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Comparing the Impact of Brand and User-Generated Video Content on Online Shoppers' Purchasing Intentions

Social media enables users to share their purchase experiences. Nevertheless, video content marketing tactics enable companies to influence the attitudes of online shoppers to increase their purchase intentions. The paper solves the research problem of using video content marketing to differentiate between brand and user-generated videos to increase positive customer purchasing intention in the case of Instagram. It aims to find the differences between brand and user-generated videos, which determine online shoppers' positive purchase intention toward e-commerce on Instagram. Two online questionnaires were distributed to participants, and comparisons were made between related factors. The findings suggest that content marketing on Instagram is vital in driving consumer attitudes and purchase intentions. Consumers are not driven by a certain content marketing approach if the content is of a certain level of complexity. As a result, user-generated videos have become an essential Instagram strategy; brand videos, on the other hand, are less effective.

Keywords: content marketing, user-generated videos, brand videos, purchase intentions, e-commerce.

Socialiniai tinklai leidžia vartotojams dalytis savo pirkimo patirtimi. Nepaisant to, vaizdo turinio rinkodaros taktikos leidžia įmonėms daryti poveikį internetinių pirkėjų požiūriui, kad padidintų jų pirkimo ketinimus. Straipsnyje sprendžiama tyrimo problema, kai vaizdo įrašai naudojami prekės rinkodaroje, atskiriant prekės ženklo ir vartotojų sukurtus vaizdo įrašus, siekiant padidinti teigiamą klientų pirkimo ketinimą per Instagram. Siekiama išsiaiškinti skirtumus tarp prekės ženklo ir vartotojų sukurtų vaizdo įrašų, kurie lemtų teigiamą internetinių pirkėjų ketinimą pirkti elektroninėje prekyboje Instagram. Dalyviams buvo išplatinti du internetiniai klausimynai ir atlikti susijusių veiksnių palyginimai. Nustatyta, kad turinio rinkodara „Instagram" yra gyvybiškai svarbi skatinant vartotojų požiūrį ir pirkimo ketinimus. Vartotojai nėra skatinami tam tikro turinio rinkodaros metodo, jei turinys yra tam tikro sudėtingumo lygio. Vartotojų sukurtas vaizdo turinys tampa esmine rinkodaros strategija Instagram, o prekės ženklo sukurtas turinys nėra toks efektyvus.

Raktiniai žodžiai: turinio marketingas, vartotojų sukurtas vaizdo turinys, prekės ženklo vaizdo turinys, pirkimo ketinimai, e-prekyba.

Introduction

Business-to-consumer (B2C) e-commerce has grown at an incredible pace. Due to the convenience and simplicity, it provides people to sell and buy an unrestricted assortment; shopping has been transformed into a pleasant, profitable activity. Content marketing is a growing trend that most brands utilise across

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all digital channels. However, not many brands implement it effectively since they focus on providing useful product information to attract potential customers, disregarding the importance of the way an offer is presented and displayed on an e-commerce platform. It is essential to understand the role of content marketing in shaping behavioural intentions towards online shopping, which drives their purchase intentions.

The new reality has opened up new opportunities for content development (Koob, 2021). However, nowadays, preference is given to user-generated video content, including videos in the form of unpacking and tutorials, which increases customer engagement.

In addition, one of the main problems in marketing today is that the existing literature on content marketing focuses mainly on social media (Milhinhos 2015; Weerasinghe, 2019). However, there is a lack of information regarding the impact of content marketing on purchasing intention and attitudes of shoppers on Instagram and its practical use.

This paper solves **the research problem** – of how to use content marketing tactics to differentiate between brand and user-generated videos in order to increase positive customer purchasing intention on Instagram.

The object of the research is the brand and user-generated video as content marketing.

The aim of the research is to find the differences between brand and user-generated videos, which determine online shoppers' positive purchase intention toward e-commerce on Instagram.

In order to achieve the goal of the research, the following **objectives** are set:

1. To perform a theoretical analysis of the impact of content marketing on purchasing intentions of consumers.
2. To perform field analysis of practices on leveraging video content marketing tactics to reach online shoppers' positive consumer purchasing intention towards e-commerce on Instagram.
3. To implement quantitative and qualitative data analysis.
4. To propose practical approaches to leverage video content marketing tactics in order to reach online shoppers' positive consumer purchasing intention towards e-commerce on Instagram.

