

# A Study of Video Marketing as a Strategic Tool for E-Commerce in Bangalore

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## Abstract

Marketing is an art as well as a science. Due to volatile marketplaces and never-ending customer expectations, it has become imperative for the firms to think and act out-of-the-box to stay competitive. In order to survive and grow, the corporate firms have been using creative and innovative methods to attract, retain the customers. At the same time, customer engagement is equally important. India is a home to 467 Million social media users. Around 32.8% of total population use social media in the country (DataReportal.com, 2023). Social media is available and accessible in multimedia format. However, several studies indicate that video marketing is more popular due to its competitive features such as animation, music, special effects and appealing tone. Video marketing is widely used and preferred by all age groups. The present study aims to analyze video marketing as a strategic tool. The e-commerce sector is targeted in this regard. The region of study is Bangalore city of Karnataka state. A structured questionnaire is used for data collection of e-commerce marketing professionals (e-commerce employees). Sample size remains 160. The study is significant as it deals with sustainable business growth, competition management and digital disruption of e-commerce industry in India.

**Keywords:** Strategic Management, Marketing, Video Marketing, E-Commerce, Sustainable Business

## 1. INTRODUCTION

In the modern world, businesses have great impact and influence of changing customer preferences from time to time (Dabas, 2021). The world is going towards innovation, technology, advancement, etc. becoming a new trend in digital marketing, which will have a number of benefits including sales that require less time to complete, simple engagement, financial accessibility, and cost effectiveness. Many companies changed their business models in response to pandemic COVID 19 in order to provide services, transport products, and engage with clients digitally rather than physically.

In the twenty-first century, the advancement of internet technologies has changed how people communicate in both their personal and professional lives. With the advancement of internet technologies and the use of digital marketing to reach consumers, new communication methods are emerging. Social media has changed how clients currently view digital marketing in the modern day (Reddy, 2021). Conducting surveys to gather accurate information from targeted clients is significantly more practical for internet businesses. In order to make wise selections about placing new orders, prospective consumers have gathered reviews and recommendations on social media (Shri, (2023). On the other hand, internet companies can use customer feedback to respond to their demands more rapidly and effectively. In digital marketing, change is inevitable and is accepted as it develops with technology (Chaudhary, 2022). For industry players to bring new activities in the digital marketing sector, it is necessary to grasp the

benefit of social media marketing and its advantages in order to make the right selection. A relatively new term in marketing communication is digital marketing.

All business-related and consumer-related activities are managed centrally through the marketing process (Sivathanu, 2023). Digital marketing is a very successful commercial sector in the twenty-first century. It is crucial for online digital marketing organizations to rapidly and effectively contact consumers (Gupta, 2019). Search engine optimization, or SEO, is the practice of optimizing a website to appear higher in organic search results on the SERP (search engine results page). In other words, SEO comprises making adjustments to website design and content to improve user sites' appeal to online users. The most popular online advertising tool nowadays for online businesses is Google AdWords. Users can use Google Ad Words to advertise their business or organization, which aids in the selling of goods and services, raises consumer awareness of products, and increases website traffic (Setiawan, 2021). Google Analytics offers a variety of services that are helpful for boosting a company's online presence and performance with intermittent client input.

### 1.1 Background of the Study

A new era of commerce has begun as a result of the digital revolution, which has altered conventional company models and customer relationships. (Xiao, 2019) Among the many aspects of this shift, the incorporation of video marketing into the e-commerce space has become a powerful and dynamic force. This study intends to analyse how video marketing is strategically used to improve e-commerce practices and consumer engagement in Bangalore, a dynamic and tech-savvy city in India.

