learn about it when others suggest it to their followers and contacts on social media. Positive social

recommendations have the ability to impact a wider audience, which can lead to increased sales.

The distribution of the structured questionnaire survey was used to collect data. The survey was open for responses from 25 April 2023 until 15 May 2023. In particular, 97 qualified responses to the survey have been received and evaluated.

4   EMPIRICAL INSIGHTS

4.1   Data Analysis

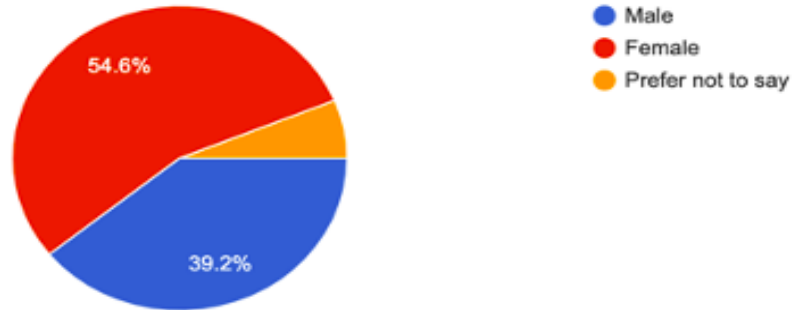### 4.1.1   Social Demographic

Statistical results in the table show that the study sample has a higher number of women than men (females accounted for 54.1% of the total number of survey participants, and males accounted for 39.8%). This part is to get a better understanding of how people of different ages and genders in Helsinki engage to social videos.

Regarding occupation, the majority of the answers are Graduated, so most of them are working now with 55 votes, accounting for 56.7%. Another part is student with 39 votes, accounting for 40.2%, and the rest accounting for 3.1%.

What is your gender?

97 responses

Legend:
- Male
- Female
- Prefer not to say

54.6%
39.2%

What is your occupation?

97 responses

Legend:
- Student
- Graduated
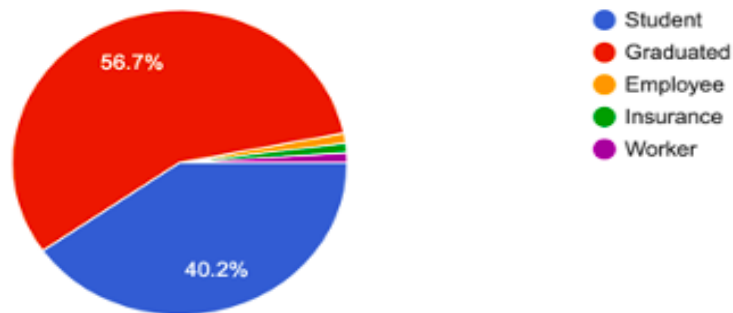- Employee
- Insurance
- Worker

56.7%
40.2%

Figure 3. Self-report about social demographic of people in Helsinki area.

In addition, they mostly come across video ads social media on Facebook (28.5%), YouTube (27%), TikTok (20%), and Instagram (23%) because increases the likelihood of reaching a large number of potential customers with short, impactful ads (Figure 3)

The algorithms used by social media platforms to analyze user behavior, engagement patterns, and content preferences. The purpose of these algorithms is to provide users with personalized content and advertisements, including video advertisements that correspond to their interests. The algorithms prioritize content that generates high engagement, thereby increasing the visibility of video advertisements that have the potential to captivate the

attention of users (Oliveira Santini, 2020)

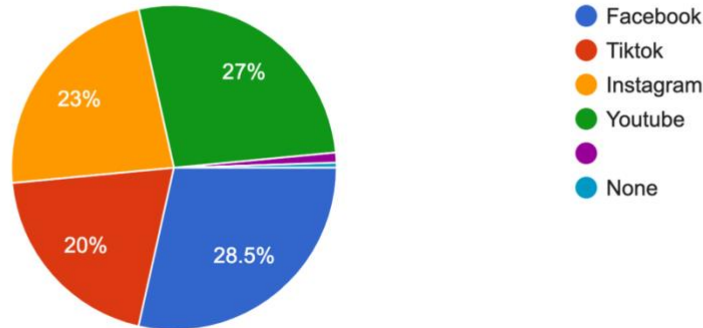On which social media platforms do you often come across short video ads?
97 responses

Figure 4. Self-report about which social media platforms that appear short video ads.