Theoretical background

The term *"content marketing"* has become a marketing buzzword and a widespread practice over the past decade. Considering that this concept appeared simultaneously as marketing itself, which by definition makes it not a new term, from the very beginning, it was not recognised as a separate concept but a part of advertising.

Customers today have instant access to information, making it challenging to engage and acquire customers using traditional methods when there are many opportunities for better-educated customers (Israfilzade & Babayev, 2020; Israfilzade, 2021).

C. Koob (2021), states that content marketing is known as content marketing and the marketing and commercial process of developing and delivering quality and captivating information to attract, acquire, and engage a clearly

defined and understood target audience with the goal of lucrative customer action. Content marketing is about creating value for customers and sharing information. According to Content Marketing Institute (2017), valuable content should be at the core of the marketing strategy of online retailers. Implementing content marketing approaches obliges providing relevant information to potential customers. Therefore, it is crucial to understand the motivation and interest of the target market.

Video Content Marketing. Video is used in a content marketing strategy for a variety of purposes: educational, entertainment, or dedicated to a specific topic related to a product or service. It has become a favourite and widely used means of artistic expression and a white cube commodity. There are various video content tactics: *tutorials, testimonials, presentations, video blogs, case studies,* and more (Jefferson & Tanton, 2013; Gamble, 2016; Cespedes & Heddleston, 2018).

P. R. Milhinhos (2015) noted that when an Internet platform contains videos, consumers spend an average of 2 minutes longer on it. Before deciding to purchase services and goods, consumers turn to videos that demonstrate the product or service and review them. According to a study, 64% of buyers are more likely to buy a product after watching a video about it (Guerin, 2015). In fact, more than three out of five buyers watch a video review of a product or service they intend to buy for at least two minutes (Marketingcharts, 2012). The above-mentioned facts prove that visualisation plays an essential role in content creation.

Another aspect of video development is video hyper-personalisation, which means that the video will remain a universal offering, and more content is required for targeted and personalised video, but the return on investment is better (ROI) since, due to increased personalisation, viewers become more interested in the content and story of the company (Gamble, 2016; Boman & Raijonkari, 2017).

Numerous social media platforms enable customers, individuals, or organisations to be routinely updated and connected, such as "Facebook," "Twitter," "Instagram," "YouTube," "Snapchat," "Tik-Tok," and so on. Throughout their lifespan, social media platforms continue to grow and add fresh capabilities, replacing and upgrading previous ones (Israfilzade & Babayev, 2020).

Differences between Brand and User-generated Videos. Since their inception, user-generated content (UGC) and social media have hugely impacted consumer behaviour and online company strategy (Hajli, 2014). To gain a thorough grasp of user-generated videos, it is necessary to first define them. However, it is essential to mention that since there is a lack of literature on user-generated videos, it will be explained within UGC, as it is a part of it.

Information and resources developed and published by Internet users are referred to as UGC (Nanne et al., 2020). It comes in various forms, including tweets, blogs, user-generated reviews, and consumer-produced adverts (Smith et al., 2012; Nanne et al., 2020). According to P. R. Milhinhos (2015), UGC can be created, modified, shared, and consumed individually or cooperatively. This means

that user-generated videos are not created by experts but by ordinary users.

Consumers today assume that content offered by ordinary users is more reliable than that provided by brands (Jonas, 2010). Therefore, consumers especially rely more on UGC than content produced by brands when making purchasing decisions (MacKinnon, 2012). This is because consumers believe that ordinary users will share both negative and positive insights associated with the product with the intent of complete disclosure and purported non-commercial interest, making them impartial evaluators of the product or service quality (Milhinhos, 2015).

Purchase Intentions. Purchase intention refers to the ability to purchase a specific brand in a product segment at the time of purchase (Mayrhofer et al., 2019; Yaqubi & Karaduman, 2019). F. D. Davis (1998), however, explains that purchasing intention is the possibility that a potential customer will make a first-time purchase on an e-commerce platform, while the likelihood that an online shopper will return to it and make a repeat purchase in the future is known as intent to continue purchasing.

