

“Role of Video Marketing in Increasing Customer Engagement”

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ABSTRACT

The rapid growth of digital technology has significantly transformed the way companies promote their products and communicate with consumers. Digital marketing has become an essential tool for businesses to create awareness, build brand image, and influence customer engagement. Among various digital marketing strategies, video marketing has emerged as one of the most powerful tools for capturing audience attention and delivering engaging content. With the increasing popularity of platforms such as YouTube, Instagram, Facebook, and other video-sharing platforms, businesses are increasingly using video content to communicate brand messages and interact with customers more effectively.

The present study titled “**Role of Video Marketing in Increasing Customer Engagement**” aims to examine how video marketing strategies influence customer attention, interaction, and engagement with brands. The study focuses on digital users who frequently consume online video content, as video-based communication has become one of the most preferred forms of information and entertainment in the modern digital environment.

The research is descriptive in nature and is based entirely on primary data collected through a structured questionnaire. A total of 160 responses were collected using an online survey. The collected data was analysed to understand consumer preferences for video content, exposure to video marketing campaigns, level of engagement with video advertisements, and the factors that influence customer interaction such as likes, comments, shares, and watch time.

The findings of the study indicate that video marketing platforms such as social media, online video advertisements, and branded video content play an important role in increasing customer engagement and strengthening brand communication. The study highlights the importance of video marketing strategies in attracting audience attention, improving customer interaction, and enhancing overall brand engagement in the digital marketing environment.

Introduction

The rapid growth of digital technology has significantly transformed the way businesses communicate with their customers and promote their products or services. In recent years, the use of digital platforms has increased rapidly due to the growing availability of the internet, smartphones, and social media applications. Consumers today prefer online platforms to gather information, explore products, and interact with brands. This shift in consumer behaviour has encouraged companies to adopt modern digital marketing strategies to capture customer attention and improve

interaction. Among various digital marketing tools, video marketing has emerged as one of the most effective methods for engaging audiences and delivering brand messages in an attractive and interactive format.

The use of video content has increased significantly over the past decade due to its ability to communicate information quickly and effectively. Video marketing allows businesses to present their products, services, and brand stories in a visually appealing and easy-to-understand manner. Consumers are more likely to engage with video content compared to text or static images because videos provide a combination of visuals, audio, and storytelling. Platforms such as YouTube, Instagram, Facebook, and other digital channels have made video content easily accessible to a large audience. As a result, companies are increasingly investing in video marketing strategies to improve customer engagement and strengthen their online presence.

With the increasing popularity of short-form and long-form video content, businesses are using video marketing to educate, inform, and entertain their target audience. Video marketing includes various forms of content such as promotional videos, product demonstrations, tutorials, testimonials, influencer collaborations, live streaming, and social media reels. These types of content help businesses to connect with customers more effectively and create a strong emotional connection with the audience. Video content also allows brands to explain complex information in a simple way, which helps customers better understand product features and benefits.

Digital platforms have made it possible for companies to reach a wide audience and communicate directly with potential customers. Social media platforms, video-sharing websites, and mobile applications allow businesses to promote their video content efficiently and measure customer engagement through likes, comments, shares, views, and watch time. These engagement indicators help marketers understand customer preferences and improve their marketing strategies accordingly. Video marketing also enables companies to build brand awareness, improve customer trust, and encourage interaction between the brand and the audience.

Many businesses have adopted video marketing strategies to promote their products and services and to maintain continuous communication with customers. Brands use storytelling techniques, creative visuals, and engaging content to capture audience attention and encourage customer participation. Influencer marketing and user-generated video content have also become popular methods for increasing customer engagement. These strategies help businesses to create a sense of authenticity and credibility, which positively influences customer perception and trust toward the brand.

Customer engagement plays a crucial role in determining the success of marketing strategies. Engaged customers are more likely to interact with brand content, share information with others, and develop long-term relationships with the brand. High levels of engagement indicate that customers are interested in the brand's communication and are willing to invest time in understanding the product or service. Video marketing helps businesses improve engagement by delivering visually attractive and informative content that encourages audience participation.

In digitally active cities, the use of online platforms for information and communication has increased significantly. Consumers frequently use mobile devices and social media platforms to watch videos, explore products, and interact with brands. The increasing consumption of online video content makes video marketing an effective tool for influencing customer engagement. Businesses can reach potential customers through targeted video advertisements and personalized content, which improves the effectiveness of marketing communication.

Despite the growing importance of video marketing, there is still limited research focusing specifically on its role in increasing customer engagement. Understanding how video marketing influences customer interaction, perception, and participation is important for businesses to design effective marketing strategies. Analysing the impact of video content on customer engagement can help marketers improve their communication approach and create more effective marketing campaigns.

Therefore, this study aims to analyse the role of video marketing in increasing customer engagement. The research focuses on examining how video marketing strategies influence customer interaction, awareness, and engagement

levels. By analysing these factors, the study intends to provide valuable insights into how video marketing contributes to improving customer engagement and strengthening brand communication in the digital marketing environment.

