# IMPACT OF SOCIAL MEDIA SHORT VIDEO MARKETING ON BRAND LOYALTY: THE STUDY REGARDING YOUTUBE WITH SPECIAL REFERENCE TO FOOD AND BEVERAGE INDUSTRY IN WESTERN PROVINCE IN SRI LANKA.

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## INTRODUCTION

This study investigates the impact of social media short video marketing on brand loyalty in the food and beverage sector, specifically on YouTube, in the Western province of Sri Lanka. The introduction of social media platforms, such as YouTube, has revolutionized how companies communicate with their customers and advertise their brands. With over 2.3 billion monthly active users, YouTube has become a significant platform for marketers to engage with their target audience. The food and beverage industry in the Western province of Sri Lanka is highly competitive, given the presence of a wide range of local and international businesses. In such a saturated market, understanding the influence of social media short video marketing, especially on YouTube, is crucial for companies to gain a competitive edge and enhance brand loyalty.

The research problem addressed in this study is how social media short videos impact brand loyalty in the food and beverage context. Short videos have gained popularity due to their brief duration, high entertainment value, ease of production, and easy sharing. They can increase brand loyalty, customer awareness, and the perceived value of a brand. However, there must be a theoretical gap in understanding the precise influence of short video marketing on brand loyalty in the food and beverage industry, particularly on YouTube, in Sri Lanka or Asia.

By bridging this theoretical and practice gap, this study seeks to provide valuable insights into how YouTube's short video marketing affects brand loyalty in the specific context of the food and beverage industry in Sri Lanka's Western province. Understanding these dynamics will help businesses optimize their marketing strategies and engage with their target market better. The significance of this study lies in its contribution to understanding how social media short video marketing impacts on brand loyalty in the food and beverage industry. It addresses research gaps regarding YouTube's role, the Asian context, and the specific industry. However, limitations include a limited scope, small sample size, and reliance on self-reported data.

This study provides insights for the food and beverage industry on brand loyalty and social media short video marketing, particularly in Asia and Sri Lanka. The lack of research on these topics highlights the importance of understanding the impact of short video marketing on brand loyalty. The findings can help companies utilize social media short videos in YouTube promotions to increase their impact and preserve brand loyalty. Businesses can attract customers and improve their marketing strategies by focusing on brand loyalty elements in social media videos.

Short video marketing has become increasingly popular on social media platforms like TikTok and Instagram. Research has shown that short video marketing can effectively increase brand awareness and consumer engagement and drive sales (Fan et al., 2021; Jung et al., 2020; Liu

et al., 2020). Short videos are typically less than a minute long and allow companies to communicate their brand values and personality concisely and visually appealingly.

Engaging content is a crucial element of successful short video marketing. Studies have found that interesting and relevant content attracts and retains viewers, drives customer engagement and loyalty, and increases the likelihood of purchase (Liu et al., 2019; Fan et al., 2019). Engaging content encourages consumers to share and spread the marketing message, fostering a positive brand perception (Jago et al., 2003; Chen & Rodgers, 2008).

Scenario-based experience in short videos can effectively engage and retain customers, build brand awareness, and increase the likelihood of purchase (Qin et al., 2018). By creating realistic consumption scenarios for viewers, brands can help consumers estimate brand value and the customer experience in advance (Liu et al., 2019). Using application scenarios enhances user engagement and participation in the video's scenes, further strengthening the brand-consumer relationship (Shahrajabian, 2019; Guo & Zhang, 2020).

User participation interaction plays a crucial role in short video marketing. Videos with high levels of user participation interaction, such as comments, likes, and shares, have greater reach, leading to increased brand awareness and customer loyalty (Zhang et al., 2016; Wang et al., 2018). Interaction between brands and consumers fosters positive brand attitudes, trust, and strong brand relationships (Hollebeek, 2011; Xing Yan & Ya-ping Chang, 2013).