In content marketing and general marketing, purchasing intention is one of the core concepts. Quality content creation can encourage the consumer to engage with the brand, which is what companies need to create content that drives customers to visit a platform and encourages them to participate in the purchase intent (Weerasinghe, 2019).

In addition, (Yaqubi & Karaduman, 2019) also states that in consumer buying behaviour studies, purchase intention is defined as the consumer's intention to purchase a particular product in the future. The consumer's desire to make a purchase or use a service directly depends on his attitude, behaviour and perception. Purchasing intent is important for anticipating the buying process, especially when the corporation strives to maximise the number of products sold and enhance revenues.

The Impact of Content Complexity on Purchase Intentions. Content marketing is about providing information. Currently, incorrect content selection for creating marketing campaigns is causing some companies to fail. Therefore, it is essential to select such information for the content so that it is non-complex and clear for the target audience to understand.

Content complexity is made up of content elements that influence the way consumers perceive content, impacting consumer attitudes and purchase intentions (Milhinhos, 2015; Liang, Hsu & Chou, 2022). Moreover, L. K. Keller and R. Staelin (1987), in their study "Effects of Quality and Quantity on Decision Effectiveness", claims that the perceived quality, quantity, utility, and ease of use of content are all measures of complexity. Thus, the element that makes content marketing effective is defined as the complexity of the content.

Content quality is crucial in a content marketing campaign since it cannot be used if it cannot give the information the user need in a high-quality way (Alshibly, 2014). Moreover, an effective content marketing strategy requires high-quality content that is tailored to the target market, provided in the proper place, and contains relevant keywords. Moreover, P. R. Milhinhos (2015) defines that when users recognise quality information

delivery, their contentment and attitudes regarding a video improve. If the information is of high quality, it will attract consumers' curiosity, while the user will be dissatisfied even if the gorgeous platform does not provide the information of interest (Odden, 2012; Balabanis & Chatzopoulou, 2019).

Research shows that the number of content matters regarding web traffic (Marketing Insider Group, 2020). According to P. R. Milhinhos (2015), as the amount of information available increases, the effectiveness of a consumer's decision increases at first, then diminishes. The average quality and quantity of information provided positively affect the consumer's intention to buy a product. H. H. Alshibly (2014) argues that quality must match quantity, because if quantity increases but quality does not change, then the confidence to purchase a product or service decreases.

Therefore, to be successful, there is a need to balance creating enough content to increase customer engagement with the need to present a unique perspective and stand out from the competition (Marketing Insider Group, 2020).

Development of Hypotheses. Nowadays, content marketing plays a significant role in influencing the purchase intentions of online shoppers, with the brand and user-generated videos being significant. Therefore, it was expected that the implementation and display of these types of content would influence the effectiveness of that content in relation to the purchase intention of online shoppers.

However, theoretical findings show that online users consider the complexity of the content presented on Instagram more relevant than its type. It becomes clear that a consumer is interested in the information itself that is included in the displayed content and how it can help to decide on purchasing a product *(for example, providing information about the usefulness of the products or its quality),* and not how this information was displayed on the social media platforms. The motivation of different consumers is influenced by different factors that affect their behaviour and consumer perception.

Consumers pay attention to content distributed by brands on their social media platforms in modern realities. Moreover, the time and frequency of the content provided play significant roles in their purchase intentions (Mayrhofer et al., 2019).

In the meantime, UGC is created by former customers who write reviews for specific products and services (Ayeh, Au & Law, 2013; Mayrhofer et al., 2019). UGC allows former buyers to give information and feedback on a successful purchase, but it also allows new consumers to seek advice and make a purchase decision (Lu et al., 2010). Consequently, marketers are continuously seeking solutions to minimise the impact of negative online reviews by monitoring UGC associated with their brand and responding to review authors to avoid losing their reliability and market share (Hills & Cairncross, 2011).

Therefore, based on the previous discussion of the influence of content marketing on purchase intentions, five hypotheses have emerged that attempt to justify the impact of brand and user-generated videos:

- *Hypothesis 1:* There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Purchase decisions.
- *Hypothesis 2:* There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Basic Product Information.
- *Hypothesis 3:* There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Content Usefulness.
- *Hypothesis 4:* There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Content Quality.
- *Hypothesis 5:* There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Content Quantity.