Literature Review

□ **Smith & Anderson (2020) Impact of Video Content on Consumer Engagement in Digital Platforms**

The study analysed how video content influences consumer engagement across digital platforms such as social media and websites. It found that visually appealing video content significantly increases audience attention, interaction, and retention compared to text-based content. The research also highlighted that video storytelling improves customer understanding and strengthens brand communication.

Research Gap: The study focuses mainly on general video content engagement but does not specifically analyse how video marketing strategies influence customer engagement across different digital marketing platforms.

□ **Patel & Sharma (2022) Consumer Behaviour Towards Online Video Advertisements**

This research examined how online video advertisements influence consumer behaviour and decision-making. The results indicated that factors such as video quality, creativity, and emotional appeal play an important role in attracting customer attention and encouraging interaction with brand content.

Research Gap: The study broadly focuses on online advertising but does not specifically address how video marketing contributes to long-term customer engagement and brand loyalty.

□ **Johnson (2025) Role of Video Marketing in Digital Brand Communication**

The study investigated how video marketing helps businesses communicate brand messages effectively in the digital environment. It highlighted that video content improves brand recall, message clarity, and audience engagement due to its visual and interactive nature.

Research Gap: The research focuses on communication effectiveness but does not analyse how video marketing influences customer engagement behaviour in specific demographic groups.

□ **Lee et al. (2019) Consumer Engagement Through Social Media Content**

The study explored how different types of content influence customer interaction on social media platforms. Results indicated that video-based posts receive higher engagement in terms of likes, shares, and comments compared to static images and text posts.

Research Gap: The study examines social media engagement but lacks specific analysis of structured video marketing strategies and their impact on customer engagement levels.

□ **Brown & Taylor (2024) Influence of Digital Media on Consumer Interaction**

The research highlighted that digital media platforms encourage two-way communication between brands and consumers. It found that video content allows brands to communicate information more effectively and creates a stronger emotional connection with customers.

Research Gap: The study focuses on digital media communication but does not specifically explore how video marketing affects customer engagement metrics such as watch time and content sharing behaviour.

□ **Statista Market Analysis (2024) Growth of Online Video Consumption Worldwide**

The report highlighted that online video consumption has increased significantly due to the growing use of smartphones and high-speed internet. It indicated that consumers prefer video content for learning about products and services because it is easy to understand and visually appealing.

Research Gap: The report provides market statistics but does not analyse how video marketing strategies directly influence customer engagement behaviour.

□ **HubSpot Report (2024) Importance of Video Marketing in Digital Strategy**

The study identified video marketing as one of the most effective tools for increasing audience engagement and improving communication effectiveness. It showed that businesses using video marketing experience higher customer interaction and better response rates compared to traditional content formats.

Research Gap: Although the report discusses the importance of video marketing, it does not analyse customer engagement behaviour in specific local markets.

□ **Johnson & Miller (2025) Factors Affecting Customer Engagement in Online Content**

The research showed that content relevance, quality, and presentation significantly influence customer

engagement. Video content was found to be more engaging due to its ability to deliver information quickly and clearly.

Research Gap: The study focuses on general content engagement but lacks emphasis on structured video marketing campaigns and their impact on brand interaction.

□ **Kumar (2018) Advertising Creativity and Consumer Attention in Digital Marketing**

The research examined how creative advertising techniques help businesses capture audience attention and improve brand communication. It found that creative visual content increases consumer interest and encourages interaction with brand messages.

Research Gap: The study emphasizes advertising creativity but does not specifically examine video marketing channels and their role in increasing customer engagement.

□ **McKinsey Digital Insights (2021) Role of Visual Content in Consumer Decision Making**

The study discussed the increasing importance of visual content in influencing consumer perception and engagement. It highlighted that consumers are more likely to engage with brands that provide informative and visually attractive content.

Research Gap: The research focuses on visual communication but does not examine how video marketing specifically influences customer engagement levels across digital platforms.

Objectives

1. To study the video marketing strategies used by brands across digital platforms to engage customers effectively.
2. To analyse the impact of video marketing on customer awareness, interest, and perception towards brands.
3. To evaluate how video marketing influences customer engagement in terms of interaction such as likes, comments, shares, and overall response to video content.

Research Methodology

Research methodology refers to the systematic process used by a researcher to collect, analyse, and interpret data in order to achieve the objectives of a study. It provides a structured framework that explains how the research has been conducted and ensures that the results obtained are reliable and valid. For the present study titled “**Role of Video Marketing in Increasing Customer Engagement**,” the methodology focuses on collecting primary data from digital users to understand their interaction, perception, and engagement behaviour influenced by video marketing activities.

1. Research Type

The present research is descriptive in nature. Descriptive research aims to describe the characteristics, opinions, and attitudes of individuals regarding a particular concept, service, or marketing activity. In this study, descriptive research is used to understand how video marketing strategies influence customer engagement, interaction, and perception towards brand communication.

The study examines how digital users respond to video marketing content shared on platforms such as YouTube, Instagram, Facebook, and other online channels. It also attempts to identify how video content influences customer attention, interest, and engagement behaviour in the digital marketing environment.

