Analyzing the Rise of Video Content Marketing Strategies to Improve the Brand Engagement and the High Sales Rate

Dr. TR. Kalai Lakshmi[1]
Associate Professor,
School of Management Studies, Sathyabama Institute of Science and Technology
Kanchipuram District, Chennai, Tamil Nadu, India
kalailakshmip@gmail.com

Ajay. R[2]
Student, MBA II Year
School of Management Studies, Sathyabama Institute of Science and Technology
Kanchipuram District, Chennai, Tamil Nadu, India
ajayr0508@gmail.com

Madhan P[3]
Student, MBA II Year
School of Management Studies, Sathyabama Institute of Science and Technology
Kanchipuram District, Chennai, Tamil Nadu, India
madhanpannerselvam2003@gmail.com

P Pradeep Kumar[4]
Student, MBA II Year
School of Management Studies, Sathyabama Institute of Science and Technology
Kanchipuram District, Chennai, Tamil Nadu, India
pradeep10746@gmail.com

Abstract

Now-a-days, where the trend of online interactions among consumers and brands is on the increase, video content marketing, or VCM for short, has been recognized as a powerful strategy that promotes brand engagement and sells more. However, based on recent interest from practitioners, related research in the academic sphere is still scarce. We conceptualize VCM as the development and distribution of involving, informative, and aesthetically pleasing branded video content on digital media platforms in order to create positive consumer involvement, trust, and relationship-building rather than making impulse purchases. Therefore, we present a conceptual framework that identifies several key consumer-based antecedents to VCM, including uses-and-gratifications (U&G) informed functional, hedonic, and authenticity-driven motives for viewing video content. Intra-interaction outcomes of VCM at the first tier include cognitive, affective, and behavioral engagement to take advantage of brand-related sense-making, identification, and citizenship behaviors. These relationships work their way back up and correspond to extra-interaction outcomes of brand trust and attitudes at the second tier, feeding into value-based third-tier outcomes of consumer as well as firm brand equity. We end by formulating a set of Fundamental Propositions regarding VCM and outline the most important implications that have arisen from our analysis.

Keywords: Video Content Marketing, Brand Engagement, Consumer Trust, Sales Strategies, Digital Marketing and Uses-and-Gratifications.

I. INTRODUCTION

Companies like Rolex, Nike, Coca-Cola, and the New York Times have already successfully leveraged video content marketing in their campaigns. So, VCM is indeed an essential and increasingly growing instrument to elevate the sense of awareness, engagement, lead conversion, trust, and loyalty amongst consumers. Being a fast-rising medium of VCM, the statistics in its adoption are rising, and the revenue generated in doing so is creating multibillion-dollar opportunities for

businesses [1]. Given the trend of learning about products through engaging video content instead of the more traditional advertising, there can be no better relevance of VCM for today's digital landscape.

VCM is the process of creating and distributing valuable and relevant video content to educate and connect with current and potential customers. This is valued as a core element in relationship marketing that deepens the ties and attachments between consumers and brands, which eventually allows for improved firm performance. Unlike typical advertising, which focuses its message mainly toward persuading the consumer into an immediate purchase, VCM values consumers' appreciation of the brand by adding value to their experiences. This is as basic as educating them about the brand through engaging videos, tutorials, and storytelling.

While traditional advertising is myopic in scope and rather mid-term oriented, if short-term sales explosions are what its aim is for instance, VCM focuses on creating long-term engagement and loyalty of the consumers through trust and meaningful connection. Offering consistent and worthwhile video content, companies could create a more rewarding exchange in terms of engaging with the consumer, who in turn demonstrates greater loyalty and advocacy. Again, the feature of user-generated video content coincides with the empowered and proactivity consumer culture trend, further diversifying the landscape of VCM. This means VCM will enhance the related brand images and, consequently affect sales by enhancing continued consumer interest and familiarity with the brands [2].

Firm-based video content marketing (VCM) enjoys a lot of benefits, such as this ability to better engage the target market by possibly decreasing the marketing cost. Such cost efficiency could in turn reduce the reliance on traditional advertising and personal selling efforts. According to anecdotal evidence, content marketing may run three times cheaper than conventional marketing approaches while providing three times as many sales leads. For a consumer, VCM enables the access of preferred content, thus offering opportunities for learning brand-related concepts, entertainment, and increased convenience-all toward a more valuable output.