Research methodology

As a result of previously conducted literature analysis on the impact of content marketing on the purchasing intention of online shoppers related to brand and user-generated videos, it was possible to reveal five hypotheses, considering the area of the research and its limitations. Since the topic is relatively new, the identified hypotheses are far from perfect.

The research question is to leverage different video content marketing tactics in order to reach online shoppers' positive purchase intentions towards e-commerce on Instagram.

The **objectives** of the empirical study are the following:
1. To design an online questionnaire to identify the influence of both brand and user-generated videos on the purchase intentions of online shoppers towards e-commerce on Instagram.
2. To collect primary data by applying the survey method.
3. To perform data analysis to find the differences between brand and user-generated videos.
4. To implement hypotheses testing.
5. To demonstrate the findings for interpretation and conclusions.

The data was gathered by conducting explanatory research, and a mixed research method was employed to collect secondary and primary data. Since the research aims to differentiate the impact of brand and user-generated videos on the purchase intentions of online shoppers, deductive reasoning was selected as the most suitable research approach for this study. The survey method is selected in order to compare the impact of brand and user-generated videos on the purchase intentions of online shoppers.

The questionnaires were organised in a structured way that enables the researcher to identify detailed information regarding the purchase intentions influenced by brand and user-generated videos separately to avoid biased findings.

According to the Likert Scale, it is assumed that the strength of the interpretation is linear, that is, on a scale from strongly disagree to strongly agree, and that points of view of respondents can be measured. A 7-point scale provides more options, which in turn increases the likelihood of getting to know the

objective reality of people (Joshi et al., 2015). In order to facilitate the process of analysis, close-ended questions were implemented. Seven-point Likert scales are sensitive enough to collect more accurate responses from participants and are better suited to electronic distribution (Finstad, 2010).

Fifteen items were used to identify the impact of both brand and user-generated videos on the purchase intentions of online shoppers, respectively *Purchase decision, Basic product information, Content usefulness, and Content quantity* factors. The questionnaire of

impact factors on online shoppers' purchasing intentions is shown in Table 1.

Research results

Data Collection and Analysis. The development of survey distribution questions is formed according to the literature analysis. Therefore, using the structured questionnaire gathered valid and reliable data, which helped assess the accuracy of the literature found. Ultimately, the survey was disseminated via the Internet.

Table 1. **Questionnaire design of impact factors**

Hypothesis	Factor	Code	Items
H1	Purchase decision		*To what extent do you agree or disagree with the statements:*
		PD1	I have a positive attitude towards brand videos/user-generated videos.
		PD2	Brand videos/user-generated videos make it easier to decide to purchase a product.
		PD3	Checking brand videos/user-generated videos before making a purchase decision is important for me.
		PD4	Brand videos/user-generated videos play an important role in decision making since products indicated in videos are trustworthy.
H2	Basic product information	*BPI*	Providing basic product information in brand videos/user-generated videos is important for me.
H3	Content usefulness	*CU1*	The con of brand videos/user-generated videos is important for me.
		CU2	The usefulness of brand videos/user-generated videos is important for me.
		CU3	The relevance of brand videos/user-generated videos is important for me.
		CU4	Ease of purchasing from brand videos/user-generated videos is important for me.
H4	Content quality	*CQ1*	Readable and understandable content of brand videos/user-generated videos is important for me.
		CQ2	The accuracy of brand videos/user-generated videos is important for me.
		CQ3	The provision of all information in brand videos/user-generated videos is important to me.
		CQ4	Ease of access to brand videos/user-generated videos is important for me.
H5	Content quantity	*CQN1*	Not overwhelming information is essential for me when it comes to the number of brand videos/user-generated videos.
		CQN2	More information given is essential for me when it comes to the quantity of brand videos/user-generated videos.

Source: compiled by the authors based on K. N. Nyein (2019), P. R. Milhinhos (2015).

Data was collected by approaching bloggers and influencers on social media platforms and asking them to share the questionnaire link on their feeds. It helped to gather reliable data since the research was conducted with regard to the research area and enabled to survey of respondents who are members of the target population.

Non-probability sampling is primarily about judgment and uses non-randomised sampling techniques (Wolf et al., 2016). Participants in non-probability sampling are chosen based on the criteria that they are easy to access.