1.1 Respondents

The respondents selected for this study include individuals who actively use digital platforms and frequently consume video content online. The respondents belong to different demographic groups such as students, working professionals, business owners, and other internet users. These individuals represent the target audience of digital video marketing campaigns and provide valuable insights regarding their engagement behaviour, preferences, and interaction with video content. Their responses help in understanding the effectiveness of video marketing in increasing customer engagement.

1.2 Area of Study

The research has been conducted in Pune city, Maharashtra, specifically covering areas such as Hinjewadi, Wakad, Baner, Aundh, and Pimpri-Chinchwad. Pune is one of the rapidly developing urban cities in India with a large population of digitally active users. These areas are known for their high concentration of working professionals, students, and IT employees, making them highly active on digital platforms.

The city has high internet penetration and strong usage of social media platforms such as YouTube, Instagram, Facebook, and other online applications. These factors make Pune an appropriate location for studying the influence of video marketing on customer engagement behaviour.

1.3 Study Population

The study population consists of digital users residing in Pune who frequently access online platforms for entertainment, information, and communication. This population includes individuals from different age groups, educational backgrounds, occupations, and income levels. Since video marketing mainly targets internet users who actively engage with digital content, this population provides relevant data for the research.

2. Sample Size

A sample size of 211 respondents was selected for the purpose of this study. The sample represents a portion of the overall population and helps the researcher collect relevant information within limited time and resources. The responses obtained from 160 participants provide sufficient data to analyse customer engagement behaviour related to video marketing content.

3. Sampling Method

The study uses a convenience sampling technique to select respondents. Convenience sampling is a non-probability sampling method in which participants are selected based on their availability and willingness to participate in the research. This method is commonly used in digital marketing research where quick and efficient data collection is required.

In this research, respondents were selected from individuals who were easily accessible through online platforms and social networks. Those who were willing to participate voluntarily completed the questionnaire. This approach allowed the researcher to gather responses from a diverse group of digital users within the selected study area.

4. Data Collection Method

The data for this research was collected only through primary sources using a structured questionnaire. The questionnaire was designed to gather information related to customer engagement, perception, and interaction with video marketing content.

The questionnaire consisted of 15 structured questions covering areas such as exposure to video marketing content, preference for video-based advertisements, level of engagement with video content, and factors influencing customer interaction such as likes, comments, shares, and watch time. The survey was distributed online using Google Forms, which allowed respondents to easily access and complete the questionnaire.

The use of an online questionnaire helped in collecting responses efficiently from participants across different parts of Pune and ensured faster data compilation for analysis.

5. Nature and Type of Data

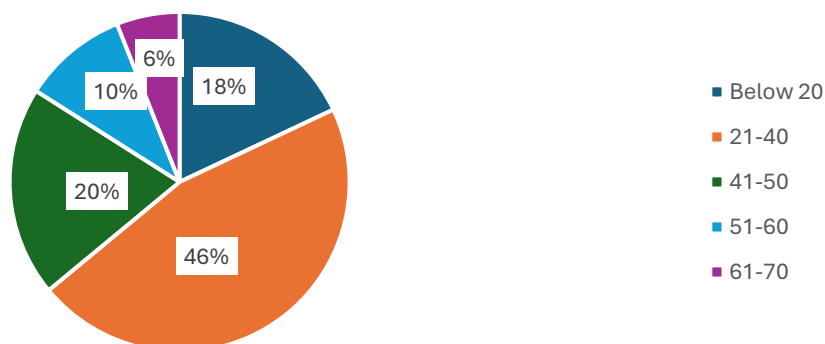
The present study is based entirely on primary data. Primary data refers to the original information collected directly from respondents for the purpose of the research.

In this study, primary data was obtained through a questionnaire survey conducted among digital users in Pune. The responses collected from participants provide direct insights into their engagement behaviour, perception, and interaction with video marketing content.

The collected data was then organised and analysed to understand patterns and trends regarding the role of video marketing in increasing customer engagement in the digital marketing environment.

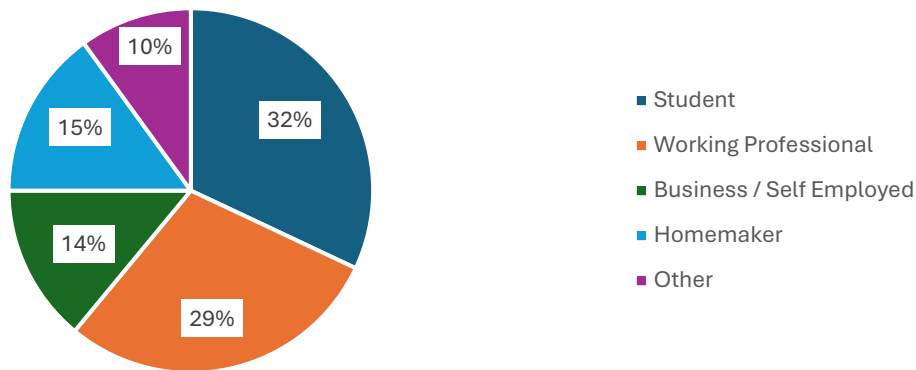
Data Analysis & Interpretation

What is your age group ?