According to Figure 4, most people use social media from 2 to 5 hours per day (51.5%) and 5 to 8 hours per day (21.6%) due to the desire for social interaction and networking. The popularity of social media as a source of news, information, and content discovery has increased. Users rely on social media platforms to remain up to date on current events, trends, and topics of interest. Users are motivated to frequently monitor their social media feeds to remain up to date with the constant flow of fresh, engaging content (Gundgaard B., 2018)

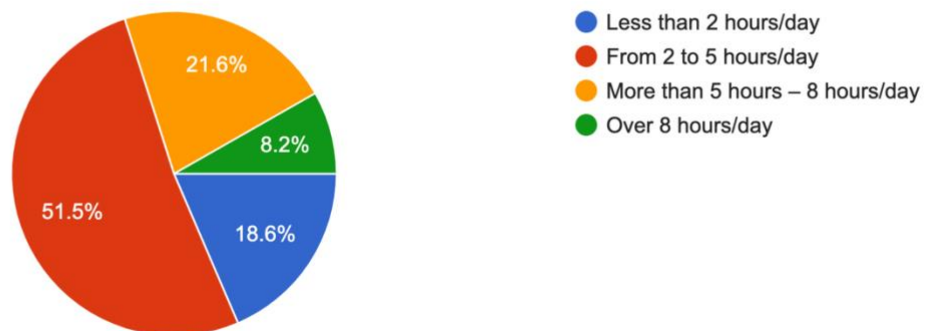How often do you use social media?
97 responses

Figure 5. Self- report about frequency of use on social media.

Figure 5 shows that people come across short video ads mostly from 1 to 10 times per day (44.3%) or from 11 to 20 times per day (34%). Because of the frequency of using social media (figure 5) and the widespread availability of smartphones and faster internet

connections, more people are accessing social media platforms on their mobile devices. Social video ads are well-suited for mobile viewing as they can be easily viewed and shared on small screens. Advertisers recognize this trend and allocate a significant portion of their advertising budget to social video ads to effectively target the mobile user base.

How often do you come across short video ads on social media?
97 responses

- None
- 1 - 10 times/day
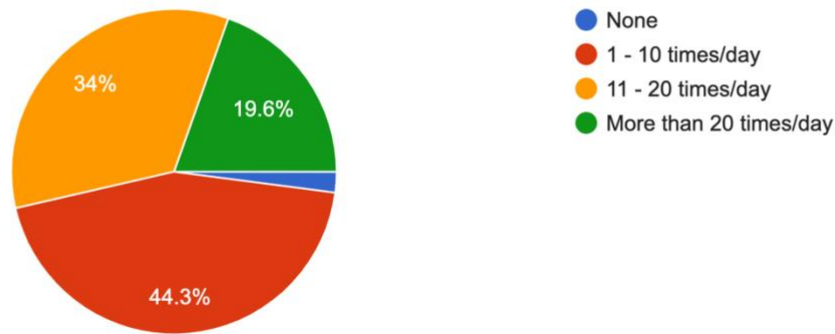- 11 - 20 times/day
- More than 20 times/day

34%
19.6%
44.3%

Figure 6. Self-report about the frequency of video ads appears on social media.

In Figure 6, entertainment videos take the most percentage, with 28.5%. Entertaining videos often have a viral quality, making them highly shareable on social media platforms. When people come across amusing or engaging content, they are more likely to share it with their friends, family, or followers. This sharing behavior fosters social connection and interaction, contributing to the widespread viewership of entertaining videos.

In addition, the news and events type took 18.1%, which indicated that viewers want to be provided with timely and relevant information about current trends, breaking news, and significant events happening around the world. People watch these videos to stay informed and receive updates on topics that are of interest to them. News videos serve as a primary source of information, enabling viewers to understand and make sense of what is happening in the world.

What types of videos do you typically watch on social media platforms?
97 responses

Figure 7. Self-report about the type of video viewers typically watches.

4.1.2 Influence of Social Video on Consumer Behavior

The influence of social media on consumers' purchasing decisions goes beyond that of conventional media outlets, further complicating the well-established theory of the purchase decision-making process.

