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RESEARCH ARTICLE

MARKETING PATHWAYS TO SUCCESS: MARKETER PARADIGM SHIFT TOWARDS THE VIDEO ERA - TRENDS 2023

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ABSTRACT

This research aims to analyze the use of video in the marketing strategies of large companies in Indonesia. The theory in this research is marketing theory which functions to understand how videos are used to influence consumer behavior. The research method is a descriptive quantitative method with secondary data taken from the Wyzowl Research Institute report published by Katadata.co.id. The research results show that the use of video in marketing has proven effective in increasing brand awareness and consumer engagement, but challenges such as budget and content competition remain major concerns for companies adopting it.

KEYWORDS

Video Marketing, Marketing Strategy, Use of Content, Marketing Effectiveness

1. INTRODUCTION

In the ever-growing digital era, the marketing paradigm has experienced a significant shift towards the dominance of video content. This trend is becoming stronger with advances in technology and changes in consumer behavior who increasingly prefer visual content. Today, video is not only a means of entertainment, but also a highly effective tool in creating brand awareness, influencing purchasing decisions, and building strong consumer engagement. This research will explore the phenomenon of the marketing paradigm shift towards the video era, with a focus on the dominant trends in 2023.

Based on previous theory and research, the important role of the theory of the company, especially in the context of decision-making and resource management, is a relevant starting point for understanding the impact of this marketing paradigm shift. This theory provides a view of how companies manage their resources, form organizational structures, and create value for stakeholders. By understanding the theoretical framework of the firm, we can analyze how companies allocate their resources, including marketing budgets, to capitalize on the trend of using video in their marketing efforts.

Additionally, related reviews of the literature highlight the importance of understanding new phenomena in video marketing. Previous research has revealed the positive impact of user-generated short video ads via social media on product sales. This shows that video is not just the domain of large companies with huge marketing budgets, but also an opportunity for individuals and small businesses to get involved in marketing through creative and impactful video content.

Furthermore, the related article discusses the effectiveness of official videos in building fan media engagement, highlighting the important role of videos in building strong relationships between brands and consumers. This shows that video is not just a promotional tool, but also an effective tool in building community and ongoing engagement with the audience. Thus, video marketing is not just about creating engaging content, but also about building meaningful relationships and interactions with consumers.

Within this theoretical context, this research will explore various aspects of video marketing, including content creation, distribution, and performance measurement, as well as the practical implications for companies and marketers. Through a deep understanding of the theoretical basis and current trends in video marketing, it is hoped that this research can provide valuable insight for marketing practitioners in optimizing their strategies in the ever-growing video era.

2. THEORETICAL BASIS AND PRIOR RESEARCH

Theory of the Firm is a concept that has been studied and developed by various economists and management experts from various periods. One of the important contributions to this theory comes from which discusses how companies make decisions in optimizing their resources to achieve set goals (Gabor and Pearce, 1979). Then, provide additional perspectives on a company's internal dynamics, such as organizational structure, company culture, and decision-making processes (Elfring and De Man, 1998).

The result makes important contributions to the understanding of the theory of the firm, with particular emphasis on aspects of intangible assets, such as knowledge, skills, and relationships with customers and business partners (Sveiby, 2001). This theory highlights the importance of non-physical assets in creating added value and competitive advantage for companies.

Overall, the theory of the firm is a broad and growing field of research, involving contributions from a variety of experts and disciplines. This includes understanding how companies manage their resources, establish organizational structures, and create value for shareholders and other stakeholders.

The theory of the Firm has significant relevance to the marketing paradigm shift towards the video era that will become a trend in 2023. This shift reflects how companies manage resources and formulate their strategies to achieve marketing goals in a new context dominated by the use of video. The theory discuss how companies make decisions in optimizing their resources (Gabor and Pearce, 1979). In the marketing context of the video

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era, companies need to allocate their resources wisely, including marketing budgets, to produce and distribute effective and engaging video content.

The research result provide a perspective on the internal dynamics of companies, including organizational structure and decision-making processes (Elfring and De Man, 1998). In the context of video marketing, companies need to build responsive and flexible organizational structures to create, edit, and distribute video content efficiently. This result highlights the importance of non-physical assets, such as knowledge and customer relationships, in creating added value (Sveiby, 2001). In the era of video marketing, companies need to recognize the value of these intangible assets and invest in creating informative, engaging, and relevant video content to strengthen relationships with customers and create strong brand value.

Overall, the theory of the firm provides a useful framework for understanding how companies can adapt their marketing strategies to the increasingly dominant trend of video use. By leveraging these principles, companies can optimize the use of video in their marketing efforts to achieve success.