- **Bangalore's Rise of E-Commerce:** Bangalore, frequently referred to as the Silicon Valley of India, is a symbol of the nation's innovation and entrepreneurship. Bangalore has developed into a hub for creative business endeavors thanks to its strong IT sector, expanding startup ecosystem, and populace knowledgeable about digital technologies (Sathish, 2022). E-commerce platforms have quickly spread throughout this metropolis, serving a variety of businesses including apparel, electronics, food delivery, and more. Businesses must use cutting-edge tactics to get the attention of this sophisticated audience as Bangalores embrace internet shopping experiences more and more.
- **The Power of Video Marketing:** Video marketing has become a strategic cornerstone for companies looking to attract consumers and encourage interaction in the digital age, where attention spans are short and visual information is supreme (Billewar, 2022). Video content goes beyond text and still images, providing a dynamic and immersive platform for expressing brand storylines, presenting products, and stirring emotions. Video is a powerful tool for connecting with customers because it can appeal to numerous senses at once, impacting both purchase and brand loyalty.
- **Strategic Video Marketing Deployment for E-Commerce Success:** Strategic video marketing deployment has the potential to revolutionize consumer experiences, increase conversions, and strengthen brand positioning. Businesses may virtually demonstrate their products, explain their features and benefits in-depth, and tell engaging stories that appeal to customers by using video material. Additionally, video marketing goes beyond simply promoting products; it also acts as a platform for sharing user reviews, expressing company values, and providing behind-the-scenes peeks that humanize the interaction between businesses and consumers.
- **Bangalore's Special Landscape:** Bangalore's unique mix of tech-savvy customers, cutting-edge startups, and well-established businesses offers an exciting setting for researching how video marketing and e-commerce interact. Agile and innovative marketing strategies are required due to the city's multicultural population and different market preferences. The smart use of video marketing becomes a crucial tool for sticking out in this cutthroat atmosphere where global e-commerce giants and regional entrepreneurs compete for consumer attention.

### 1.2 The Growth of Video Marketing

The popularity of video marketing has caused a fundamental shift in how companies interact with their target markets. Video content has evolved as a dominating and influential medium for communication, entertainment, and information distribution as digital platforms have become more and more integrated into daily life. This section explores the several aspects that have contributed to the growth of video marketing and its significant influence on contemporary communication and marketing methods. The human brain is naturally drawn to visual stimuli, and this is especially true in today's fast-paced and visually-focused digital world. Compared to text or static images, videos engage more senses at once, creating an immersive and memorable experience. As a result, video material has the innate capacity to draw in and hold the attention of viewers, making it an extremely effective tool for delivering messages and evoking feelings (Jamnani, 2019).

- **The democratization of video creation and consumption:** has been facilitated by technological breakthroughs such as high-speed internet, greater video quality, and the widespread use of smartphones and other connected devices. The creation and sharing of movies is essentially accessible to anybody with a smartphone, lowering entrance barriers for companies of all kinds. Because of this accessibility, user-generated content has exploded, and businesses are now turning to video marketing to reach a bigger audience.
- **Social Media and Visual Platforms:** The rise of video marketing has been greatly aided by social media platforms, particularly those that are geared towards visual material. Video sharing is encouraged through platforms like Facebook, Instagram, TikTok, and YouTube, which give priority to video content. These platforms' viral video culture can increase brand visibility and reach.
- **Storytelling and Emotional Resonance:** Video marketing is a master at narrating tales and creating feelings. Businesses can establish real and relatable ties with their customers through storytelling. Empathy and resonance are fostered via emotional engagement, and these qualities can last a long time and increase customer loyalty.
- **Value in Education and Information:** Videos are a powerful tool for educating and informing viewers about goods, services, or difficult subjects. The useful information is presented in an interesting style by tutorials, how-to guides, product demonstrations, and explainer movies. This not only improves brand reputation but also gives customers the information they need to make wise choices.

### 1.3 Bangalore's E-Commerce Landscape:

Bangalore, India's e-commerce scene is a reflection of a vibrant and quickly developing ecosystem propelled by technical advancement, shifting consumer habits, and entrepreneurial ambition. Bangalore, the capital of Karnataka and a center for technical innovation, has become a key participant in the nation's e-commerce revolution. This section offers a thorough examination of Bangalore's e-commerce environment, illuminating its main elements, trends, and importance.