What factors influenced your decision to make a purchase or take action after watching a social video?
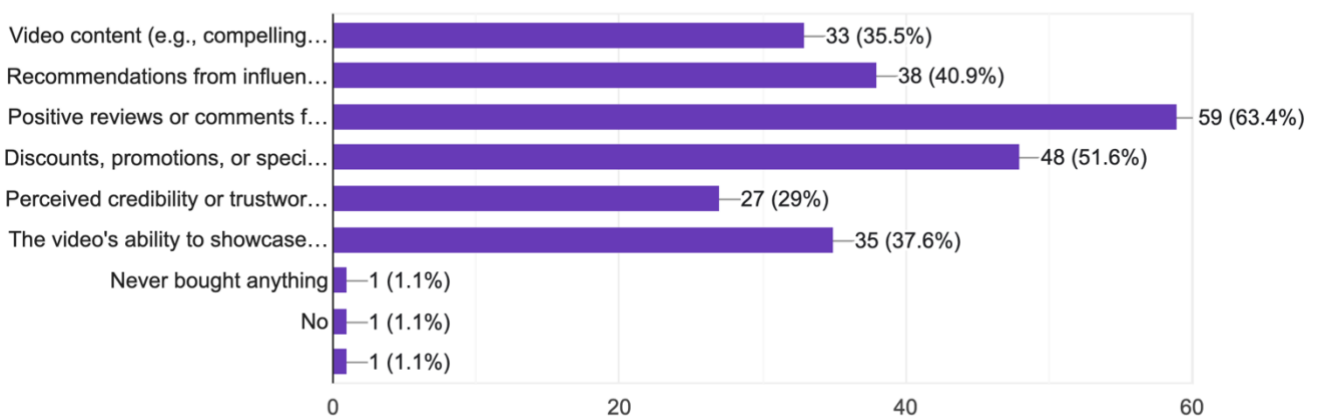93 responses

Figure 8. Self-report about factor influenced decision making of consumer.

Consumers tend to be influenced mostly by positive reviews (with 59 votes for 63.4%, Figure 8). When consumers see positive reviews, it validates their decision to consider or purchase a particular item, as they feel reassured that others have already had a positive outcome.

Social proof creates a sense of trust and credibility, which influences consumers to follow suit.

Reviewing and rating movies, books, music, and other items on social media involves a great deal of personal taste and subjectivity to users, but there is one overwhelming feature that lends these evaluations their power on customers' purchase decision – trust.

On a scale of 1 to 5, how influential do you find social videos in shaping your purchasing decisions?
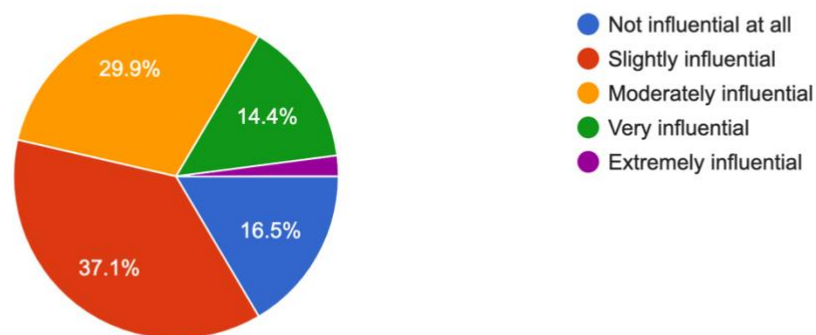97 responses

Figure 9. Self-report about how influential social videos in shaping consumer purchase decision are.

Social videos can be moderately influential in shaping purchase decisions for many consumers. (Figure 9) The visual and interactive nature of videos makes them engaging and impactful, capturing the attention of viewers and conveying information in a more compelling way than text or static images.

Also, social videos offer social proof by allowing customers to see how other people have used a product or service. User-generated content, endorsements from influencers, and customer testimonials give a feeling of authenticity and social validation, which can help people decide what to purchase.

However, it's important to note that the influence of social videos on purchase decisions may vary from person to person. Factors such as individual preferences, prior knowledge about the product or brand, and the overall marketing strategy employed by the company can all impact the extent to which social videos influence a purchase decision.