While the subject is becoming increasingly critical, there has been far from the speed of that change in terms of academic contributions toward an area of knowledge urgently needed that this paper intends to contribute to. We follow the steps mentioned above using definitional and conceptual work to explore this gap by developing a conceptual framework outlining how VCM is related to key consumer-based antecedents and consequences. That will present, in effect, an outline of the theoretical foundation with the articulation of a set of FPs related to VCM, promising valuable insights for practice as well as for future research.

Our contributions are multi-faceted. Definition of VCM: This would be based on a comprehensive literature review. Framing of the Conceptual Structure: In line with the assumption that knowledge is not only advanced by studying concepts, but also by conceptualizing the relationships between concepts; we will generate a framework capturing VCM against its consumer-based antecedents and its first, second, and third-tier consequences. The first-tier effects in VCM occur in particular interactions, while the second and third-tier effects occur over a range of engagements. The second-tier effects in VCM result from direct effects of specific interactions, with third-tier effects focused on value created for both consumers and firms through VCM projects [3].

Our work advances knowledge concerning the processes by which value is created in VCM, and therefore our research contributes to the emergent field of knowledge in this area. Then, we will present a set of FPs that capture the conceptual relationships advanced in our framework. In contrast to research propositions that are empirically testable, our FPs will articulate the conceptual domain and relationships of VCM at an abstract level of theory. Given this current ignorance, we anticipate that our FPs will constitute an applied resource for readers interested in knowing about VCM, including theoretical relationships. For students or researchers at earlier stages, the FPs will constitute a basis for further research in this still-evolving field. That makes them penetrate the nature of VCM: the motivations driving consumer engagement and the outcomes influencing customer experience and relationship management to be understood in additional depth by practitioners.

II. VIDEO CONTENT MARKETING STRATEGIES

Content marketing is the strategic marketing format that focuses on creating and sharing valuable, relevant content in order to attract and retain a clearly defined audience — and, as such, does not necessarily require or imply a focus on drive sales. Traditionally, it has been used to convey information about a brand and to enhance its reputation. Early content marketing efforts include John Deere's The Furrow magazine, launched in 1895, which educated farmers on how to profit more using the farm tractors, and Michelin guidebooks appearing in 1900 [4], which offered drivers critical travel information. Jell-O also gave away cookbooks, teaching people how to use their products, through the door-to-door sales. For instance, the more recent example is Lego's Brick Kicks magazine, which has demonstrated that toy brands can align their content with educational initiatives to show that toys could also be used for pedagogical purposes. Such examples indicate how content marketing works toward ensuring that goals of a company align with customer needs in fostering engagement and building trust, hence the long-term relationship with consumers.

Video content marketing in the context of the above framework seems to be one of the powerful tools of the digital age [5]. Content types published have diversified to video, blog, white paper, case study, and social media in the content mix of VCM. In contrast to most traditional advertisements, VCM aims at creating appealing and educative content that must engage the target audience to a greater extent. It should be such that, apart from being entertaining, it also educates the consumer, giving them scopes to interact and provide feedback via various channels within the content marketing funnel.

High-quality video content generation is a learning and evaluation process that develops engagement with the target audience. Good content design should fulfill customer needs, and one characteristic feature of such valuable content is that instead of talking about company products and services, it first tries to get rid of the problems that customers may face. A good piece of video content can often avoid direct references to a company or its offerings, instead focusing on topics in which the company has an area of expertise. To develop relevant and meaningful video content, companies must be sensitive to their customers' informational needs, attained via listening, or doing, customer feedback gathering, and social media monitoring. In this regard, a good video content marketing strategy manifests six elements as follows:

- The Medium Element: The nature of the platform used for content distribution; it could take the form of social media channels, video-sharing sites, or the company's website.
- Strategic Element: The video in content development strategy with the overall marketing goal in mind and of customer expectations.
- Formative Element: Brand image building through consistency of video messaging and visual identity across types of content forms.
- Intrinsic Element: Organic content development that involves user-generated content and organic, unprompted conversations among consumers regarding the brand.
- The Engagement Element: Engaging through comments, shares, and likes to create a community around the brand.
- Value Element: Value insights that will help customers navigate through their challenge-thus contributing to higher levels of loyalty and sales.

By focusing on these elements, brands can use video content marketing to strengthen consumer engagement and push sales growth, concreting their positions in a competitive marketplace.

