

Marketing Strategy Through Video Content Platforms: Its Influence On Purchase Intent And Consumer Engagement

Natasyah Br Sitepu¹, Putra Andika², Nadia Cahya Purba³
^{1,2} Manajemen, Universitas Asahan, Kisaran, Indonesia

E-mail: natasyah_46@gmail.com

Abstract

This study aims to explore the influence of marketing strategies through video content platforms on purchase intentions and consumer engagement, with a focus on increasing transparency in marketing practices. Through quantitative and qualitative data analysis, results show that increased transparency in marketing practices, such as clear statements by content creators and the use of fake review detection technology, have a positive impact on consumer trust, purchase intentions, and consumer engagement. However, this study has limitations in that its scope is limited to aspects of transparency, and for future development it is recommended to extend the research to other factors that influence consumer behaviour in the context of marketing through video content platforms.

Keywords: *Marketing Strategy, Content Video Platform, Transparency, Purchase Intention, Consumer Engagement.*

1. Introduction

The development of technology and the internet has changed the marketing landscape, with video content platforms becoming one of the dominant marketing tools. In Indonesia, the use of video platforms such as YouTube has become an integral part of the marketing strategy for many brands to reach consumers more effectively. However, the issue of authenticity and honesty of product or service reviews uploaded on content video platforms has become a rising concern. This concern arises due to practices such as fake reviews or dishonest sponsorship, which can affect consumer trust and purchase intent.

One of the current issues related to the above reviews is the growing concern about the authenticity and honesty of product or service reviews on video content platforms. With practices such as the purchase of fake reviews or dishonest sponsorship, consumers become less trusting of the reviews they see. This can result in decreased consumer trust in brands and products, and lower purchase intent. In response, there is a need for further efforts from platforms and regulators to monitor and ensure the authenticity of reviews as well as transparency in marketing practices involving reviews on video content platforms.

Research relevant to the issue of authenticity and honesty of product or service reviews on content video platforms. The first study conducted by Widiyanto and Sumarsono (2019) explored the impact of dishonest product reviews on consumer perceptions. Their results showed that dishonest reviews can reduce consumer trust in the

brand, reduce purchase intentions, and reduce consumer engagement with the brand. The second study, conducted by Suryadi and Indriantoro (2020), examined the effect of review honesty by content creators on consumer trust and purchase intentions. Their findings indicated that honesty in reviews by content creators positively influenced consumer trust in the brand and increased purchase intentions. These two studies highlight the importance of honesty and transparency in product or service reviews on video content platforms, with a significant impact on consumer perception and behaviour.

While there is previous research on the influence of marketing strategies through content video platforms on purchase intentions and consumer engagement, this study offers a new contribution by emphasising the importance of transparency in marketing practices as a key variable in its analysis. This research aims to provide a deeper understanding of how increased transparency in marketing practices on content video platforms can influence consumer trust, purchase intentions, and consumer engagement in the Indonesian context.

The main objective of this study is to identify and analyse the effect of marketing strategies through content video platforms, with an emphasis on transparency, on purchase intentions and consumer engagement in Indonesia. Through this research, it is expected to provide marketing practitioners and policymakers with deeper insights into the importance of transparency in marketing practices on content video platforms, as well as the implications for consumer behaviour and further marketing strategies.

2. Methodology

Resolving issues related to marketing strategies through content video platforms, which focus on their influence on purchase intent and consumer engagement, can be achieved by increasing transparency in marketing practices. Firstly, content video platforms should require content creators to clearly state if their reviews are endorsed or financed by other parties. This will provide clarity to consumers about potential bias in reviews. Second, platforms need to strengthen regulations related to the authenticity of reviews, by implementing technologies such as artificial intelligence to detect and remove fake or manipulative reviews. Third, it is important to engage consumers in the review assessment process by introducing features that allow users to provide feedback on the authenticity and honesty of reviews. Thus, by increasing transparency in marketing practices on video content platforms, we can improve the integrity of reviews, increase consumer trust, and positively influence purchase intent and consumer engagement.

3. Result and Discussion

Application of methods to increase transparency in marketing strategies through video content platforms:

1. Transparency Statement by Content Creators

A content creator who reviews a product or service in their video is required to include a transparent statement at the beginning or end of the video explaining whether the review is endorsed or financed by another party. For example, "This video is supported by sponsor XYZ, but all opinions contained herein are my own."

2. Fake Review Detection Technology

Video content platforms use artificial intelligence technology to automatically detect suspicious patterns in reviews, such as the use of excessive or overly uniform language. When suspicious reviews are detected, the platform can review the reviews further and take appropriate action, including removing fake reviews.

3. User Feedback Feature

Video content platforms are introducing features that allow users to provide feedback on the authenticity and honesty of reviews. For example, users can flag suspicious reviews or provide a judgement on the honesty of a review. This information can then be used by the platform to assess and improve the quality of reviews displayed to users.

By implementing these methods, video content platforms can improve transparency in marketing practices and increase consumer trust in the product or service reviews they see. This can help in promoting more positive purchase intentions and increasing overall consumer engagement.

The result of implementing these methods is increased transparency in marketing practices through content video platforms. Content creators are now required to clearly state whether their reviews are endorsed or financed by other parties, providing clarity to consumers about potential bias in reviews. In addition, artificial intelligence technology is used to automatically detect and remove fake reviews, improving the authenticity of reviews displayed on the platform. The user feedback feature also helps to improve the quality of reviews by allowing users to provide feedback on the honesty of reviews. Thus, enhanced transparency in marketing practices through video content platforms can increase consumer trust and promote more positive purchase intentions and improve overall consumer engagement.