This study's target group comprises people aged 18 years, available by email or via the Internet, and active Instagram users. Therefore, the research has targeted a sample of 200-220 people who are interested in video content.

To avoid biased answers, two surveys were designed for two samples of respondents; the first was aimed to define participants' intentions toward brand videos, whereas the second was aimed toward user-generated ones. As a result, 206 respondents took part in the surveys with 102 and 104 individuals for each survey.

Table 2 presents the respondent characteristics of the study. As a result of the study, it was found out that there is a slight difference in the number of participants in both samples, which enables to reach accurate data while comparing both groups of respondents.

Moreover, the number of male participants in both groups is the same (N=40), constituting 39% of all respondents sharing their insights about brand

Table 2. **Respondent profile**

Demographic profile		Frequencies		Percentage	
		BV	UGV	BV	UGV
Gender	Male	40	40	39%	38%
	Female	62	64	61%	62%
Age	18-25	54	57	53%	55%
	26-35	26	24	25%	23%
	36-45	14	16	14%	15%
	46+	8	7	8%	7%
Degree	Associate degree	1	1	1%	1%
	Bachelor's degree	52	45	51%	43%
	Master's degree	44	53	43%	51%
	Doctoral degree	5	5	5%	5%
Occupation	Employed	68	63	67%	61%
	Self-employed	8	12	8%	12%
	Student	21	20	21%	19%
	Unemployed	5	9	5%	9%

Note: BV - brand videos, UGV - user-generated videos.

videos and 38% of the individuals responding about user-generated videos.

As the findings show (Table 2), most of the participants belong to the age category 18-25, constituting 53% (N = 54) of the brand videos sample, and 55% (N = 57) of the user-generated videos sample. This is because the survey was distributed on Instagram, which has a big number of young users.

The data analysis was produced using the Jamovi software, which enables statistical data analysis by visualising the finding via graphs and tables. According to The Jamovi Project (2021): "Jamovi's ease of use makes it ideal for introducing people to statistics, and its advanced features ensure students will be well equipped for the rigours of real research".

In order to compare the impact of brand videos and UGC on consumers' purchase intentions, the independent t-test is implemented to compare both variables. Independent t-test analysis will enable the researcher to conduct analysis in order to reveal data for testing the hypotheses.

Results of hypotheses testing

An independent t-test statistical study was used to compare online shoppers'

intentions towards the brand and user-generated videos. As discussed in previous paragraphs, given the research objective, the impact of brand videos and user-generated videos on online shoppers is quite different allowed us to choose an independent t-test to test hypotheses. The Jamovi program was used.

As a result of value testing (shown in Table 3), four of the five research hypotheses are *accepted*.

When testing the first hypothesis, it was found out that participants' *Purchase Decision (There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Purchase Decision)* varies depending on whether the brand or user-generated videos influence them. In other words, if we look at Table 3, we can see that the results of the study are statistically significant at p-values less than 0.001. It means that the first hypothesis is **accepted**.

The second hypothesis was created to gain insight into the *Basic Product Information* (BPI) in video content presented to online shoppers (*There is a statistically significant difference between brand-influenced online shoppers and user-generated videos in terms of baseline product information*). According to an independent statistical analysis of the

Table 3. **Independent samples T-Test of the factors**

No	Factors	Code	p-value	Result
H1	Purchase decision	PD	< .001	Accepted
H2	Basic Product Information	BPI	0.005	Accepted
H3	Content usefulness	CU	0.009	Accepted
H4	Content quality	CQL	0.197	Rejected
H5	Content quantity	CQN	0.011	Accepted

t-test (see Table 3), the hypothesis is **accepted** (p-value 0.005), indicating that there is a statistical difference between the two samples.

The next research hypothesis (H3) was formulated to reveal a statistically significant difference in *Content Usefulness* in online shoppers' buying intent for brand and user-generated videos. The results of the t-test showed that the hypothesis with a p-value of 0.009 was **accepted** (as seen in Table 3).

The fourth hypothesis is to find statistically significant differences in *Content Quality* between branded videos and user-generated videos (*There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Content Quality*). To evaluate this hypothesis (CQL), an independent statistical analysis of the t-test showed that there are no statistically significant differences at a p-value of 0.197. Therefore, the hypothesis was **rejected**.