In this literature review section, five articles related to the topic being researched will be discussed. The first review will start with a study of the rapid development of e-commerce and social media in China, user-generated short video advertisements via social media have become very popular (Ge et al., 2021). However, the unique elements and phenomena for user-generated short video ads via mobile platforms have not been thoroughly researched. Therefore, a theoretical framework is proposed to explain the effects of user-generated short video advertisements in social media on product sales from the perspective of the existence and life attributes of advertisements, especially considering the moderating effect of advertising content creators, including influencers, sellers, and buyers. An empirical study using data from the Douyin platform and the e-commerce platform Taobao was conducted using a dynamic panel model. The results show that the number of comments as an attribute of advertising presence has a consistently positive effect on product sales, while the presence of women and music life has a positive effect on product sales. The moderating effect of influencers and sellers is positive for the effect of existence on product sales, while the moderating effect of buyers is positive for the effect of existence on product sales. Thus, the best strategy to promote products through user-generated short video ads on mobile short video sharing platforms is for buyers to publish short video ads with music and the presence of a woman or both a woman and a man together; Additionally, having lots of comments increases product sales.

The second review article discusses social platforms that have become important in promoting songs, many artists create official channels on YouTube and encourage the involvement of their fans (Oh and Choeh, 2021). However, little is known about the effectiveness of official videos in generating fan media engagement. We conducted two empirical studies to investigate the relationship between official video attributes, media engagement, and channel subscribers. First, we propose a model to explain how music video attributes facilitate the relative media engagement of a video. Second, we tested whether three types of social engagement were associated with an increase in official channel subscribers. To do this, we collected social media engagement data for 2896 music videos uploaded between May 2016 and April 2019 by 105 artists who have their official artist channels on YouTube. Empirical evidence suggests that formal videos that include visual, performance and narrative components can generate greater positive engagement from viewers, while audio-only videos show lower overall engagement intensity. Additionally, we found that active media engagement, such as leaving "comments", contributed to an increase in channel subscribers bypassing the effect of the number of videos listed. Our results suggest that highly engaged music fans are likely to demonstrate active types of social engagement, such as leaving comments on live and follow-up videos. Practically speaking, our findings imply that YouTube creators need to incorporate the platform's visually focused characteristics to stimulate deep social engagement.

The third review tries to make observations about the cognitive mediation model, where this research aims to investigate the factors that influence public knowledge about dual carbon in China (Fu et al., 2023). Using data collected from a survey of 500 participants living in cities in western, eastern, central, northern, and southern China, this study found that attention to various types of social media was positively related to elaboration and interpersonal communication. In addition, elaboration was positively related to factual knowledge about dual carbons, perceived similarity to dual carbons, and structural knowledge about dual carbons, whereas interpersonal communication was only positively related to structural knowledge. Multigroup analysis showed that the effects of elaboration on factual knowledge and interpersonal communication on

structural knowledge were more pronounced among participants with high environmental concerns compared to those with low environmental concerns. Theoretical and practical implications are discussed.

In the fourth review, studies attempt to empirically investigate the factors that influence the perceived uniqueness and authenticity of social media influencers to predict viewers' social media engagement with video content (Kim and Baek, 2024). Data for this study was collected from YouTube users in the United States via survey methodology. Empirical findings show that influencers' production skills and likeability significantly influence their perceived uniqueness, resulting in viewers feeling attached to them. Additionally, research results show that influencers' content expertise and likeability significantly influence their perceived authenticity, leading to audience engagement and continued engagement on social media. Theoretical and managerial implications of social media marketing are also discussed.

Finally, a review of research on the impact of video modeling on acquisition, maintenance, and engagement in WeChat social media use. The research method used was a single-subject design with a cross-behavioral multiprobe intervention design (Peng et al., 2024). Video modeling training was conducted in the treatment room of a special education school in China, involving the participation of two Chinese adolescents (aged 15-17 years) with intellectual disabilities (ID). The research results show that this training is effective in improving the skills of using WeChat social media for teenagers with ID through video modeling. After training, they acquired a relatively high level of skill in the use of WeChat social media. In addition, it was found that operational measures of social media use skills influenced learning outcomes. In conclusion, video modeling is a promising intervention approach in teaching social media use skills to adolescents with ID. Therefore, parents and educators should consider operational measures of social media use skills in video modeling training.