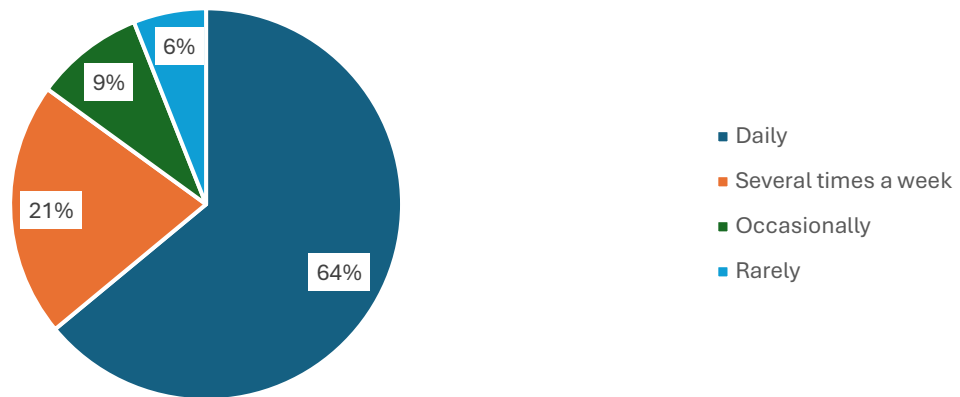
Interpretation: The survey responses show that the largest group of participants belongs to the **21–40 years age category**, indicating that young and middle-aged individuals are the most active consumers of online video content. This age group frequently uses digital platforms such as YouTube, Instagram, and other social media channels, making them highly responsive to video marketing strategies. Their high level of digital exposure makes them an important target audience for brands using video marketing to increase customer engagement.

What is your occupation?



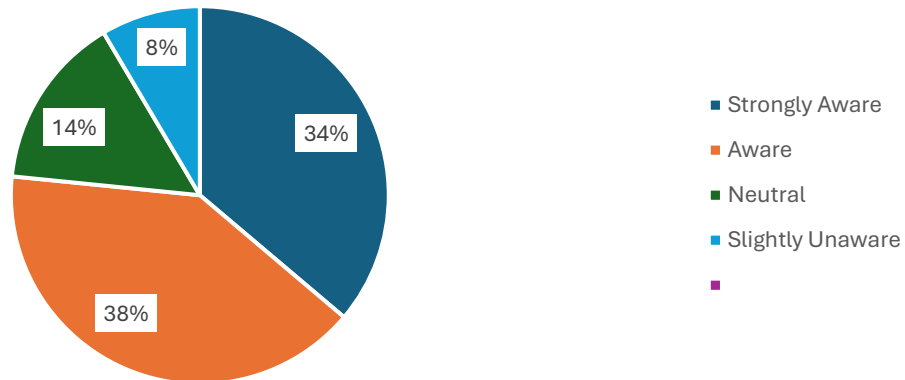
Interpretation: The respondent group is diverse, with a strong representation of **Students and Working Professionals**, followed by other occupational categories. This indicates that individuals who are regularly active on digital platforms form a major part of the survey. Students and working professionals are among the most frequent users of online video content for learning, entertainment, and information, making them highly responsive to video marketing strategies. Their active presence on social media and video platforms makes them an important audience segment for increasing customer engagement through video marketing

How often do you watch online video content?



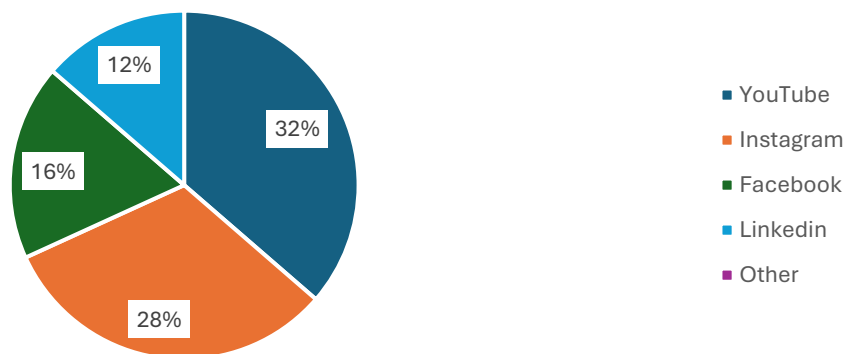
Interpretation: Video content consumption is very frequent among respondents, as a large percentage of participants watch online videos on a daily basis. This high frequency indicates that video has become an important part of everyday digital activity. Regular exposure to video content creates strong opportunities for brands to engage with customers through video marketing strategies. The consistent consumption behaviour suggests that video marketing can effectively capture audience attention and maintain continuous engagement with customers.

Are you aware of video marketing?