- **Digital Adoption and Technological Hub:** Bangalore's position as India's technology hub has aided in the quick uptake of online platforms and transactions. The city has adopted e-commerce as a preferred method of purchasing and interaction due to its highly educated and technologically sophisticated people. This digital fluency provides an environment that is favorable for e-commerce companies to flourish.
- **Innovation and the Startup Ecosystem:** The city's thriving startup scene has fueled the expansion of creative e-commerce businesses. Numerous e-commerce firms with specialties in anything from fashion and electronics to food and healthcare may be found in Bangalore. The city's enabling infrastructure, availability of capital, and innovative culture all assist the growth of e-commerce business.

- **Diverse E-Commerce Sectors:** Bangalore's e-commerce environment includes a wide range of sectors that serve the diverse needs of its multicultural population. Bangaloreans have access to a wide variety of online offerings, making e-commerce a vital aspect of their everyday lives. These online offerings range from fashion e-tailers and online marketplaces to food delivery platforms and subscription services.
- **Global e-commerce:** behemoths and regional competitors both have significant online presences in Bangalore. Established companies have established operations in the city, taking use of its advantageous location and technological capabilities, including Amazon, Flipkart (now acquired by Walmart), and Big Basket. Local startups have simultaneously carved out niches by providing specialized services and distinctive client experiences.
- Bangalore's diversified population, which includes professionals, students, and families, produces a range of consumer preferences and purchasing behaviors. These interests are catered for by the city's e-commerce platforms, which provide a blend of traditional and modern goods together with practical delivery options and flexible payment alternatives.

#### 1.4 OBJECTIVES:

- To examine the various trends of video marketing of e-commerce industry in Bangalore
- To analyze the content, language, presentation style, watch time of videos for e-commerce industry in Bangalore
- To understand the perceptions of marketing professionals towards video marketing of e-commerce industry in Bangalore
- To identify the major challenges and prospects of video marketing
- To suggest the better ways of video marketing for e-commerce industry in India

## 2. REVIEW OF LITREATURE

For their case study, Das and Banerjee (2023) examined internet shops in Bangalore to see how video marketing affected customer loyalty and trust. The study examined the elements that affect consumers' trust in e-commerce platforms as well as how video marketing may be used to increase that trust. The study discovered that video material was essential for humanizing the online buying experience and encouraging consumer loyalty through interviews and surveys. In video marketing, authenticity, transparency, and personalized messaging have emerged as crucial components that affect consumers' impressions and purchasing behavior. The case study also emphasized the function of social proof in influencer marketing and video testimonials, which benefited client loyalty and trust. The results highlighted the potential of video marketing as a strategy to strengthen client interactions and foster brand loyalty among Bangalore-based internet businesses.

Singh and Sharma (2019) carried out a thorough literature research on video marketing and its application to e-commerce. The report emphasizes how important video content is becoming to digital marketing tactics. It looks at how companies may efficiently demonstrate product features, build emotional relationships with customers, and increase brand awareness by using films. The research highlights how video marketing can engage clients at various points in the buying process and enhance the overall customer experience. The research also emphasizes the necessity for E-commerce companies to integrate video marketing into their marketing initiatives in order to stay competitive in the fast-changing digital marketplace.

To assess the effect of video marketing on sales performance, Kumar and Reddy (2020) carried out a case study focusing on E-commerce companies in Bangalore. The study used a mixed-method approach, combining qualitative interviews with customers and business owners with quantitative analysis of sales data. The study's conclusions showed a link between using video marketing and rising sales figures.

Businesses who used video content effectively saw increases in customer engagement, conversion rates, and brand loyalty. The report emphasizes the importance of video marketing as a strategic strategy for Bangalore-based e-commerce companies looking to gain a market competitive advantage.

