

A Study on the Impact of AI-Based Video Marketing on Consumer Engagement and Brand Awareness Through Social Media Platforms

Indumathi S* Dr Keerthi B S**

INTRODUCTION OF THE STUDY

Artificial Intelligence (AI)-based video marketing has become a significant trend in the modern digital marketing landscape, and organizations today are increasingly focusing on adopting AI-driven strategies to enhance their marketing effectiveness. Similar to how workforce diversity was considered a critical factor in organizational performance, AI-based video marketing is now viewed as an essential tool for improving consumer engagement and strengthening brand awareness.

Researchers and industry experts highlight that AI is not a static concept but a continuously evolving technological phenomenon. In the context of digital marketing, AI enables businesses to analyze consumer behavior, predict preferences, and deliver personalized video content. However, managing and implementing AI-based marketing strategies effectively remains a challenge for organizations.

Consumer engagement in digital marketing refers to the level of interaction between consumers and brands through digital platforms. In this study AI enables focuses on real-time interaction by analyzing user behavior and providing personalized responses, which strengthens the connection between consumers and brands. The author has highlighted the higher levels of engagement lead to improved customer satisfaction and brand loyalty.

STATEMENT OF THE PROBLEM

Increasing challenges have arisen in the field of digital marketing, where businesses find it difficult to capture consumer attention and maintain engagement through social media platforms. Therefore, the main aim of this research is to identify whether

r AI-based video marketing can improve consumer engagement and brand awareness by addressing these challenges with special reference to Hire Happi, Bangalore.

LITERATURE REVIEW

- Davenport and Mittal (2025) stated that Artificial Intelligence improves personalization and customer engagement in digital marketing through advanced analytics and automation.
- Kumar et al. (2024) explained that AI-driven personalization enhances consumer engagement and strengthens brand communication on social media platforms.
- Dwivedi et al. (2023) highlighted that Artificial Intelligence transforms digital marketing by improving interactive content delivery and consumer engagement.

RESEARCH GAP

Lack of empirical research measuring the **impact of AI-driven video content on engagement metrics.**

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

1. To examine the impact of AI-based video marketing on consumer engagement.

2. To evaluate the role of social media platforms in influencing consumer engagement.
3. To identify the key factors affecting the success of AI-based video marketing campaigns.

SCOPE OF THE STUDY

- The study focuses on analyzing the impact of **AI-based video marketing** on **consumer engagement and brand awareness** through social media platforms.
- It examines consumer engagement metrics such as **likes, shares, comments, watch time, and click- through rate (CTR)**.
- It includes analysis of major social media platforms such as **Instagram, YouTube, and other digital channels** where video marketing is widely used.
- The study provides insights into the role of AI in transforming digital marketing strategies and improving **consumer-brand interaction**.

RESEARCH METHODOLOGY & DESIGN

The present study adopts a **descriptive research design**. This design is suitable as it helps in describing the characteristics of consumers and analyzing their behavior towards AI-based video marketing during the period of financial year 2025-26 primarily using the secondary data additional to the primary available from respondents collecting through the questionnaire. The sampling technique used in this study is **simple random sampling**. Under this method, each individual in the population has an equal probability of being selected as a respondent. The sample size refers to the total number of respondents selected for the study. In this research, the sample size is **150 respondents**.

TOOLS USED FOR ANALYSIS

The data collected is analyzed using the following statistical tools such as Percentage Analysis, Correlation Analysis with the charts and graphical representations.