Brand loyalty refers to consumers' tendency to choose a specific brand over others consistently. Behavioral loyalty represents observable actions, such as repeat purchases and recommending the brand, while attitudinal loyalty reflects consumers' emotional or psychological attachment to the brand (Nguyen et al., 2009; Yu & Kim, 2020). Both behavioral and attitudinal loyalty contribute to developing a solid brand and increasing brand value (Malai & Speece, 2005; Aaker, 1991).

Short social media videos can be utilized to improve brand engagement, according to Kumar et al., (2022). According to the survey, social media users who watch films on food and beverages are more likely to leave comments, like, share the videos, and follow the company on social media.

## METHODOLOGY
**Figure 1**
*Conceptual Framework*
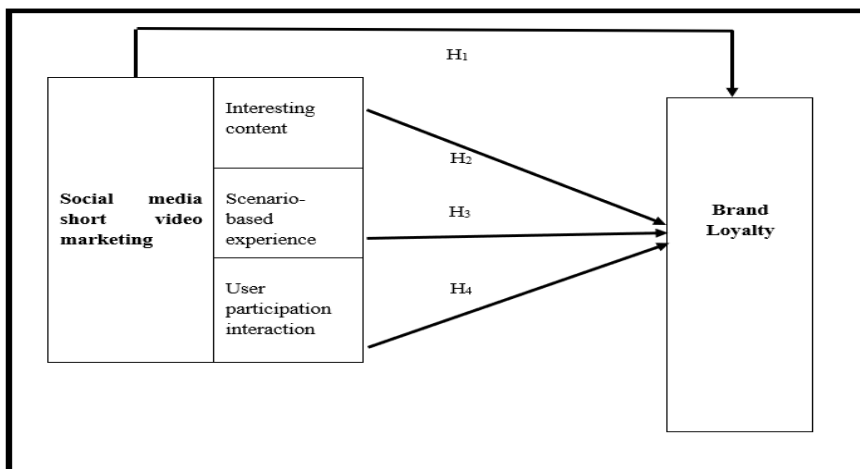
Hypotheses

$H_1$: There is a significant effect of social media short video marketing on brand loyalty.

$H_2$: There is a significant effect of interesting content on brand loyalty.

$H_3$: There is a significant effect of scenario-based experience on brand loyalty.

$H_4$: There is a significant effect of user participation interaction on brand loyalty.

The research design for the study on the impact of social media short video marketing on brand loyalty in the food and beverage industry in the Western province of Sri Lanka is based on the research onion model proposed by Saunders and Townsend (2018). This model guides the construction of the research methodology by systematically addressing different layers or phases.

The research philosophy, which forms the top layer of the research onion, is positivism in this study. Positivism involves examining facts and evidence to derive testable research questions and seek solutions based on empirical knowledge. The research approach is deductive, as it involves deriving specific conclusions based on previous probabilities and testing them through data collection. The research strategy employed is the questionnaire survey approach, with a structured questionnaire consisting of closed-ended multiple-choice items. The sampling technique used is characteristics sampling, a non-probability sampling technique focusing on participants willing to participate in the study. The study population comprises food and beverage consumers in the Western province of Sri Lanka. The sample size is determined to be 384 participants.

Data collection involves the use of primary and secondary data. The questionnaire collects Primary data using Likert scales to measure responses. Secondary data is gathered from reputable sources such as journal articles, e-books, websites, government sources, and theses. The data analysis plan includes descriptive statistics and multiple regression analysis. Descriptive statistics will summarize and interpret the data, while multiple regression analysis will assess the relationships between variables. The Statistical Package for the Social Sciences (SPSS) software will be utilized for data analysis. To ensure the instrument's reliability, Cronbach's alpha will be calculated to measure internal consistency. Reliability and validity are crucial considerations in this study, with reliability referring to the consistency of measurement and validity relating to the accuracy of measurement.