The final hypothesis (H5) was developed to find out if there is a statistically significant difference in *Content Quantity* (CQN) between brand videos and user-generated videos influencing the purchasing intentions of online shoppers (There is a statistically significant difference between online shoppers influenced by brand and user-generated videos in terms of Content Quantity). Independent t-test results showed that the hypothesis with a p-value of 0.011 was accepted to account for this factor.

Interpretation of the Hypothesis. The research findings revealed that user-generated videos are more effective than brand-generated ones. One good user-generated video is all it takes to boost the effectiveness of a brand's content marketing efforts. User-generated videos are compelling due to several reasons:

- User-generated videos create genuine content that people connect with.
- Including user-generated video content in advertisements can boost paid ad conversions.
- Since this content is exciting and engaging, it may easily hold the audience's attention.
- Because this material is trustworthy, it might persuade prospects to adopt the brand's items into their lives.

Unfortunately, marketers and advertisers of a brand have a reputation for being untrustworthy. Marketers are entrusted with presenting products and services in the best possible light, and in doing so, they omit aspects that may have a detrimental impact on consumer purchasing decisions (and sometimes they go too far).

A brand will earn greater engagement and attract more customers if user-generated videos are original and of high quality. User-generated videos are useful not only for this, but for a variety of reasons explained below:

Authenticity. To keep consumers engaged and pleased, brands must quickly supply an overwhelming amount of appealing information across a wide range of devices and channels. However, producing compelling material is not enough in the constantly developing marketing sphere. Today's brands must also ensure that the information is authentic and visually appealing to gain consumers' trust. There is probably no better method to reach this than to

leverage UGC, particularly videos in the form of unpacking, tutorials, and reviews supplied by actual customers (user-generated).

Cost-effectiveness. When done correctly, content marketing can provide a number of advantages to a company. Content creation has become popular, allowing brands to boost their online presence and visibility. On the other hand, quality content creation can be costly, time-consuming, and sometimes infringe on people's privacy. UGC is a solution to digital marketing's cost, efficacy, and other challenges. Many brands are increasingly implementing this strategy because of its simplicity and capacity to accomplish the desired goals efficiently. Indeed, the study's findings revealed that user-generated videos are more convincing than brand videos and other material produced by eCommerce companies.

Transparency. Transparency has never been more important to a company's success. Brand leaders' priorities for corporate social responsibility have risen dramatically. Community-focused businesses continue to outperform less authentic competitors, and the majority of them recognise the value of creating inclusive. During this era of cultural growth, video has emerged as the most potent medium for attaining these socially conscious goals. Brands are implementing marketing strategies aimed at implementing user-generated video crowdsourcing now more than ever to communicate their story in a true, honest, and relatable way.

User-generated video content can be used in a variety of ways to encourage more internet visitors to promote a brand's products. Implementation of hashtags, incentives, causes, example videos, holidays and events, and gamification are the approaches that foster users to generate content about the brand (see Figure 1).
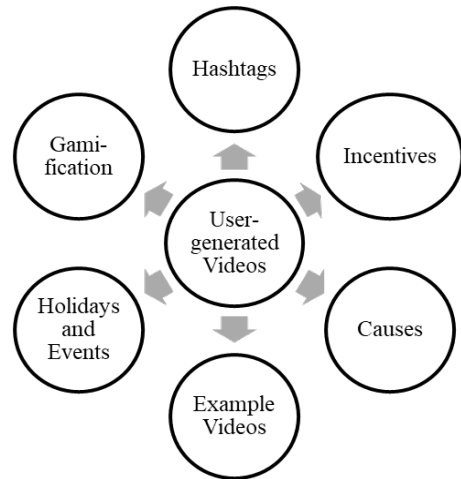

Fig. 1. **Approaches to foster user-generated videos**

Source: created by the authors.

However, it is important to mention that marketers who want to implement user-generated video content should ensure that Instagram fits in with the brand's marketing plan and culture to prevent misleading their users.

Hashtags. One of the important stages in fostering user-generated video material is to create compelling hashtags that will allow content to reach users outside of a brand page's followers on Instagram. Hashtags help brands organise user-generated videos, and branded hashtags are even better if you ask the content producer for permission to use their video alongside your

Incentives. Customers will be more likely to share videos of their experiences with a brand if it offers incentives. One of the most effective methods is to hold a

contest or campaign in which consumers are asked to submit videos demonstrating how they utilised or profited from a brand's product. Here, the brand should also give cash rewards, new product releases, or discounts to the winner(s).