How do video ads on social media affect your brand awareness?
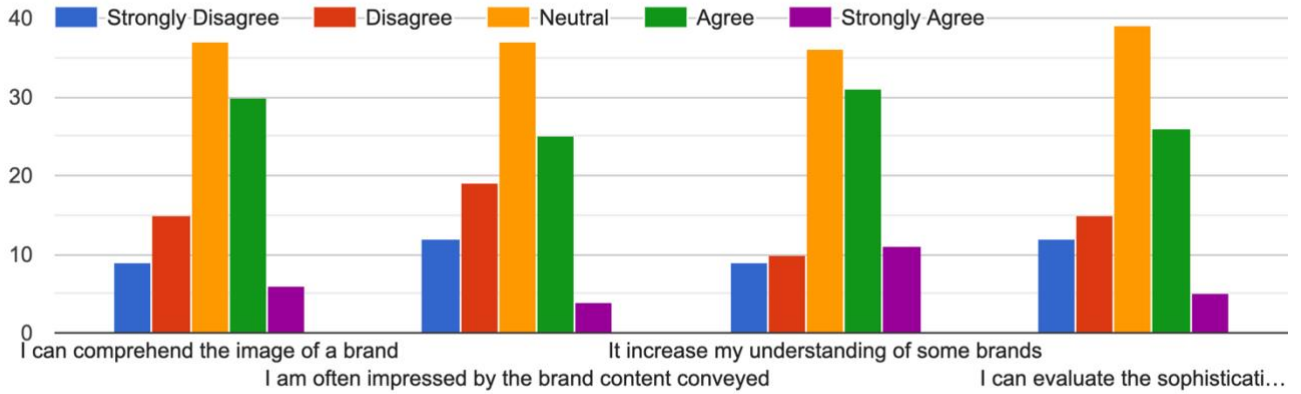
Figure 10. Self-report about how social video ad effect consumer brand awareness.

According to Figure 10, consumers can comprehend the brand image better. When a brand maintains consistency across its various touchpoints, such as advertisements, packaging, website, and customer service, it creates a coherent and unified brand image. Consistency allows consumers to recognize and understand the brand's values, personality, and offerings more easily. It fosters familiarity and builds

In addition, consistent messaging and compelling storytelling can engage consumers and help to deliver the brand's essence, leading to better comprehension of the brand.

How do video advertisements on social media influence your perception of the brand?

Figure 11. Self-report about social video influence consumer's perception of the brand.

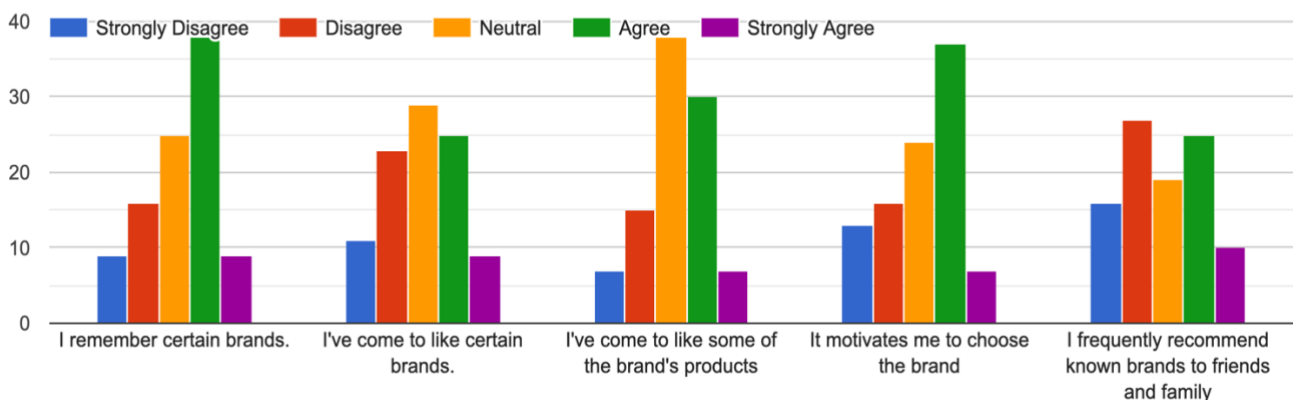All evaluated aspects, including brand reputation, applicability, performance, and so on, lead to a possible purchase since consideration links the actions of the purchasing process by connecting awareness and purchase. When compared to conventional marketing, social media is more effective at influencing customers to make a purchase since it engages them from the awareness stage all the way through the consideration stage (Figure 11).