## RESULTS AND DISCUSSION
### Table 1
*Validity*

| Test | Validity KMO | Sig. |
|------|------|------|
| Interesting content | 0.740 | 0.000 |
| Scenario-based experience | 0.770 | 0.000 |
| User participation interaction | 0.726 | 0.000 |
| Behavioral | 0.665 | 0.000 |
| Attitudinal | 0.656 | 0.000 |

The results of the factor analysis can be accepted. The KMO Value is higher than 0.5. Moreover, the significance level of Bartlett's test of sphericity is less than 0.05.

**Table 2**

*Relatability*

| Dimension | No. of Items | Cronbach's Alpha | Anova Value | Comment |
|---|---|---|---|---|
| Interesting content | 4 | 0.704 | 0.000 | Accepted |
| Scenario-based experience | 4 | 0.754 | 0.003 | Good |
| User participation interaction | 4 | 0.763 | 0.003 | Good |
| Behavioral loyalty | 3 | 0.712 | 0.000 | Accepted |
| Attitudinal loyalty | 3 | 0.709 | 0.005 | Good |

The table demonstrates that all KMO values are more significant than 0.5, and the sig. values of the Bartlett's were less than 0.05. As a result, all of the dimensions' convergent validity requirements were met.

**Table 3**

*Coefficient Analysis Table*

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | $\beta$ | Std. Error | $\beta$ | | |
| (Constant) | 1.108 | 0.168 | | 6.581 | 0.000 |
| Interesting content | 0.206 | 0.050 | 0.206 | 4.112 | 0.000 |
| Scenario-based experience | 0.242 | 0.052 | 0.259 | 4.679 | 0.000 |
| User participation interaction | 0.298 | 0.047 | 0.338 | 6.312 | 0.000 |
| $R^2$:0.506; F:129.843($p<0.01$) | | | | | |

Considering the above table, the unstandardized coefficient, B1, for interesting content equals 0.206. This means that for each one-unit increase in interesting content, there is an increase in brand loyalty of 0.206 times units. The unstandardized coefficient, B2, for scenario-based experience, equals 0.242. This means that for each one-unit increase in scenario-based experience, there is an increase in brand loyalty 0.242 times units. The unstandardized coefficient, B3, for user participation interaction equals 0.298. This means that for each one-unit increase in user participation interaction, there is an increase in brand loyalty 0.298 times units.

From the above results, it is evident that the interesting content, scenario-based experience, and participation interaction have unstandardized coefficients of 0.206, 0.242, and 0.298, respectively, and the following regression equation can be derived from the available data for predicting brand loyalty from social media short video marketing.

$$Y=0.108+(0.206) X1 +(0.242) X2 +(0.298) X3$$

(Y= Brand Loyalty, X1 = Interesting content, X2 = scenario-based experience, X3 = participation interaction)

**CONCLUSION AND IMPLICATIONS**

According to the literature, there is a connection between interesting content and brand loyalty (Pai et al., 2019), there is a connection between interesting content and brand loyalty (Qin et

al., 2018), there is a connection between interesting content and brand loyalty (Wang et al., 2018). This study further confirms them.

Based on the above discussion section, by improving the organizational effort, interesting content, scenario-based experience, and user participation interaction, the food and beverage sector that produces and sells food and beverages can increase brand loyalty.

Brand loyalty is enhanced by 58% through interesting content. When businesses employ short videos for marketing, they should carefully review the substance of the videos and produce short video content that is both very entertaining and highly interesting.

Scene-based experiences positively impact brand loyalty. It is 63% in percentage. Through intricately produced life and consumption scenes, companies using short video marketing can provide customers with a scene that can be sensed. User participation interaction has the highest impact on brand loyalty. It is 65% in percentage. Businesses that employ short video marketing should encourage more people to participate in producing and replicating these videos and encourage regular, friendly interactions amongst them to help consumers better understand the brand and develop a favorable opinion about it.

*Keywords:* Brand loyalty, food and beverage sector, short video marketing, social media, youtube

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