2.1 NAVIGATING THE PATH TO STRATEGIC CONTENT MARKETING

Since there are so many different social media platforms, all opportunity for communication and cooperation with stakeholders must be taken. The strategic component involves, among other things, the aim, systematicity, and coherence of content, which must be created aligningly with the overall strategy of the enterprise as a brand [6]. Success in strategic content can be measured by the reaction it provokes from the target audience.

The formative dimension is about brand characteristics, purpose, and values, which then must be celebrated through compelling storytelling. This kind of a brand humanizes the brand and increases its value. Its content does not have that stance of imposition or that sense of intruding on typical online conversations of the consumer [7]. Organic messaging on

social media places a warm touch while building a conversational tone for the brand thus involving more and more users in topics close to them or their passions.

Communication element talks of the method through which content reaches the target audience. It talks of having educational, entertaining, and informative values as aspects that make brand stories relevant to customers' informational needs within an attractive and worthwhile value. Above all, customers smile and feel important. There must be enough information that shows relevance; otherwise, the content will not be able to attract customers into engagement.

What the users should do after consumption, be it forward it to their friends, new content that would be devoted to that particular piece of content, or alteration of perspectives and practice towards the brand in such a way that they become brand ambassadors, this is the corollary element. This would guide the companies to design a content marketing strategy by navigating the strategic elements vertically, with the illustration of paths for growth and execution horizontally. This model explains the key components of a content marketing strategy, customized to the maturity level of the company in its level of maturity regarding its level of maturity in content marketing practices-emerging, developing, or maturing.

As companies continue their journey through various generations of content generation, they learn more about content marketing practices. An increase in the variety of content reduces the focus on sales promotional content, while increasing educative content strengthens their strategy. Companies that have moved further forward spend more percentage of their budget on content marketing, resulting in a clear and articulated content strategy. This is a path companies can take to move toward transformation, streamlining, optimization, and acceleration in content marketing efforts.

3.2 STRATEGIES FOR EFFECTIVE CONTENT MARKETING IN SOCIAL MEDIA

Social media-based content marketing is one of the most significant means through which brand awareness is generated and customer loyalty is increased. Managers and marketers use a wide range of techniques to involve audiences and further the visibility of the brand. The approaches that appear to appeal to customers through updates related to products, stories of involvement with the community, and relevant surveys create initial connections, whereas the approach to fulfilling customer needs through feedback and polls helps refine offerings. Set up hubs that focus on company offers on platforms such as Facebook and YouTube to share success stories and promotions [8]. The more one-to-one conversations, also called 'connections,' and individualized blog posts which aim to solve customer concerns, create sales and sustain long-term relationships. Content must be customized to fit the unique profiles of different platforms, where LinkedIn may be an influential tool for employee advocacy in gaining trust and relational marketing. Video content, particularly on YouTube, has proven highly successful in the B2C scenario since video content can entertain and educate simultaneously, thereby really boosting brand loyalty. Blogging is the next important tool with which emotional bonding with the user is made and customer loyalty is maintained through critical and on-time updates. The bottom line to measure is the user's interaction; the amount of engagement from posts of a brand would indicate the effectiveness of communication and will go on to affect the future distribution of content. In addition, appeal is another powerful enforcer for user perception and engagement with the message; the positive appeals usher interaction in terms of shares and likes and therefore reinforce the brands' presence in social media. Flow Strategy Explanation:

- Target Audience Identification: Who is your target audience and what do they need?
- Clear Objectives Setting: What do you want to achieve with content marketing?
- Content Strategy: "Plan about what type of content you are going to create and the kind of themes that need coverage and at what time you will post it."
- Quality Content Creation : Make the content attractive, informative, and according to the preferences.
- Optimize on Every Platform: Tailor the content to each unique platform-whether that is Facebook, Instagram, or LinkedIn .
- Schedule and Post Content: Use tools to schedule posting times which are optimized for engagement .
- Interact with Audience: Respond with comments, shares, and direct messages from followers .
- Analyze Performance: Utilize analytics tools which measure whether the content is performing and how the audience is engaging .

- Iterate and Get Better: With the power of knowing analytics, refine the strategy with improvement in future content.

3.3 ANALYZING THE RISE OF VIDEO CONTENT WITH B2B AND B2C

Content marketing strategies have distinct signatures contingent upon whether they are used in B2B or B2C environments [9]. A key defining feature is the use of video content to enhance brand engagements and increase sales numbers. In B2B, content has internal and external users. Internal users are corporate as well as employee users. They are the mouthpieces of the organization. They team up to create content. They communicate in a more personal and relatable way, effectively using video content to communicate brand messages. External users include corporate, customer, professional, and civil stakeholders who significantly affect the distribution and credibility of video content.