4.1.3 Recommendations for Social Video Implementation in Digital Marketing

There is a close relationship between social recommendations and influencer marketing, in which influential social media users promote products. Influencers make use of their influence over their adherents, who place their faith in their opinions and expertise. By forming partnerships with pertinent influencers, brands can leverage their social recommendations to reach a specific audience and increase conversions.
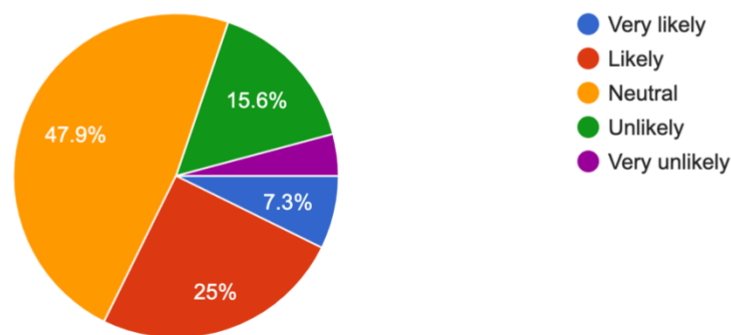
Figure 12. Self-report about social video recommendation from creators or influencers.

Figure 12 has a 32.3% of opinions from Very Likely to Likely trust a product or service recommendation made in a social video by content creators or influencers. Since influencers had a reputation for being genuine and approachable. By opening themselves to their audience and revealing their thoughts and insights, they create a strong sense of community. Therefore, when influential people advocate for a product or service, their fans take it as a personal recommendation rather than a paid endorsement. Because of this genuineness, followers are more likely to follow the advice of their favorite influencers.

When it comes to trust in recommendations made by these creators in social videos, a significant portion of respondents adopt a neutral stance (47.9%). The neutral trust response to recommendations made in social videos by content creators is influenced by various factors such as sponsored content, personal experience, diverse consumer preferences.

- The Influence of Sponsored Content**:** As viewers become increasingly aware of the commercial nature of influencer marketing, they may adopt a cautious stance towards recommendations made by content creators, even when the recommendations are not explicitly sponsored.
- Lack of Personal Experience: Another reason for neutral trust is the lack of personal experience with the recommended products or services. Viewers may hesitate to fully trust content creators if they have not tried the products themselves or are unfamiliar with the brand. Without firsthand experience, viewers may take a more cautious approach in evaluating the recommendations.
- Diverse Consumer Preferences: Viewers may approach content creators' recommendations with a neutral stance, acknowledging that personal preferences and individual circumstances differ. Consumers have diverse preferences, tastes, and needs. What may work well for one viewer may not necessarily be suitable for another.

Do you believe that content creators or influencers should disclose sponsored or paid endorsements in their social videos?
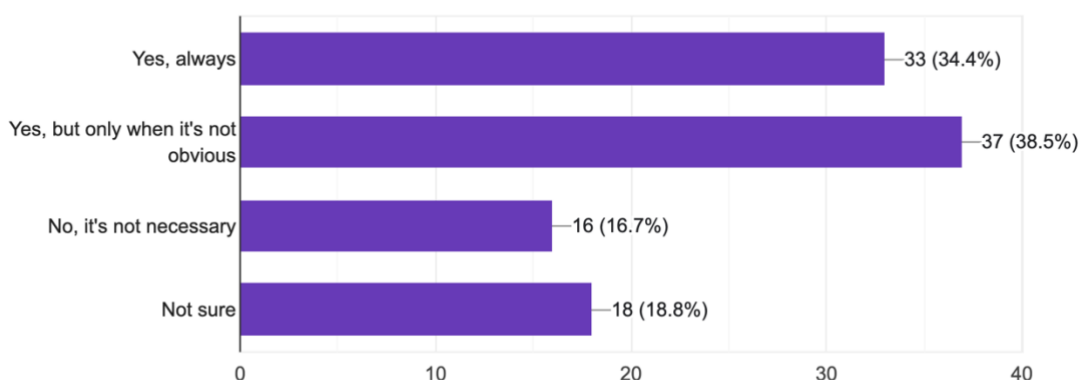
96 responses

Figure 13. Self-report about how content creators or influencers should disclose sponsored or paid endorsements in their social videos.

Based on the Figure 13, transparency is the foundation of trust in influencer marketing. By disclosing sponsored or paid endorsements, content creators provide viewers with essential information about the nature of the content they are consuming. It allows viewers to distinguish between genuine recommendations and promotional content, empowering them to make informed decisions.

Regulatory bodies and advertising guidelines often require influencers to disclose any paid partnerships or endorsements. Compliance with these regulations is not only legally necessary but also reinforces the importance of transparency in the industry. Disclosing sponsored content demonstrates the content creator's commitment to ethical practices and builds credibility with their audience.