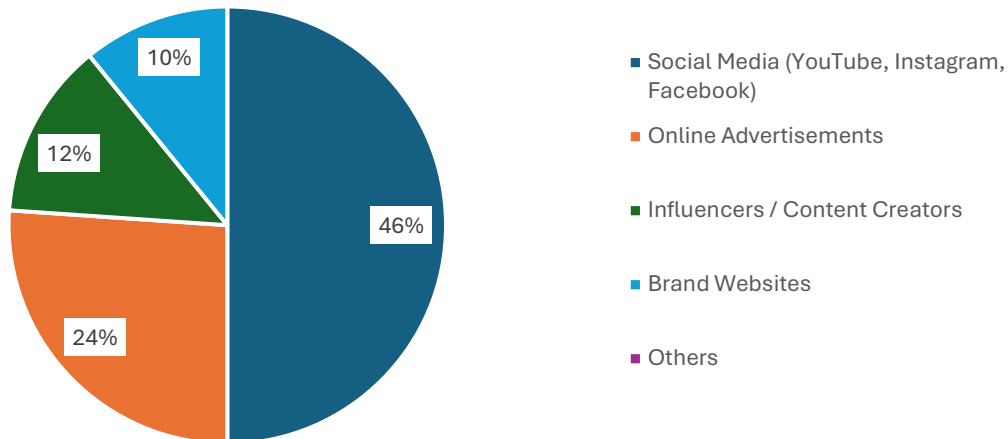
Interpretation: The majority of respondents are already aware of video marketing, indicating that video-based promotional content is widely recognized in the digital environment. This high level of awareness shows that customers are familiar with video advertisements, brand videos, and promotional content across online platforms. Only a small percentage of respondents are not fully aware of video marketing, which suggests that video content has become a common and influential form of communication in modern digital marketing strategies.

On which platforms do you usually watch marketing or promotional videos?



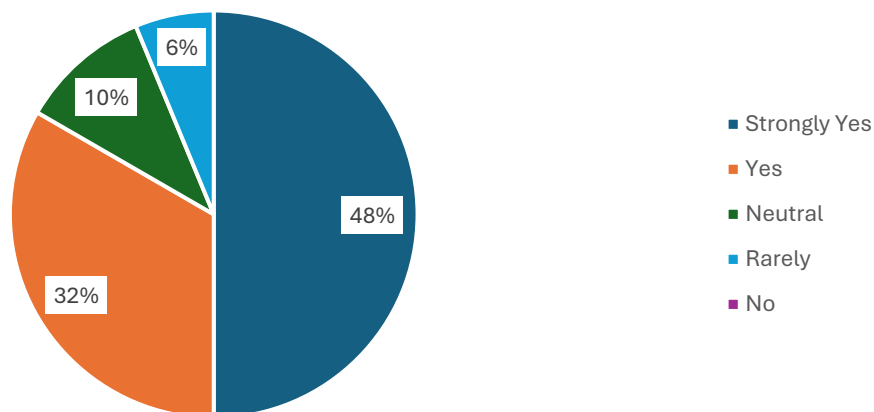
Interpretation: The results show that **YouTube and Instagram** are among the most preferred platforms where respondents frequently watch marketing or promotional video content. A significant number of respondents are also familiar with multiple platforms, indicating that customers interact with video marketing across different digital channels. This suggests strong competition among platforms and highlights the importance of maintaining a multi-platform video marketing strategy to maximize customer engagement and reach a wider audience.

How did you first notice video marketing content?



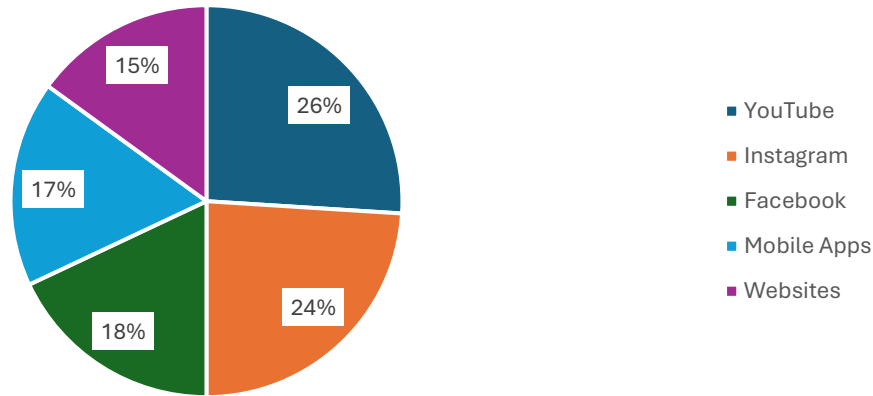
Interpretation: Social media platforms are the primary source through which most respondents first noticed video marketing content. A large proportion of respondents discovered promotional videos through platforms such as YouTube, Instagram, and Facebook, showing the strong influence of social media in spreading video-based brand communication. Online advertisements also play an important role in introducing video content to viewers. This indicates that social media platforms are highly effective channels for increasing customer engagement through video marketing strategies.

Have you seen video marketing promotions online?