In B2B contexts as in figure 1, credibility and trustability are very crucial as most of the organizations rely more on messages coming from well-known sources than on those coming from unknown people, which is more common in the B2C context. Thus, B2B marketers need to have a supportive video approach with content that is informative and not overtly promotional. Video content should be attractive, useful, and at appropriate times to engage both current as well as potential customers.
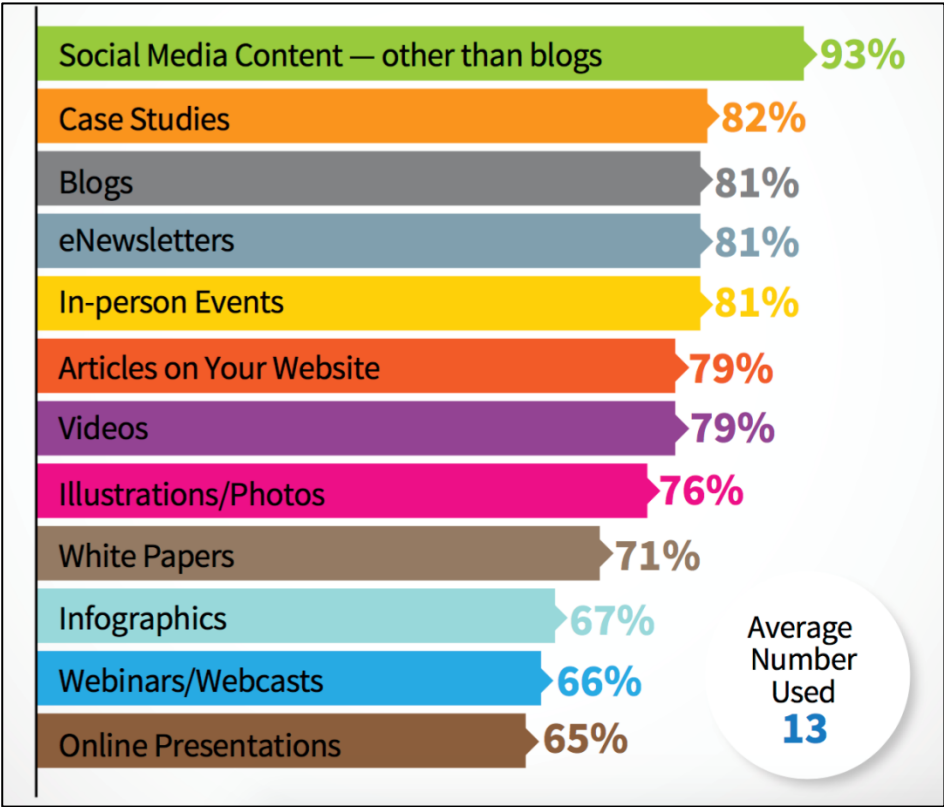

Figure 1: Graphical view of B2B in marketing

On the other hand, companies believe that video content will be an important way through which a company engages end consumers and other businesses along its network. Such two-way engagement is critical in developing an appropriate relationship and brand perception. Companies should, therefore, develop robust strategies embracing monitoring and listening to audience feedback, allowing employees to represent the brand authentically, and creating compelling video narratives that clearly appeal to them [10].

The fundamental elements of a best video content marketing strategy are:

- Following and Listening: Keep track, in detail, of the audience's engagement with the video content and demonstrate critical listening to help develop future strategies.
- Enabling Employees: Engage employees in creating video content-this allows them to share their opinion, connect, and easily reach out to the audience.
- Compelling Content Creation: The excellence and engagement in video content will best serve a brand's self-values as well as its offerings, answering the needs of the targeted audience.
- Electronic Word of Mouth Activation: Align with the opinion leaders and industry leaders to leverage reach and credibility through co-creation of video content.
- Channel Selection and Evaluation: Appropriate channel selection for distribution would vary depending on the choice of the target audience and the feature of the platform that is being utilized
- Integrate into the Marketing Mix: Let's co-opt video content marketing with all other marketing activities to truly carry a very cohesive brand message in order to increase engagement from customers.