Failure to disclose sponsored endorsements can lead to a breach of trust between content creators and their audience. Viewers who discover undisclosed endorsements may feel deceived or manipulated, damaging the content creator's credibility and jeopardizing the relationship with their audience. Disclosing sponsorships is an essential step towards maintaining trust and fostering a loyal and engaged viewership.

Disclosure allows viewers to assess the credibility and objectivity of the content creator's recommendations. When viewers are aware that an endorsement is sponsored, they can consider factors such as the content creator's experience, the alignment of the product or service with their needs, and the potential bias introduced by the sponsorship. This empowers viewers to make informed decisions based on a comprehensive understanding of the endorsement

Content creators should adopt clear and effective disclosure practices. Disclosures should be prominently displayed, easily understood, and clearly communicated to viewers. The disclosure should occur at the beginning of the video or within a reasonable timeframe to ensure viewers are aware of the sponsorship from the outset. Content creators should strive for consistency in their disclosure practices to avoid confusion or ambiguity.

How does the presence of sponsored or paid endorsements in social videos affect your trust in the recommendations?
96 responses

- ● It diminishes my trust significantly.
- ● It slightly diminishes my trust.
- ● It doesn't affect my trust.
- ● It slightly enhances my trust.
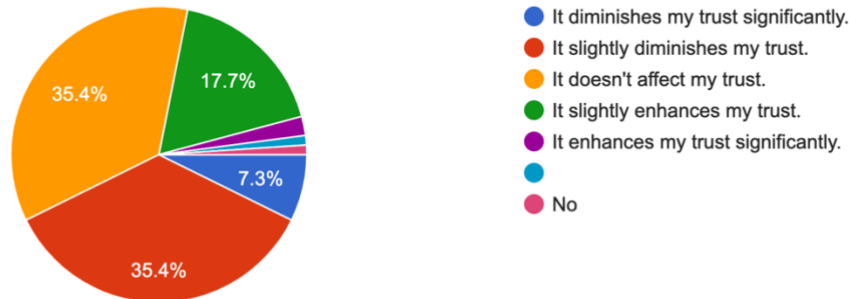- ● It enhances my trust significantly.
- ●
- ● No

Figure 14. Self-report about how the presence of sponsored or paid endorsements in social videos affect consumer trust.

Data shows that sponsored endorsements in social videos do not significantly diminish consumer trust or may even have limited impact on it (Figure 14)

Consumers are increasingly savvy when it comes to identifying genuine recommendations amidst sponsored content. They understand that influencers may have a mix of paid and organic content. By evaluating the influencer's past behavior, consistency, and overall content quality, consumers can separate genuine recommendations from paid endorsements.

Many influencers establish themselves as experts or knowledgeable individuals in their niche. Consumers often trust influencers' recommendations based on their perceived expertise. While sponsored endorsements introduce a commercial aspect, influencers who demonstrate their knowledge and expertise can still maintain consumer trust in their recommendations.

Consumers recognize that influencers need to sustain their content creation and may rely on sponsored collaborations. A diverse range of partnerships can actually enhance trust by showcasing the influencer's ability to work with different brands while remaining true to their audience. Well-selected collaborations that align with the influencer's values and interests can strengthen consumer trust.

Modern consumers approach social media content with a critical mindset. They understand that influencers may have financial incentives and, therefore, evaluate recommendations with

a healthy dose of skepticism. This critical lens allows consumers to weigh sponsored endorsements alongside other factors, such as personal preferences and independent research, resulting in minimal impact on trust.

Based on the results, this section depicts the recommendations for brands that are looking to implement social video in the digital marketing field. The author would like to note that the social video marketing trends are changing rapidly. Hence, the following best practices should be further studied and updated in the future. Hopefully, this study provides a good base for the further research.

4.2   Insights into research question

The effectiveness of social video in digital marketing campaigns is driven by several key factors. These include the visual appeal of videos, the accessibility of social media platforms, the interactive nature of social video, the data driven approach to targeting and optimization, the mobile compatibility of video content, and the integration of video across marketing channels. By leveraging these factors, brands can captivate audiences, build brand awareness, and drive engagement, leading to success in the digital landscape.