GENDER DISTRIBUTION OF RESPONDENTS

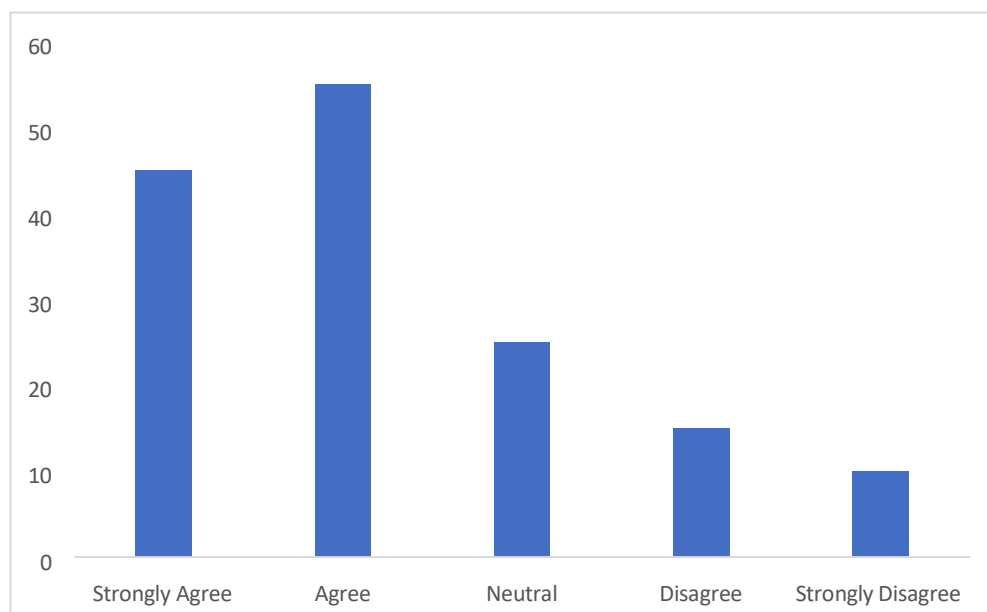
OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Male	85	57
Female	65	43
Total	150	100

INTERPRETATION

It is observed that 57% of the respondents are male and 43% are female. This shows that both male and female users are actively participating in AI-based video marketing engagement.

CONSUMER ATTENTION TOWARDS AI-BASED VIDEO CONTENT

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	45	30
Agree	55	37
Neutral	25	17
Disagree	15	10
Strongly Disagree	10	6
Total	150	100



INTERPRETATION

It is observed that 37% of respondents agree and 30% strongly agree that AI-based video content grabs their attention quickly. This indicates that AI-driven video marketing is effective in capturing user attention.

CORRELATION ANALYSIS

Null Hypothesis (H0): There is no significant relationship between AI-Based Video Marketing and Consumer Engagement.

Alternate Hypothesis (H1): There is a significant relationship between AI-Based Video Marketing and Consumer Engagement.

		Mean	Std. Deviation	N
	AI-BASED VIDEO MARKETING	2.4820	1.05231	150
	CONSUMER ENGAGEMENT	2.3675	0.91264	150

		AI-BASED VIDEO MARKETING	CONSUMER ENGAGEMENT
AI-BASED VIDEO MARKETING	Pearson Correlation	1	.876**
	Sig. (2-tailed)		.000
	N	150	150
CONSUMER ENGAGEMENT	Pearson Correlation	.876**	1
	Sig. (2-tailed)	.000	
	N	150	150

****.** Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

From this, it is observed that there is a strong positive correlation (0.876) between AI-Based Video Marketing and Consumer Engagement. The significance value is less than 0.05, indicating that the relationship is statistically significant.

Hence, the null hypothesis (H0) is rejected and the alternate hypothesis (H1) is accepted. This indicates that AI-based video marketing has a significant positive impact on consumer engagement.

FINDINGS

- 57% of the respondents are male and 43% are female, showing balanced participation across gender.
- Instagram (40%) and YouTube (33%) are the most preferred platforms, showing that video-based platforms dominate consumer engagement.
- 67% of respondents (agree + strongly agree) stated that AI-based video content grabs their attention quickly.
- 73% of respondents agree that AI-based videos increase their interaction (likes, shares, comments).
- 70% of respondents agree that AI-based marketing provides personalized content.
- 72% of respondents agree that AI-based video marketing targets the right audience.
- 73% of respondents agree that personalized video content improves engagement.

- 72% of respondents agree that AI-based campaigns are more effective than traditional marketing.
- The correlation analysis shows a strong positive relationship (0.876) between AI-based video marketing and consumer engagement.

SUGGESTIONS

- Organizations should focus on creating personalized and engaging AI-based video content to improve consumer engagement.
- Businesses should effectively utilize social media platforms to increase audience interaction.
- Companies should use AI technologies to deliver relevant content to the right target audience.
- Marketers should create attention-grabbing video advertisements to improve marketing effectiveness.

CONCLUSION

The study concludes that AI-based video marketing has a significant positive impact on consumer engagement through social media platforms. AI-driven personalized video content effectively captures consumer attention, improves interaction, and enhances marketing effectiveness. The findings indicate that Artificial Intelligence plays an important role in strengthening digital marketing strategies and improving consumer engagement.

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