With this, there is a great opportunity for companies to bank on video content marketing's increased popularity in engaging brands to increase higher sales rates. Social media is dynamic; therefore, companies have an opportunity for both consumers and businesses in the market to have strong relationships, making video content a critical component of their overall marketing strategy.

3.4 FIRM-GENERATED AS WELL AS USER-GENERATED MODEL

FGC is the branded-created and shared contents that communicate to its followers on social media. This service helps increase awareness levels in the brand and enhances the recall levels of its brand. The audience can get an appropriate and pleasurable message from the company showing its empathy towards their needs and problems while depicting humanity in the brand [11-13].

All of the content generated by consumers about the brand, to be shared with others, is known as UGC. UGC cannot be measured and has no price, but it does hold a certain level of authenticity to the brand message. Because the consumer is creating content, they automatically share it with others within their network and will spur organic eWOM, which creates a high engagement. Because the sharing ability of UGC promotes the effectiveness through which the marketing message is spread, it eventually creates a more favorable brand perception. UGC matters because, as reported by Raji et al. (2019), its manifestation heralds the shift in dynamics that occur in marketing-speak-from passivity to integration as part of the process of content creation; stronger relationships between brands and consumers are established and more authentic interaction is fostered as in figure 2.

Figure 2: Video marketing strategy in media

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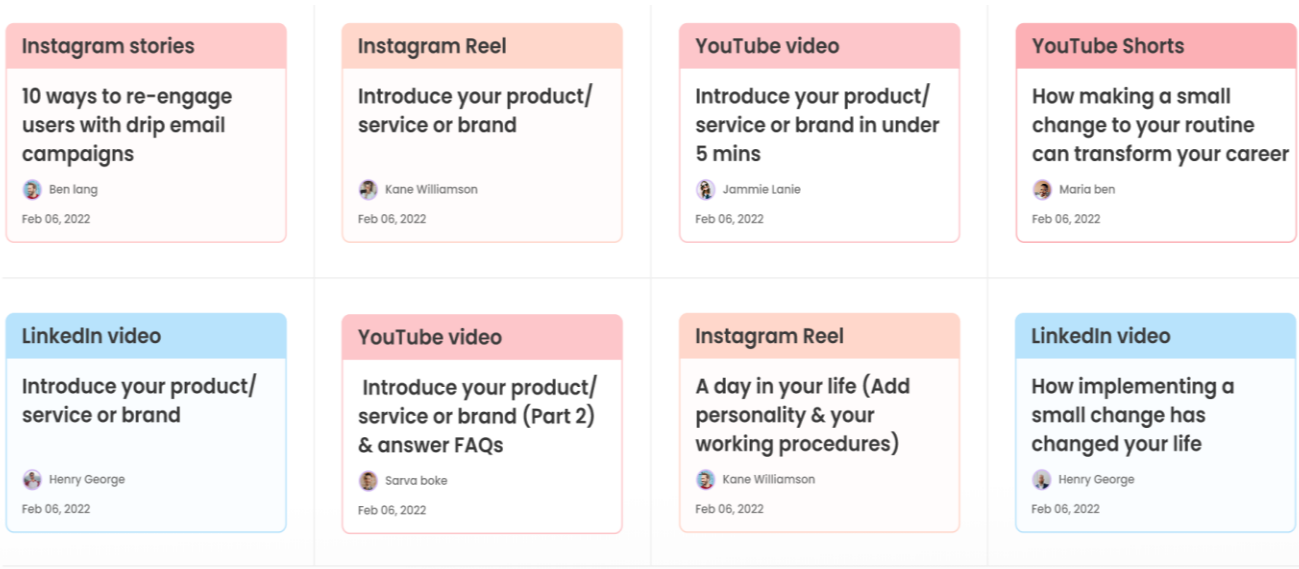
3.5 INBOUND MODELLING

A new discipline emerges within the digital marketing space, where one seeks to attract potential customers with 'attractive content' rather than traditional push tactics, including outbound marketing [14-16]. These tactics harmonize perfectly with video content marketing, and it creates an opportunity for brands to reach consumers in a more meaningful way. A number of the key tenets of inbound marketing include:

Content marketing is the provision of valuable, relevant, and informative video content to attract and retain a clearly defined audience that is passionate about the product. This video strives to address the pain points and interests of the audience and creates a sense of belonging through interaction with them. Social media marketing simply means interacting in social channels to share your video content and connect with the followers to encourage conversations and dialogue. Search engine optimization simply means adjusting your video content for optimal visibility on search engines and on social platforms in order to get the right eyeballs. In acknowledgment of Patrutiu-Baltes (2016), the inbound marketing efficiency also relies on creating and maintaining long-term relationships with customers. Brands are able to quickly define their target personas and can be able to find a video content strategy specific to topics they may find through SEO research [17].