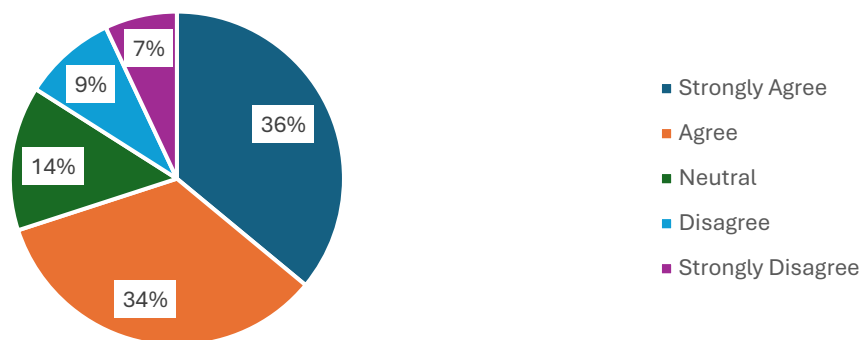
Interpretation A very high percentage of respondents have seen video marketing promotions online, indicating that video content is widely reaching the target audience. This shows that video marketing is a highly visible and commonly experienced form of digital communication. The strong exposure level confirms that brands are actively using video content across digital platforms, which helps increase customer engagement and awareness effectively.

Which type of video content attracts you the most?



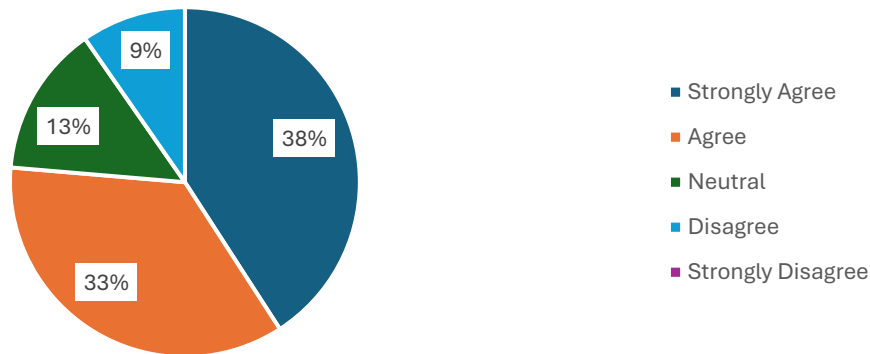
Interpretation: The responses indicate that customers engage with video content across multiple digital platforms such as YouTube, Instagram, Facebook, and mobile applications. Video content available through websites and social media channels attracts significant attention from users. The distribution of responses across various platforms suggests that customers consume video content through different channels, highlighting the importance of an integrated video marketing strategy. Using multiple platforms helps brands maximize visibility and increase customer engagement effectively.

Video content helps you better understand products or services.



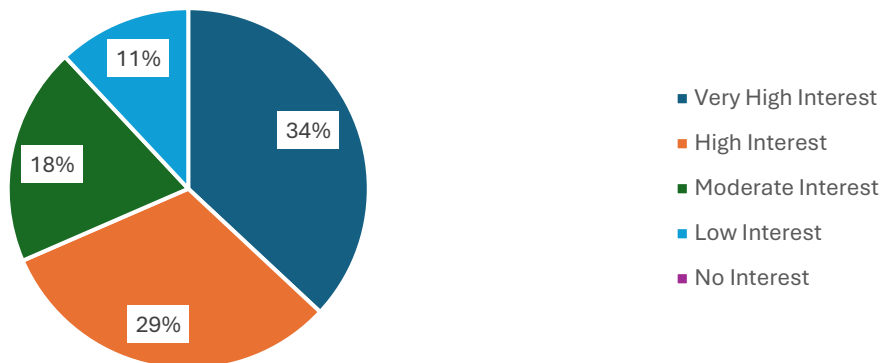
Interpretation: A large majority of respondents agree that video content helps them better understand products or services. Video marketing presents information in a visual and simplified manner, which improves clarity and makes complex information easier to understand. The high level of agreement indicates that video content is an effective communication tool that enhances customer knowledge and improves engagement with brand messages.

Video marketing increases your interest in a brand.



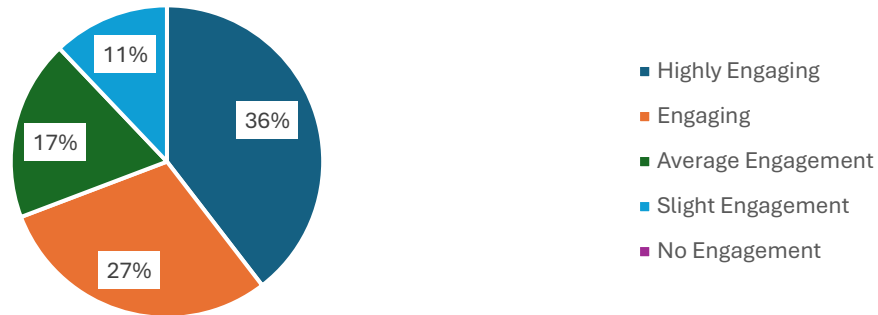
Interpretation: A significant number of respondents agree that video marketing increases their interest in a brand. Video content provides visually appealing and engaging information that captures attention and encourages customers to learn more about the brand. The results indicate that video marketing not only creates awareness but also helps in developing curiosity and interest among customers. This demonstrates that video marketing is an effective tool for attracting potential customers and improving overall engagement with brand content.