3. RESEARCH METHODS

This research adopts a quantitative descriptive method using secondary data obtained from the Wyzowl Research Institute report published by Katadata.co.id. This approach allows researchers to gain deep insight into trends and characteristics of video use in product marketing as well as analyze the relationship between relevant variables. The data used comes from the latest report published by the Wyzowl Research Institute, which was then published by Katadata.co.id. Data analysis will be carried out descriptively with a focus on discussing trends in the use of video in product marketing, changes over time, as well as marketers' perceptions and opinions regarding the use of video as a marketing strategy.

4. DISCUSSION

According to the latest report from the Wyzowl Research Institute the use of video as a product marketing tool is increasingly in demand by marketers (Santika, 2023). Video marketing usage figures reached their highest peak since 2016, with 91% of respondents choosing to use video in early 2023. Despite a small decline in 2019-2020, the trend in video marketing usage has increased significantly since 2018. Analysis from the research team shows that the majority of marketers consider video the most important component of their marketing strategy, and predictions from Wyzowl show that video use will continue to increase in the coming years. In the report, it was stated that 96% of marketers who use video marketing consider video to be the most important part of their strategy. Despite this, there is still a small portion of marketers who have not utilized video in their marketing efforts, with the main reason cited being lack of time. However, the outlook for video usage looks bright, with 70% of non-marketers who do not currently use video, planning to start using video in their marketing efforts. Although the report does not provide demographic details of respondents or research areas, it involved 528 respondents consisting of professional marketers and online consumers in November 2022.

4.1 Author's Opinion

The author's opinion on the report from the Wyzowl Research Institute is very positive. The trend of using video as a product marketing tool which is increasingly in demand by marketers shows that video has a significant impact in the world of marketing. The fact that most marketers consider video the most important component of their marketing strategy highlights the importance of investing in the production of quality video content. The prediction that video usage will continue to increase is also interesting, as it shows that video still has huge growth potential in the coming years. While there is still a small portion of marketers who are yet to use video in their marketing efforts, the bright prospects of video use, especially with 70% of non-marketers planning to start using video, show that there is a

huge opportunity for growth and innovation in the marketing industry. Overall, the report paints an optimistic picture of the future of the use of video in marketing, and this is certainly encouraging for marketing practitioners and companies.

The use of video as an effective marketing tool is driven by several key factors. First, the visual and audio power of video makes it more interesting and captivates the audience's attention compared to other media. With the ability to present information dynamically, videos can generate emotional reactions from viewers and convey messages more powerfully. Additionally, videos also have higher engagement rates, as viewers tend to be more interested in watching videos than reading long texts or looking at static images. This makes video an effective tool in building engagement with brands and driving action from audiences. The ability of video to tell stories more completely and in-depth is also another advantage. By using visual narratives, marketers can create emotional connections with audiences, communicate brand values, and influence their perceptions. Additionally, the video also has huge traction on social media platforms, as these platforms increasingly emphasize video content in their algorithms. Lastly, increasingly advanced technological support has made video production easier and more affordable for many companies, allowing even small businesses to create high-quality videos on an affordable budget. With the combination of these factors, video has become one of the most effective marketing tools in reaching and connecting with audiences at scale and depth.

5. PROBLEMS AND SOLUTIONS

Based on data from the latest report from the Wyzowl Research Institute, several problems that can be identified are:

- I. **Increased Use of Video Marketing:** Even though the use of video marketing has increased significantly since 2018 and reached its highest peak in early 2023, there is still a small portion of marketers who have not taken advantage of it. The question is why some marketers are still reluctant or unable to use video as a marketing tool.
- II. **Barriers to Using Video:** One of the main reasons cited by marketers for not using video is lack of time. This problem shows the existence of other obstacles or obstacles that marketers may face in implementing video marketing.
- III. **Future Video Usage Plans:** While the outlook for video usage looks bright, with 70% of non-marketers planning to start using video, the question is what will encourage them to start using video in their marketing efforts, and what can be done to help them overcome obstacles that may be encountered.
- IV. **Marketers' Perception of the Importance of Video:** Although most marketers who use video marketing consider video to be the most important component in their marketing strategy, it remains to be understood how this perception shapes their overall marketing practices.

By understanding this problem, further analysis can be carried out to identify the right strategies and solutions to increase the use of video marketing and maximize overall marketing potential.