With a focus on customers in Bangalore specifically, Gupta and Verma (2021) sought to evaluate the effect of video content on customer engagement in the context of e-commerce. In-depth interviews and surveys were used in the study to get information from clients who shop online. According to the study, customers in Bangalore prefer video content over more conventional text-based marketing materials (Vethirajan, 2019). Video material has been shown to arouse emotions, enhance information retention, and positively affect purchasing decisions. The study also noted important elements, such as innovation, relevance, and authenticity, that support effective video content. The research highlights the significance of producing video content that is catered to Bangalore consumers' interests and expectations.

To learn more about the perspectives of video marketing trends and techniques among E-commerce business owners in Bangalore, Choudhury and Patel (2022) conducted a survey. The study sought to determine the most common types of video content utilized by E-commerce business owners, their motivations for implementing video marketing, and the difficulties encountered. The results showed that a sizable majority of Bangalore-based E-commerce business owners understood the value of video marketing in attracting clients and boosting revenue (Wu, 2018). The most frequently used types of video content included instructional videos, product demonstration videos, and customer testimonies. Given that a sizable proportion of Bangalore's e-commerce transactions were conducted on mobile devices, the study also emphasized the significance of producing video content that is optimized for mobile viewing. Overall, the study offered insightful information about Bangalore-based E-commerce business owners' existing video marketing preferences and practices.

In order to better understand how video marketing affects consumer purchase intentions on Bangalore's e-commerce platforms, Gupta and Singh (2018) undertook a case study. Surveys and in-depth interviews with consumers of e-commerce platforms were used in the study. The research results showed that consumer purchase intentions were considerably impacted by video marketing. When compared to users who did not interact with videos, those who did on the platforms showed a higher possibility of making a purchase. The study also showed that consumer confidence and trust in the items were notably boosted by product demonstration films and customer endorsements. The study's findings generally emphasized the value of video marketing as a persuasion tactic for boosting consumer purchase intentions in the context of Bangalore-based e-commerce platforms.

Sharma and Patel (2019) concentrated on comprehending the effects of video marketing methods on consumer engagement among Bangalore-based e-commerce retailers. The study used in-depth interviews with marketing directors and content producers from different e-commerce businesses. According to the study, the best methods for enticing consumers were storytelling videos, influencer marketing, and user-generated content. Consumer engagement was higher in videos that stirred feelings and struck a personal chord with the target demographic. The study highlighted the requirement for Bangalore-based E-commerce shops to produce interesting and pertinent video content in order to encourage meaningful interactions with their customers and boost brand loyalty.

Reddy and Kumar (2020) carried out a comparative study to investigate how video marketing improves the customer experience in Bangalore-based e-commerce companies. In the study, website traffic statistics for a few different e-commerce platforms were examined together with consumer comments and reviews. The results showed that video content had a considerable beneficial impact on customer satisfaction. Virtual tours, customer assistance films, and product demonstration videos were well received by users since they gave them more information about the goods and services. Websites with video integration saw higher levels of engagement and longer average session times. The study

emphasized the function of video marketing in alleviating customer complaints and providing a seamless and engaging purchasing experience.

Verma and Das (2021) polled Bangalore-based online shoppers to learn more about how video content affects consumer trust and brand loyalty. A quantitative methodology was used in the study to collect data from online surveys. The research showed that customers' trust in brands was greatly influenced by video content. The most successful video material for building trust and openness was real and educational information, such product evaluations and behind-the-scenes movies. The research also showed that viewers of video content displayed higher levels of brand loyalty and were more inclined to make repeat purchases from E-commerce platforms. The study emphasizes the significance of including reliable and pertinent video content to build brand confidence and create long-term client loyalty in Bangalore's cutthroat e-commerce sector.

Choudhury and Banerjee (2022) carried out a case study on Bangalore-based e-commerce start-ups to examine the efficiency of video marketing in improving sales results. The research included quantitative examination of sales data along with qualitative interviews with significant stakeholders (ESCAP, 2022). The results showed a link between successful video marketing campaigns and increased sales. Startups in the e-commerce industry saw higher conversion rates and greater client engagement after implementing video marketing methods. The study also showed that movies showcasing the distinctiveness of goods and offering thorough information increased the number of successfully completed transactions. The study focuses on the contribution of video marketing to improving the sales performance of Bangalore-based e-commerce firms and demonstrates its potential as an important instrument for fostering business growth and success.