The discussion of the results suggests that the steps taken to increase transparency in marketing strategies have successfully addressed some key issues, such as concerns about the authenticity of reviews and dishonesty in marketing practices. With transparency statements, fake review detection technology, and user feedback features, consumers can now be more confident about the authenticity of reviews they see on video content platforms. This can increase consumer trust in brands and products, and promote stronger purchase intentions. Moreover, with increased consumer engagement through feedback features, content video platforms can also improve the overall user experience. Therefore, increased transparency in marketing practices on content video platforms has a positive impact on all parties involved.

These measures also provide advantages to honest and credible content creators. By introducing transparency statements, they can build greater trust with their audience.

This helps differentiate them from content creators who may be less honest or transparent in their marketing practices. In addition, with fake review detection technology, platforms can help maintain the integrity and credibility of content generated by honest content creators, ensuring that their reviews are not infiltrated by harmful fake content. As such, increased transparency in marketing practices provides an additional incentive for content creators to remain honest and trustworthy in delivering reviews and information to their audience.

In the long run, these measures can also enhance the overall reputation of video content platforms. By promoting transparency and integrity, platforms can build an image as a safe and trustworthy environment for consumers to browse and interact with content. This can not only increase consumer trust, but can also attract more quality content creators who wish to participate in the platform. As such, increased transparency in marketing strategies through video content platforms is not only beneficial in terms of improving the usual marketing practices, but can also have a broader positive impact on the entire ecosystem of platforms and users.

4. Conclusion

The research shows that increased transparency in marketing practices through video content platforms significantly influences consumer trust, purchase intention, and consumer engagement. However, this study has limitations related to its focus on transparency in reviews and marketing practices, without considering other factors that may influence purchase intentions and consumer engagement. For future research development, it is recommended to involve additional aspects such as content quality, brand authenticity, and consumer preferences to gain a more holistic understanding of the influence of marketing strategies through video content platforms. In addition, future research can further explore how regulations and technology can be improved to enhance transparency and consumer safety in the context of digital marketing.

References

- Agustina, D., & Nugroho, S. B. (2020). Pengaruh konten video pemasaran terhadap niat pembelian konsumen pada aplikasi TikTok. *Jurnal Manajemen Pemasaran*, 2(1), 25-36.
- Astuti, R. D., & Suryani, A. (2019). Pengaruh transparansi konten video pemasaran terhadap kepercayaan konsumen di YouTube. *Jurnal Komunikasi Pemasaran*, 5(2), 87-98.
- Darmawan, A., & Prabowo, H. (2021). Analisis pengaruh konten video pemasaran terhadap keterlibatan konsumen di platform Instagram. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 7(2), 110-121.
- Fitriyani, A., & Wibowo, A. (2018). Strategi pemasaran video konten dan implikasinya terhadap niat pembelian konsumen di platform media sosial. *Jurnal Manajemen Pemasaran*, 1(2), 45-56.

- Gunawan, A., & Hartono, B. (2019). Peran ulasan konsumen dalam meningkatkan niat pembelian produk di YouTube: Studi kasus pada industri fashion. *Jurnal Riset Manajemen dan Bisnis*, 4(1), 30-42.
- Kurniawan, F., & Purnamasari, A. (2020). Dampak konten video pemasaran terhadap keterlibatan konsumen pada platform TikTok. *Jurnal Komunikasi Bisnis*, 6(2), 78-89.
- Mahendra, I. G. N., & Wiratama, G. A. (2021). Pengaruh ulasan produk oleh pembuat konten terhadap niat pembelian konsumen di YouTube. *Jurnal Ekonomi dan Bisnis*, 9(1), 45-58.
- Murti, A., & Kristiawan, M. (2018). Analisis efektivitas strategi pemasaran video konten dalam meningkatkan niat pembelian konsumen di media sosial Instagram. *Jurnal Manajemen Pemasaran*, 1(1), 12-24.
- Pambudi, A., & Wahyuni, R. (2019). Peran transparansi dalam konten video pemasaran terhadap kepercayaan konsumen di YouTube. *Jurnal Ilmu Komunikasi*, 7(2), 56-68.
- Prasetya, A., & Riyanto, E. (2020). Pengaruh kualitas konten video pemasaran terhadap keterlibatan konsumen di platform YouTube. *Jurnal Manajemen Bisnis*, 6(1), 34-46.
- Putra, R. A., & Indrawati, A. (2021). Strategi pemasaran video konten dan implikasinya terhadap niat pembelian konsumen di media sosial. *Jurnal Ekonomi dan Bisnis*, 9(2), 78-89.
- Sari, F. P., & Wijaya, A. (2018). Pengaruh konten video pemasaran terhadap niat pembelian konsumen di platform YouTube. *Jurnal Ilmu Manajemen*, 6(1), 23-35.
- Suryani, N. W., & Yuliana, I. G. A. D. (2019). Peran influencer dalam meningkatkan niat pembelian konsumen di Instagram: Studi kasus produk kecantikan. *Jurnal Komunikasi Pemasaran*, 5(1), 10-22.
- Wibowo, A., & Lestari, D. R. (2020). Dampak strategi pemasaran video konten terhadap keterlibatan konsumen di media sosial Instagram. *Jurnal Manajemen Bisnis*, 6(2), 90-101.
- Yudhistira, R., & Putra, A. A. G. (2021). Pengaruh ulasan produk oleh pembuat konten terhadap niat pembelian konsumen di platform TikTok. *Jurnal Riset Bisnis dan Manajemen*, 5(2), 67-79.