Based on the problems identified from this data, the following solutions can be proposed:

- I. **Training and Education:** To overcome the constraints of lack of time in using video as a marketing tool, marketers can be provided with training and education on how to efficiently use video in their marketing strategies. This can include fast and effective video production techniques, as well as the use of tools and platforms that make it easier to create and distribute video content.
- II. **Effective Video Content Development:** To help marketers who are not yet using video in their marketing efforts, it is worth paying attention to developing video content that is effective and relevant to the target audience. This includes understanding your audience's preferences and needs, as well as creating engaging and useful content.
- III. **Encourage Collaboration and Knowledge Exchange:** Marketers who have successfully used video in their marketing can share their experiences and best practices with other marketers who are still not using video. This can be done through networking events, webinars, or online platforms to share information and exchange ideas.
- IV. **Building Awareness and Education:** To encourage marketers who are not yet using video to start, efforts need to be made to build

awareness of the benefits of video in marketing and provide education on how to effectively implement it. This can be done through outreach campaigns, seminars, or webinars on digital marketing strategies.

By implementing these solutions, it is hoped that we can increase the use of video as a marketing tool and help marketers achieve their marketing goals more effectively and efficiently.

6. THEORY OF THE FIRM

In the Theory of the Firm perspective, solving problems faced in adopting video marketing can be seen through the principles of resource management and decision-making. First, companies need to conduct a careful cost-benefit analysis regarding the use of video marketing. This involves evaluating the potential ROI of investments in video production and distribution, as well as considering other marketing alternatives. Strategic alliances with marketing agencies or independent video content producers can also be a solution for companies that lack internal resources for video production.

Second, efficient management of time and resources is key in overcoming obstacles such as lack of time. Marketers need to wisely allocate their time and resources, prioritizing marketing activities that have high impact and ROI. Investing in internal or external training on video production and marketing is also important to improve the marketing team's skills in managing time and resources for video production.

Finally, companies need to adopt a research-oriented approach and flexibility in planning future video use. This involves in-depth market research to understand current consumer trends and preferences regarding video content. By understanding what their target audience wants, companies can develop a more targeted and effective video usage plan. Flexibility in marketing strategies is also important to be able to adjust video usage plans according to changes in the business environment and continuously developing technology.

7. CONCLUSION

The conclusions of this research are as follows:

- I. **Trends in Using Video in Marketing:** Data from a Wyzowl research institute report shows that the use of video as a product marketing tool is increasingly in demand by marketers. Video marketing usage figures reached their highest peak since 2016, with 91% of respondents choosing to use video in early 2023.
- II. **Marketers' Perception of Video:** Most marketers consider video to be the most important component of their marketing strategy. This shows that video has become an integral element in marketing efforts for many companies.
- III. **Challenges in Using Video:** Despite this, there is still a small portion of marketers who have not utilized video in their marketing efforts, with lack of time being one of the main reasons. This shows that some barriers or obstacles need to be overcome in adopting the use of video.
- IV. **Future Prospects for Video Use:** Nonetheless, the prospects for video use look bright, with most non-marketers planning to start using video in their marketing efforts. This shows there is huge growth potential in the use of video as a marketing tool.
- V. **Recommendations:** To increase the use of video in marketing, several solutions and recommendations can be proposed, including training and education for marketers, development of effective video content, collaboration between marketers, and building awareness of the benefits of video in marketing.

By implementing these solutions, it is hoped that we can increase the understanding and use of video as a marketing tool and support overall business and economic growth.

RECOMMENDATION

Here are some recommendations for users and governments based on data on trends in video use in product marketing:

For Users:

- I. **Explore and Learn the Use of Video:** Users can leverage the potential of video in marketing their products or businesses by learning about video creation techniques, the right platforms to reach audiences, and

effective video marketing strategies.

- II. **Develop Video Skills:** Learn basic video production skills such as editing, shooting, and scripting. This will help users in creating quality video content that is interesting and useful for their audience.
- III. **Use the Right Video Platform:** Choose a video platform that suits your target audience and marketing goals. For example, YouTube is suitable for educational or tutorial content, while Instagram or TikTok may be better suited for more creative and interactive content.

For Government:

- I. **Support Training and Education:** The government can provide support in the form of training and education on the use of video in marketing to small and medium businesses. This can be done through training programs or workshops organized by government agencies or educational institutions.
- II. **Facilitating Access and Infrastructure:** The government can improve access and technological infrastructure, such as a fast and stable internet network, to support the production and distribution of video content. This will help business actors create and distribute video content effectively.
- III. **Promote the Use of Local Videos:** The government can promote the use of local videos as a marketing tool to promote local products and support local economic growth. This can be done through promotional programs or awareness campaigns organized by the government.

By implementing these recommendations, it is hoped that we can increase understanding and use of video as a marketing tool and support overall business and economic growth.

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