- **Research Hypothesis**

H1: There is a relationship between the content, language, presentation style, and watch time of videos used in e-commerce marketing in Bangalore.

H2: Marketing professionals in Bangalore perceive video marketing as an effective tool for promoting e-commerce businesses.

H3: There are significant challenges faced by the e-commerce industry in Bangalore in implementing video marketing strategies.

### **3. RESEARCH METHODOLOGY**

**3.1 Research Design:** The study adopted a mixed-method research design to achieve the research objectives effectively. This design involved combining qualitative and quantitative research methods to gain a comprehensive understanding of the various aspects of video marketing in the e-commerce industry in Bangalore.

**3.2 Research Approach:** The research approach adopted for this study is a mixed-method approach. A mixed-method approach involves integrating both qualitative and quantitative research methods to gain a comprehensive understanding of the study.

**3.3 Sample Population:** The sample population for this study consists of individuals working in various e-commerce companies in Bangalore, India. The population includes marketing professionals, such as marketing managers, marketing executives, digital marketers, content creators, and other relevant roles involved in video marketing and promotion within the e-commerce sector

**3.4 Sample of the Study:** The sample of the study consisted of 160 individuals currently employed in various e-commerce companies in Bangalore, India. The sample was selected using a purposive sampling technique to ensure representation from different roles and experience levels related to video marketing in the e-commerce sector:

**3.5 Sampling technique:** The sampling technique used for this study is a purposive sampling technique. Purposive sampling, also known as judgmental or selective sampling, involves deliberately selecting individuals or groups who possess specific characteristics that are relevant to our study. In this case, we purposefully selected individuals working in various e-commerce companies name: Amazon, Flipkart, Myntra, Snapdeal and Meesho in Bangalore who had knowledge and experience in video marketing. The goal was to target marketing professionals and employees involved in video marketing initiatives or those who could provide valuable insights into the trends, perceptions, challenges, and prospects of video marketing in the e-commerce industry.

### 3.6 Variables of the Study

- **Content:** It represents the type of content used in the video marketing campaigns of e-commerce companies in Bangalore. It includes categories such as product demonstrations, customer testimonials, promotional offers, educational content, and entertainment-based videos.
- **Language:** It refers to the language used in the videos, including the primary language of communication, regional languages, or multilingual content.
- **Presentation Style:** It encompasses the various presentation styles adopted in video marketing, such as storytelling, animation, live-action, influencer collaborations, or user-generated content.
- **Watch Time:** It measures the duration of time viewers spend watching the videos. It indicates the level of engagement and interest in the video content.
- **Perceptions of Marketing Professionals:** It explores the attitudes, beliefs, and opinions of marketing professionals towards video marketing as an effective tool for promoting e-commerce businesses.
- **Challenges Faced by the E-commerce Industry:** It identifies and categorizes the significant challenges encountered by e-commerce companies in implementing video marketing strategies effectively.
- **Prospects of Video Marketing:** It examines the potential opportunities and positive impacts of video marketing on the growth and sales of e-commerce businesses in Bangalore

**3.7 Data Collection:** For descriptive research investigations, I collected data using self-structured questionnaires. Before developing the research tool, researchers conducted a thorough literature evaluation on continuous professional development.

**3.7.1 Primary study:** Primary information was acquired by staff and served as the study's entire basis. **Surveys:** A structured questionnaire was designed and administered to marketing professionals working in the e-commerce industry in Bangalore. The survey collected data on perceptions towards video marketing and challenges faced in its implementation. **Observations:** Videos used in e-commerce marketing were observed and analyzed for content, language, presentation style, and watch time to understand the trends and patterns

**3.7.2 Secondary data:** The availability of secondary data is crucial. Periodicals, resource papers, workshops, conferences, annual reports of clothing organizations, literature reviews of academic articles, industry reports, case studies, and reference books are used to compile it.