Consumer attitudes and behaviors towards social video content have a significant impact on its effectiveness as a digital marketing tool. Positive attitudes, such as enjoyment and relevance, lead to active engagement and sharing, while negative attitudes can hinder the marketing message. Understanding consumer preferences and creating compelling, relevant, and emotionally resonant video content is crucial. Analyzing consumer behaviors, optimizing distribution and targeting, and encouraging sharing can enhance the reach and impact of social video content. By adapting to consumer attitudes and behaviors, marketers can create engaging and memorable experiences that capture attention, drive engagement, and amplify the brand message. Continuous monitoring and analysis of consumer feedback and data are vital for refining video marketing strategies and achieving marketing goals in a competitive digital landscape.

Social videos contribute significantly to building and strengthening brand identity and customer loyalty in the digital marketing landscape. They do so by utilizing engaging storytelling, fostering authenticity and trust, enhancing visual appeal and shareability, enabling personalized and targeted approaches, and fostering the creation of online

communities. Through these elements, social videos connect with audiences on an emotional level, estallish brand credibility, expand brand reach, and create a sense of belonging. As a result, brands can differentiate themselves, cultivate customer loyalty, and thrive in a competitive digital market.

5 CONCLUSION

5.1 Summary of the Study

This research paper delves into the expanding use of social videos in digital marketing and attempts to explain why this is happening. The goal is to investigate this topic and its effect on businesses, customers, and advertising generally.

The thesis delves into the causes for social videos' meteoric rise in the world of digital advertising. It delves into the ways in which social video may build a company's reputation, bring about meaningful interactions with viewers, and disseminate useful knowledge and training. Not to mention, it also delves into the ways in which social video usage impacts consumer spending habits, takes advantage of social proof and peer recommendations, and makes the most of viral potential.

Next, it also investigated the influence of social recommendations, such as user evaluations and testimonials, on digital marketing is also explored within the context of social videos.. This thesis looks at the relationship between social recommendations and the spread of positive word of mouth and enhanced brand awareness. Furthermore, it highlights the significance of social recommendations in generating interest, developing a sense of community, and swaying consumer decisions.

Finally, the study also investigates how well influencer marketing uses social videos. It explains why suggestions from influencers have more weight because of the authenticity, niche relevance, and targeted audiences they offer. Also emphasized is the need for full disclosure and openness in influencer marketing campaigns. To optimize engagement and accomplish marketing goals, businesses should take note of these tendencies before deciding how to use social videos in their digital marketing strategy.

5.2 Useful Analysis and lesson learned

Social videos are particularly effective at imparting knowledge in a way that viewers will remember. Companies have realized that viewers appreciate videos that teach them something new, show them how to do something, or demonstrate a product they're interested

in buying. Brands can improve their reputation and establish themselves with reliable resources by using educational components in their promotional videos. The key takeaway here is that the business or company needs both exciting and useful content to keep your audience interested and satisfied.

In order to understand the effects of social video at various points in the consumer decision making process, it was necessary to deliver study in customer perceptions.

Brands and marketers can learn a lot from the growing trend of using social videos in digital marketing. Businesses may improve their marketing tactics and forge deeper bonds with their target audience by tapping into the potential of attention-grabbing content, emotive connections, instructive formats, and social recommendations. Lessons acquired from social video interaction will likely affect future marketing approaches, encouraging innovation and forging deeper consumer-brand partnerships as the digital landscape continues to develop.

Numerous obstacles that were either embiences or personal issues were encountered during the research study process. However, by overcoming such challenges, the author was able to improve both their academic and intellectual abilities.

5.3   Reliability and Validity

The results obtained by the participants in this study were inconsistent. Specifically, in the questionnaire used to create the matrices, the participants scored the questions based on their opinions and personal views, so it is unavoidable that there will be bias regarding a particular element of the questionnaire. As a result, the obtained results are dissimilar. This indicates that the interrater reliability of the thesis is low, as the criteria are still subjective.

Regarding content validity, the analytical techniques utilized in this thesis have not yet addressed all aspects of social video in digital marketing. The content validity of this thesis is therefore considered to be low.

5.4   Future research

Researchers may benefit from exploring these uncharted territories by learning more about the interplay between social videos and digital marketing, which in turn will help marketers and improve the field of study.

5.4.1   Long-term Effects of Social Videos

There is a gap in the literature about the long-term impacts of social videos on customer behavior and brand results, as most of the available studies only look at the videos' immediate effects. Longitudinal study designs will allow future studies to examine the long-term effects of social videos on consumers' perceptions of a company's credibility, loyalty to that company, and propensity to buy. Marketers may use this study to evaluate the success of their social video initiatives over time and adjust their tactics accordingly.