Video content increases your trust in a brand.



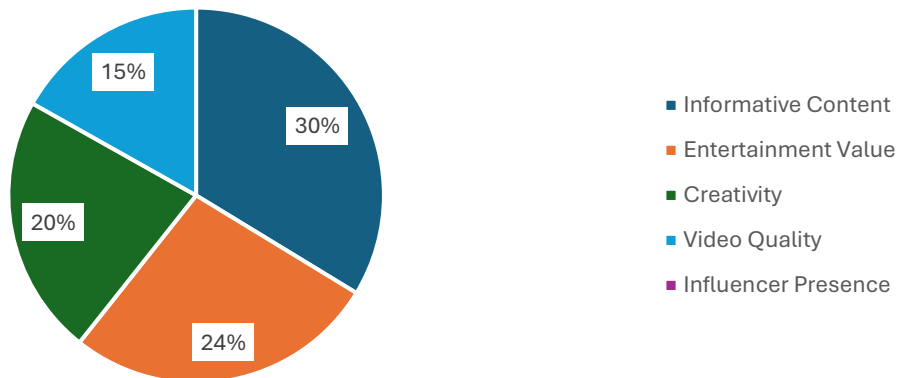
Interpretation: : Video marketing plays an important role in building customer trust, as a large proportion of respondents agree that video content increases their confidence in a brand. Informative and well-presented videos help customers better understand brand values, product features, and service quality. The visual demonstration of information makes the content more transparent and reliable, which positively influences customer perception. This indicates that video marketing not only attracts attention but also strengthens brand credibility and long-term customer engagement.

Do you engage with video content online (like, comment, share, subscribe)?



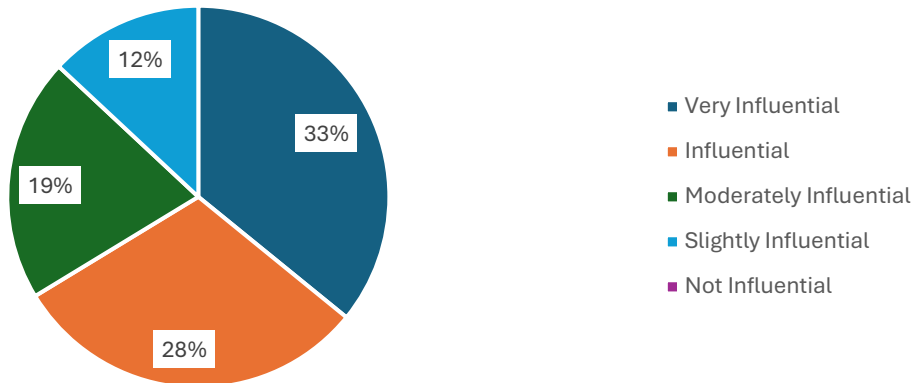
Interpretation: A large majority of respondents actively engage with video content through actions such as liking, commenting, sharing, and subscribing. This indicates that video marketing is not only viewed but also encourages interaction from the audience. High engagement levels show that video content successfully motivates users to participate and connect with brand communication. This demonstrates that video marketing is effective in converting passive viewers into active participants, thereby increasing overall customer engagement.

What influences your engagement with video content the most?



Interpretation: The responses indicate that multiple factors influence customer engagement with video content, including informative value, entertainment quality, and creativity. Among these factors, informative and engaging content plays a major role in attracting viewers and encouraging interaction. This suggests that customers prefer video content that provides useful information in an interesting and visually appealing manner. High-quality content helps capture attention and motivates customers to interact with videos through likes, comments, and shares, thereby increasing overall engagement levels.

Video marketing influences my decision to explore a product or service.



Interpretation: The majority of respondents agree that video marketing influences their decision to explore a product or service. Engaging and informative video content encourages customers to learn more about brands and motivates them to take further action. Video marketing effectively communicates product value and creates interest among viewers, which positively influences their decision-making process. This indicates that video content plays an important role in guiding customer behaviour and increasing engagement with brand offerings.

Would you continue watching brand videos in the future?



Interpretation: The majority of respondents show a positive attitude toward continuing to watch brand-related video content in the future. Most participants indicated either “Yes” or “Maybe,” which reflects a strong interest in video-based communication. This suggests that video marketing has strong long-term potential for maintaining customer engagement. The results indicate that customers are open to receiving brand information through video content, making video marketing a sustainable and effective strategy for future digital communication and engagement.