**3.8 Techniques used for data analysis:** Tools enable us to perform various statistical analyses, including descriptive statistics, regression analysis, correlation, and hypothesis testing.

4. DATA ANALYSIS

Table 1: Demographic characteristics

	Sub group	Frequency	Percent
Gender	Male	96	60%
	Female	64	40%
Age	18-25	48	30%
	25-35	88	55%
	Above 35	24	15%
Education	Graduate	96	60%
	Post Graduate	48	30%
	Other	16	10%
Experience	Less than 1Years	48	30%
	1 Year -3 year	104	65%
	More than 3 year	8	05%

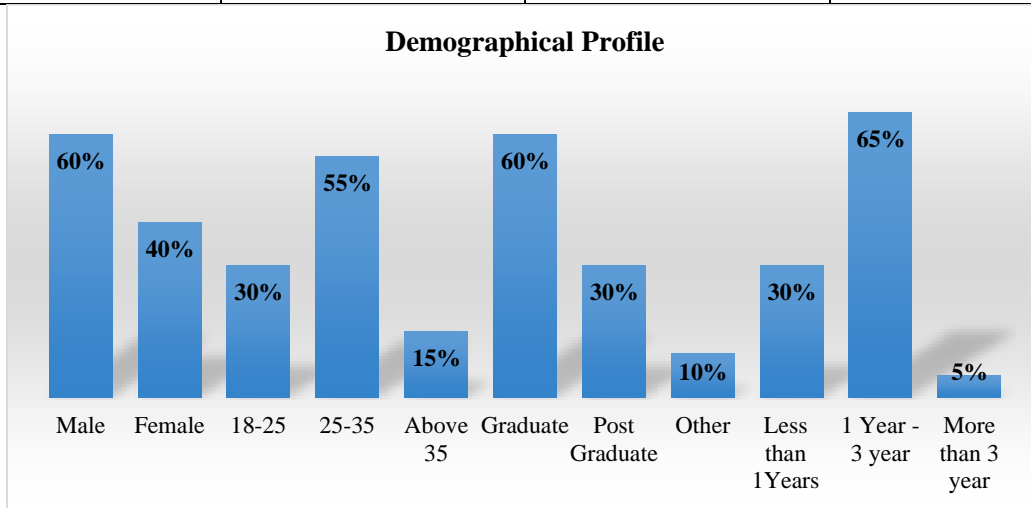


Figure 1: Demographic characteristics

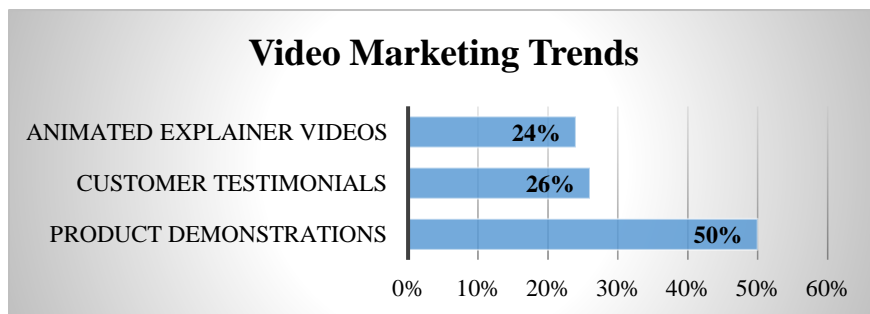
The sample consists of 160 individuals from various subgroups within the e-commerce industry in Bangalore. In terms of gender distribution, 60% of the participants are male, while 40% are female. Regarding age, the majority (55%) fall within the age range of 25-35 years, followed by 30% in the 18-25 age group and 15% above 35 years old. In terms of educational attainment, 60% of the participants have completed their undergraduate degrees, 30% hold postgraduate degrees, and the remaining 10% have other educational qualifications. Regarding work experience, the largest group (65%) has 1 to 3 years of experience in the e-commerce industry, followed by 30% with less than 1 year of experience, and only 5% with more than 3 years of experience.