Causes. Causes assist increase brand exposure and consumer engagement by demonstrating that a brand cares about users and is not only interested in making sales. Brand can encourage its customers to share user-generated videos on Instagram about various cultural topics such as weddings, health and beauty, sports, etc. Supporting a cause is an efficient approach to increasing a brand's engagement on Instagram and boosting conversions.

Example videos. Since not all of the customers are familiar with video content creation, presenting an example video can help a brand demonstrate what content it is looking for while also motivating video content creators to join in the promotion. An example video reduces the likelihood that followers may misunderstand which video content the brand is asking for.

Use of holidays and events. Consumers are financially equipped and willing to spend money on products and services during such events, making holidays an ideal opportunity to collect and share user-generated videos. Brands may also stimulate the creation of user-generated video content by launching an Instagram campaign around holidays and important events.

Gamification. Gamification is another approach to generating user-generated video content and engaging people. Users are needed to accomplish a few activities before being rewarded and appreciated for their participation in gamification.

Conclusions

User-generated video creates more credibility, trust and reliability than static user-produced content because people may sense and be motivated by the users' emotions and expressions. Moreover, these features make the user-generated video content more authentic than brand videos.

People eventually trust other people – ordinary users of the product or service. Therefore, brands have to think of user-generated video content as the modern way of word of mouth. Brands must work harder than ever to build their credibility. As the research findings show that consumers trust customer-generated videos more than brand-generated ones, user-generated video content is ideal for businesses to improve their trust level.

User-generated video is a low-cost option to grow a brand and add a new marketing tactic that helps it go viral. There is no need to spend a lot of money to hire a flashy creative firm to generate assets or marketing content for a company. In order to create authentic content, brands need to simply connect with the target audience, who are the brand's most important assets. The majority of people using the brand's products will be ecstatic to be featured on the brand's Instagram page.

The study also revealed that the quality and amount of the given information displayed on Instagram affects the user's loyalty satisfaction. Furthermore, the results reveal that the intricacy of video material determines its success and efficacy. Individual factors influence the motivation of different consumers,

affecting their behaviour and perception. In order to match the desires and tastes of consumers, content marketers should first study the target population and analyse the behaviour behind the choice of shoppers to watch videos.

Goodcontent marketing influences consumers' expectations and purchasing decisions by keeping them interested in films given by brands or ordinary users. Spending more time on Instagram eventually pushes customers to make more purchases.

The fundamental predictor of effective and successful online commerce is complexity. However, it is important to remember that influencing customer purchasing intentions is only possible if there is a balance between the quantity and quality of content available to consumers.

According to findings, there are statistically significant differences between brand videos and user-generated videos in terms of Purchase Decision, Basic Product Information, Content Usefulness and Content Quantity. There are no statistical differences between brand and user-generated videos in terms of "Content quality" since it is perceived as the essential factor for both samples.

User-generated videos are on the rise because, unlike other marketing strategies, they promote authenticity and trust, which influence customer purchasing decisions. Customers' experiences using the company's products and services are used to encourage user-generated videos by brands collecting content from them. Brands can conduct a user-generated video campaign by holding a contest or asking for submissions. Establishing compelling hashtags and gathering independent customer feedback are essential to keep the content entertaining, relevant, and valuable.

Encouraging users to share high-quality videos by incentivising is also a valuable approach to leveraging user-generated videos. Brands should make an example video to encourage customers to produce high-quality videos that align with their marketing goals and company culture. Using user-generated movies and supporting a cause during holidays and critical events can help boost engagement and revenue.

Finally, brands should never forget to post valuable and useful information regularly and participate in chats and places where their users may share their recent experiences with the brand.