Findings

- **Prime Age Group:** The largest group of respondents falls within the age group of 21–40 years, indicating that young and middle-aged digital users are the most active viewers of online video content.
- **Professional Reach:** Most respondents include students and working professionals who frequently use digital platforms for learning, entertainment, and information, making them an important target audience for video marketing strategies.
- **Regular Content Consumption:** A majority of respondents regularly watch online videos, showing that video content has become a routine part of daily digital activity.
- **High Awareness:** Most respondents are already familiar with video marketing content, indicating that video-based communication is widely recognized in the digital environment.
- **Social Media Impact:** A large number of respondents first noticed brand videos through social media platforms such as YouTube, Instagram, and Facebook rather than traditional advertising methods.
- **Popular Platforms:** Video platforms such as YouTube and Instagram are among the most commonly used channels where customers interact with branded video content.
- **Strong Digital Reach:** A significant percentage of respondents have seen video marketing campaigns online, proving that video content is successfully reaching the target audience.
- **Platform Effectiveness:** Social media platforms and video-sharing websites are the most effective channels where customers notice and interact with video advertisements.
- **Informational Value:** Video marketing helps customers better understand product features, services, and brand messages in a simple and engaging way.
- **Positive Perception:** A large number of respondents believe that video content improves their understanding and perception of a brand compared to traditional text-based advertisements.
- **Trust Building:** Watching informative and engaging videos increases customer trust and confidence in the brand.
- **High Engagement Level:** Most respondents interact with video content through likes, comments, shares, and subscriptions, indicating strong customer engagement.
- **Content Quality Importance:** The quality, creativity, and clarity of video content play an important role in influencing customer interest and engagement.
- **Influence on Decision Making:** Video marketing encourages customers to explore products and services and influences their decision-making process.
- **Future Growth Potential:** A large majority of respondents are likely to continue engaging with video content in the future, indicating strong growth potential for video marketing strategies.

Recommendations

Recommendations for Brands

Brands should focus on creating high-quality and engaging video content that attracts customer attention and encourages interaction. Since most customers discover products and services through social media platforms, companies should invest in creative video marketing strategies such as short-form videos, tutorials, product demonstrations, and storytelling content. Businesses should ensure that their videos clearly communicate product value and brand message in an interesting and easy-to-understand format. Consistent posting of informative and engaging video content can help improve customer trust and build long-term relationships with the audience.

Recommendations for the Public

Customers should actively explore video content provided by brands to gain better understanding of products and services before making decisions. Video marketing helps consumers evaluate product features, benefits, and usage in a more practical way. Viewers should follow trusted brand channels and engage with useful content to stay informed about new offerings, updates, and services. Being aware of authentic and informative video content can help consumers make better and more confident decisions.

Recommendations for the Government

The government should encourage transparency and ethical practices in digital advertising, especially in video marketing content. Guidelines should be developed to ensure that brands provide accurate and honest information in promotional videos. Promoting digital literacy programs can help citizens better understand online marketing content and identify misleading advertisements. Supporting policies that encourage fair digital marketing practices can help create a trustworthy online environment for both businesses and consumers.

Conclusion

The study concludes that video marketing is a highly effective strategy for increasing customer engagement in the digital marketing environment. Video-based content shared through platforms such as social media and video-sharing websites has successfully captured customer attention and improved interaction levels. A large number of respondents indicated that video marketing helps them better understand products and services, which positively influences their perception and interest towards brands. The visual and interactive nature of video content makes it more appealing compared to traditional text-based communication.

The findings suggest that video marketing plays an important role in building customer trust and improving brand communication. Engaging video content encourages customers to interact through likes, comments, shares, and subscriptions, which strengthens the connection between the brand and the audience. Creative storytelling, informative presentations, and visually appealing content help brands communicate their value more effectively and create a positive impression among customers.

The study also highlights that while video marketing is highly effective in attracting customer attention and increasing engagement, the quality, relevance, and clarity of video content are important factors influencing customer response. Well-planned video marketing strategies help businesses improve customer interaction and strengthen their digital presence. Overall, the study indicates that video marketing has strong future potential as customers are increasingly consuming video content across digital platforms, making it an essential tool for improving customer engagement in modern digital marketing practices.

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Annexure

Questionnaire

☐ **What is your age group?**

- Below 20
- 21–30
- 31–40
- 41–50
- Above 50

☐ **What is your occupation?**

- Student
- Working Professional
- Business/Self-employed
- Homemaker
- Other

☐ **How often do you watch online video content?**

- Daily
- Several times a week
- Occasionally
- Rarely

☐ **Are you aware of video marketing?**

- Yes
- No

☐ **On which platforms do you usually watch marketing or promotional videos?**

- YouTube
- Instagram
- Facebook
- LinkedIn
- Other

☐ **How did you first notice video marketing content?**

- Social media
- Online advertisements
- Influencers/Content creators
- Brand websites
- Other

☐ **Have you seen video marketing promotions online?**

- Yes
- No

☐ **Which type of video content attracts you the most?**

- Product demonstration videos
- Educational videos
- Influencer videos
- Short-form videos (Reels/Shorts)
- Customer testimonial videos
- None

☐ **Video content helps me better understand products or services.**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

☐ **Video marketing increases my interest in a brand.**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

☐ **Video content increases my trust in a brand.**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

☐ **Do you engage with video content online (like, comment, share, subscribe)?**

- Yes
- No

☐ **What influences your engagement with video content the most?**

- Informative content
- Entertainment value
- Video quality
- Brand reputation
- Influencer recommendation

☐ **Video marketing influences my decision to explore a product or service.**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

☐ **Would you continue watching brand videos in the future?**

- Yes
- Maybe
- No