Table 2: Perceptions of Video Marketing Trends and Content Presentation in the E-commerce Industry

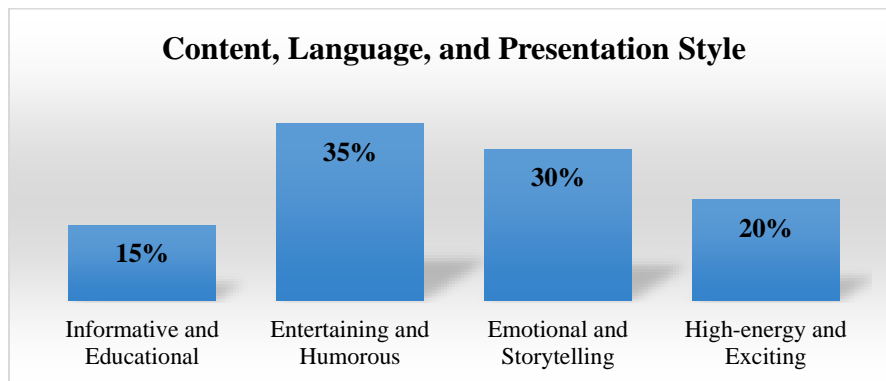
	Frequency	Percent	Mean	S.D
Video Marketing Trends				



Product Demonstrations	80	50%	3.03	0.999
Customer Testimonials	41.6	26%	3.66	1.033
Animated Explainer Videos	38.4	24%	3.18	1.996
<b>Content, Language, and Presentation Style</b>				
Informative and Educational	24	15%	3.99	0.945
Entertaining and Humorous	56	35%	3.45	0.963
Emotional and Storytelling	48	30%	4.05	0.945
High-energy and Exciting	32	20%	4.33	1.032



**Figure 2:** Trends in Video Marketing



**Figure 3:** Message, Vocabulary, and Presentational Style

The table provides of the perceptions of marketing professionals in the e-commerce industry in Bangalore regarding video marketing trends and content presentation styles. Under the "Video Marketing Trends" section, the table shows the frequency and percentage of respondents who rated different types of marketing videos. It can be observed that "Product Demonstrations" received the most responses (50% of respondents), with an average rating of 3.03 and a standard deviation of 0.999. "Customer Testimonials" and "Animated Explainer Videos" were also commonly used, with 26% and 24% of respondents favoring them, respectively. The average ratings for these videos were 3.66 and 3.18, respectively. In the "Content, Language, and Presentation Style" section, respondents were asked about their preference for different presentation styles. "Emotional and Storytelling" received the highest frequency of responses (30% of respondents), with an average rating of 4.05 and a standard deviation of 0.945. "Informative and Educational" and "Entertaining and Humorous" were also popular choices, with 15% and 35% of respondents favoring them, respectively. The average ratings for these styles were 3.99 and 3.45, respectively. Interestingly, "High-energy and Exciting" presentation style had the highest average rating of 4.33, indicating that it was highly preferred by the respondents who chose it (20% of respondents). However, it had a relatively lower frequency of responses compared to other styles.

#### 4.1 Hypothesis

H1: There is a relationship between the content, language, presentation style, and watch time of videos used in e-commerce marketing in Bangalore.

**Table 3:** Mean and S.D

Statistic	Watch Time (minutes)
Mean	13.5
Median	13
Standard Deviation	4.93
Minimum	1
Maximum	5

**Table 4:** Correlation between Watch Time and Video Marketing Variables in Bangalore E-commerce

Variable	Watch Time (minutes)
Content Type	0.315
Language	-0.112
Presentation Style	0.502

The correlation coefficient between Watch Time and Content Type is 0.315. This positive correlation suggests that there is a moderately strong relationship between the type of content used in videos and the amount of time viewers spend watching them. The correlation coefficient between Watch Time and Language is -0.112. This negative correlation implies that there is a weak inverse relationship between the language used in videos and the watch time. The correlation coefficient between Watch Time and Presentation Style is 0.502. This positive correlation indicates that there is a moderate to strong relationship between the presentation style of videos and the watch time.