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PREKĖS ŽENKLO IR VARTOTOJŲ SUKURTO VAIZDO TURINIO POVEIKIO INTERNETINIŲ PIRKĖJŲ KETINIMAMS PIRKTI PALYGINIMAS

S a n t r a u k a

Turinio rinkodara yra auganti tendencija, kurią dauguma prekių ženklų naudoja visuose skaitmeniniuose kanaluose. Labai svarbu suprasti, kokį vaidmenį turinio rinkodara atlieka formuojant vartotojo elgseną apsiperkant internetu ir skatina ketinimus pirkti. Nedaugelis prekių ženklų panaudojami efektyviai, nes sutelkiamas dėmesys į naudingos informacijos apie produktą teikimą, pritraukti potencialius klientus, nepaisant pasiūlymo pateikimo ir pavaizdavimo elektroninės prekybos platformoje svarbos. Tad kiekvieno rinkodaros specialisto užduotis yra atlikti išsamią visų minėtų dalykų analizę, sukurti tokį turinį, kuris būtų patrauklus daugeliui vartotojų ir paskatintų juos likti ir įsigyti produktą.

Naujoji realybė atvėrė naujas turinio kūrimo galimybes. Socialinė žiniasklaida įgalina vartotojus dalytis savo pirkimo patirtimis. Vaizdo įrašų turinio rinkodaros taktika leidžia įmonėms daryti įtaką internetinių pirkėjų elgsenai, kad padidintų jų pirkimo ketinimus. Antra vertus, šiais laikais pirmenybė teikiama vartotojų sukurtam vaizdo įrašų turiniui, įskaitant vaizdo išpakavimo ir mokymo programų vaizdo įrašus, ir tai padidina klientų įsitraukimą.

Išsprendžiama tyrimo problema, susijusi su turinio rinkodaros taktikų naudojimu, siekiant atskirti prekės ženklo ir vartotojo sukurtus vaizdo įrašus, didinant teigiamą klientų pirkimo ketinimą „Instagram," taip pat siekiama išsiaiškinti skirtumus tarp prekės ženklo ir vartotojų sukurtų vaizdo įrašų, kurie lemia teigiamą internetinių pirkėjų ketinimą pirkti elektroninėje prekyboje per „Instagram". Du internetiniai klausimynai buvo išdalinti 206 dalyviams naudojant atranką. Duomenims analizuoti buvo atlikta aprašomoji analizė ir dedukcinis samprotavimas.

Padarytos išvados, kad turinio rinkodara Instagram yra gyvybiškai svarbi skatinant vartotojų požiūrį ir pirkimo ketinimus, išskyrus atvejus, kai turinys yra tam tikro sudėtingumo lygio,

vartotojai nėra motyvuoti tam tikrais turinio rinkodaros metodais.

Vartotojų sukurtas vaizdo įrašas sukelia daugiau patikimumo ir pasitikėjimo nei statinis turinys, nes žmonės gali jausti ir būti motyvuoti vartotojų emocijų ir išraiškų. Be to, dėl šių funkcijų vartotojų sukurtas vaizdo įrašų turinys yra autentiškesnis nei prekės ženklo vaizdo įrašai. Tyrimas taip pat atskleidė, kad Instagram rodomos informacijos kokybė ir kiekis veikia vartotojo lojalumą. Be to, rezultatai atskleidžia, kad vaizdo medžiagos sudėtingumas lemia jos sėkmę ir veiksmingumą. Individualūs veiksniai daro įtaką skirtingų vartotojų motyvacijai, jų elgesiui ir suvokimui. Siekdami suderinti vartotojų norus ir skonį, turinio

rinkodaros specialistai pirmiausia turėtų ištirti tikslinę populiaciją ir išanalizuoti, kokia elgsena lemia pirkėjų pasirinkimą žiūrėti vaizdo įrašus.

Apibendrinant galima pasakyti, kad, remiantis išvadomis, tarp prekės ženklo pateikto vaizdo turinio ir vartotojų sukurtų vaizdo įrašų yra statistiškai reikšmingų skirtumų, susijusių su sprendimu dėl pirkimo, pagrindine informacija apie produktą, turinio naudingumu ir turinio kiekiu. Nėra statistinių skirtumų tarp prekės ženklo ir vartotojų sukurtų vaizdo įrašų, susijusių su turinio kokybe, nes tai suvokiama kaip esminis veiksnys abiem atvejais. Taigi vartotojų sukurti vaizdo įrašai tapo tinkama „Instagram" taktika, tačiau prekės ženklo vaizdo įrašai nerekomenduojami.