- FGC and UGC in Inbound Marketing: As organizations navigate the landscape of inbound marketing, the integration of FGC and UGC becomes increasingly more critical. The union of the two content types allows brands to come together to form an integrated approach to marketing, harnessing both the authoritative brand messaging and the authentic voice of the consumer.
- Monitoring and Listening: Brands need to be monitoring engagement metrics closely to understand how both FGC and UGC engage their audience.
- Empower Users: Makes the users to create and share videos talking about the brand will give further consumer engagement as well as the feeling of belonging.
- Powerful Storytelling: Using FGC with UGC ensures a powerful narrative that connects to the audience, thus improving the perception and loyalty of the brand.

In a nutshell, the growth of video content marketing practices has immense implications for engagement rates and sales of brands. Understanding the differences in FGC and UGC and their implementation with inbound marketing concepts gives the chance to connect meaningfully with audiences from the viewpoint of brands [18]. This type of holistic practice is as effective in raising brand awareness as it is in achieving a devoted community that is constantly involved with the process of developing the narrative of a brand and thus fosters business sustainability [19,20]. The table 1 summarizes the whole concept behind the model.

Table 1: Summary of Video Content Marketing Strategies

Section	Key Points
Definition of Content Marketing	Focuses on creating and sharing valuable content to attract and retain a defined audience; enhances brand reputation. Early examples include John Deere's *The Furrow* and Michelin guidebooks.
Video Content Marketing (VCM)	A powerful digital tool that diversifies content types (video, blog, social media); aims to educate and engage rather than just promote.
Characteristics of Valuable Video Content	Addresses customer problems first, avoids direct promotion, and aligns with customer informational needs through feedback and social media monitoring.
Six Elements of a Good Video Content Strategy	1. **Medium Element:** Platforms for distribution (social media, websites). 2. **Strategic Element:** Aligns video content with marketing goals. 3. **Formative Element:** Builds brand image through consistent messaging. 4. **Intrinsic Element:** Encourages user-generated content and organic discussions. 5. **Engagement Element:** Promotes community through interactions.

	6. **Value Element:** Offers insights to assist customers, fostering loyalty and sales.
Navigating Strategic Content Marketing	Importance of aligning content with overall brand strategy; storytelling humanizes brands and involves users. Successful content triggers reactions from target audiences.
Social Media Content Marketing Strategies	Engages audiences through updates, community stories, and feedback; emphasizes the need for personalized content across platforms.
B2B vs. B2C Video Content	B2B requires credibility and informative content; B2C focuses on engaging end consumers through two-way communication.
Firm-Generated Content (FGC) vs. User-Generated Content (UGC)	FGC enhances brand awareness; UGC offers authenticity and boosts engagement through organic sharing.
Inbound Marketing	Attracts customers through valuable content instead of push tactics; integrates FGC and UGC for effective brand messaging.

IV. CONCLUSION

The video content marketing approaches have totally transformed the way brand engagement and customer loyalty are viewed. As a mighty tool for the digital age, video content moves beyond traditional marketing methods as it combines education and entertainment with the approach to a customer's needs, thereby integrating different types of content-from firm-generated to user-generated content-into strategy in building authentic connections and improving perception. It depends on some key elements, for instance, which is target audience identification, clear setting of objectives, and making qualitative content. Social media plays an important role in magnifying brand views. YouTube, Facebook, and LinkedIn have emerged as mainstream channels through which interesting video content can be distributed. Inbound marketing practices that have evolved in attracting customers via valuable and relevant content show that long-term relations with the audience constitute the importance. As organizations evolve and refine their content marketing strategies, it will shift toward more data-driven decision-making, equipping brands with a better understanding of customer expectations and expectations. In this regard, video content marketing is positioned to not only allow for higher engagement but also fuel sales growth, thus positioning brands on a more favorable footing in an ever-competitive marketplace. Adopting innovative video strategies will be the bottom line for companies looking to make use of the dynamic nature of this medium to increase the strength and power of their marketing, allowing them to continue to experience success.

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