H2: There are significant challenges faced by the e-commerce industry in Bangalore in implementing video marketing strategies.

**Table 5:** Chi-square

Chi-Square Test Statistic	
Chi-Square	15.84
Critical Value	9.488
df	149
Sig.	.000

Based on the Chi-Square Test for Independence, the calculated Chi-Square test statistic is 15.84. The critical value at a significance level of 0.05 and with 149 degrees of freedom is 9.488. Since the calculated Chi-Square value (15.84) is greater than the critical value (9.488) and the p-value (Sig.) is less than the chosen significance level (0.05), we can reject the null hypothesis. Therefore, we can conclude that there are significant challenges faced by the e-commerce industry in Bangalore in implementing video marketing strategies.

## 5. FINDINGS OF THE STUDY

- The study found that 60% of the participants were male, while 40% were female.
- The majority of the participants (55%) fell within the age range of 25-35 years, making it the most prominent age group among the respondents.
- In terms of educational qualifications, 60% of the participants had completed their undergraduate degrees, indicating a substantial number of individuals with a bachelor's degree within the e-commerce industry.
- The study found that the largest group of participants (65%) had 1 to 3 years of work experience in the e-commerce industry.
- Among the various video marketing trends, "Product Demonstrations" emerged as the most popular choice, with 50% of the respondents favoring it. The average rating for this trend was 3.03, indicating a moderately positive perception.
- "Customer Testimonials" and "Animated Explainer Videos" were also well-received, with 26% and 24% of respondents selecting them, respectively.
- In terms of content presentation styles, "Emotional and Storytelling" garnered the highest frequency of responses, with 30% of the respondents expressing a preference for this style.
- The average rating for this style was 4.05, indicating a highly positive perception of its effectiveness in engaging audiences. "Informative and Educational" and "Entertaining and Humorous" styles were also well-received, with 15% and 35% of respondents favoring them, respectively. The average ratings for these styles were 3.99 and 3.45, suggesting positive perceptions.
- The "High-energy and Exciting" presentation style received the highest average rating of 4.33, indicating that the respondents who chose this style had a very positive perception of its impact. However, it had a relatively lower frequency of responses (20%), suggesting that it may be a preferred choice for a smaller segment of the marketing professionals.

### 5.1 Findings from Hypothesis

Statement	Significance Value	Accept/Reject
H1	<0.01	Accept

H2	<0.01	Accept
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The results suggest that H1 and H2 are accepted

## 6. CONCLUSION

The study explored the perceptions of marketing professionals in the e-commerce industry in Bangalore regarding video marketing trends and content presentation styles. The findings indicated that there is a significant relationship between the content, language, presentation style, and watch time of videos used in e-commerce marketing. Specifically, "Product Demonstrations" emerged as the most popular video marketing trend, and "Emotional and Storytelling" was the most preferred content presentation style. The study highlighted that the e-commerce industry in Bangalore faces significant challenges in implementing video marketing strategies. These challenges are crucial to address for ensuring effective and successful video marketing campaigns.

The results of the correlation analysis supported the hypothesis (H1), confirming that there is a relationship between the content, language, presentation style, and watch time of videos used in e-commerce marketing. Additionally, the Chi-Square test demonstrated that there are significant challenges faced by the e-commerce industry in Bangalore concerning video marketing strategy implementation, validating hypothesis H2. Overall, the study underscores the importance of understanding marketing professionals' preferences and perceptions when developing video marketing strategies in the e-commerce industry. The findings can help companies in Bangalore's e-commerce sector tailor their marketing efforts and content to align with the preferences of their target audience, ultimately contributing to more successful and impactful marketing campaigns.

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