5.4.2   Cross-cultural Analysis of Social Video Engagement

The global reach of social videos makes it more important to consider the cultural aspects of watching and participating in these types of content. How social videos are received, seen, and shared varies significantly among cultural settings, which may be investigated in future studies. Marketers may use this research to better engage a wide variety of people by creating and distributing social videos with targeted content, message, and distribution techniques.

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APPENDICES

Appendix 1. Questionnaires for the Research on the Impact of Social videos on Consumer attitude

Appendix 1. Questionnaires for the Research on the Impact of Social videos on Consumer attitude

Section 1: Social Demographic

1. What is your gender?
   o Male
   o Female
   o Prefer not to say
2. What is your occupation?
   o Student
   o Graduated
   o Other:
3. How often do you use social media?
   o Less than 2 hours/day
   o From 2 to 5 hours/day
   o More than 5 hours – 8 hours/day
   o Over 8 hours/day
4. How often do you come across short video ads on social media?
   o None
   o 1 - 10 times/day
   o 11 - 20 times/day
   o More than 20 times/day
5. On which social media platforms do you often come across short video ads?
   o Facebook
   o Tik Tok
   o Instagram
   o YouTube
   o Others:
6. What types of videos do you typically watch on social media platforms?
   o Entertainment (e.g., comedy, viral videos)
   o Product reviews/unboxing
   o How-to or tutorial videos

- Influencer content
- Advertisements
- News and current events

Section 2: Influence of Social Video on Consumer Behavior

7. What factors influenced your decision to make a purchase or take action after watching a social video?
- Video content (e.g., compelling storytelling, engaging visuals)
- Recommendations from influencers or content creators
- Positive reviews or comments from other users
- Discounts, promotions, or special offers mentioned in the video
- Perceived credibility or trustworthiness of the video creator
- The video's ability to showcase product features or benefits
8. On a scale of 1 to 5, how influential do you find social videos in shaping your purchasing decisions?
- Not influential at all
- Slightly influential
- Moderately influential
- Very influential
- Extremely influential

9. How do video ads on social media affect your brand awareness? (The answer will be presented as a 1 to 5 semantic scale, 1- Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree)
  - I can comprehend the image of a brand
  - I am often impressed by the brand content conveyed
  - It increases my understanding of some brands
  - I can evaluate the sophistication and quality of a brand based on its social video

10. How do video advertisements on social media influence your perception of the brand? The answer will be presented as a 1 to 5 semantic scale, 1-Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree)
    o I remember certain brands.
    o I've come to like certain brands.
    o I've come to like some of the brand's products
    o It motivates me to choose the brand
    o I frequently recommend known brands to friends and family

11. What elements of social video advertisements are most likely to capture your attention?
    o Humor or entertainment value
    o Emotional storytelling
    o Visual aesthetics
    o Celebrity endorsements
    o Unique or innovative product demonstrations
    o Relevant and relatable content

12. How does the presence of social videos about a brand or product affect your perception of that brand?
    o It enhances my perception and positive attitude towards the brand.
    o It does a significantly impact my perception.
    o It diminishes my perception and creates a negative attitude towards the brand.
    o I am indifferent towards the presence of social videos about a brand.

13. How likely are you to engage with social videos through actions such as liking, commenting, or sharing?
    o Very likely
    o Likely

o Neutral
o Unlikely
o Very unlikely

14. What types of comments do you typically leave on social videos?
o Positive feedback or praise
o Constructive criticism or suggestions
o Questions or inquiries
o Sharing personal experiences or stories related to the content
o Engaging in conversations with other commenters
o Emojis or reactions without text

Section 3: Social Video Recommendations

15. How likely are you to trust product or service recommendations made in social videos by content creators or influencers?
o Very likely
o Likely
o Neutral
o Unlikely
o Very unlikely

16. Do you believe that content creators or influencers should disclose sponsored or paid endorsements in their social videos?
o Yes, always
o Yes, but only when it's not obvious
o No, it's not necessary
o Not sure

17. How does the presence of sponsored or paid endorsements in social videos affect your trust in the recommendations?

- o It diminishes my trust significantly.
- o It slightly diminishes my trust.
- o It doesn't affect my trust.
- o It slightly enhances my trust.
- o It enhances my trust significantly.

Have you ever felt deceived or misled by a product or service recommendation in a social video? If yes, please describe the situation and how it affected your perception or behavior.