

# THE RISE OF VIDEO MARKETING: ANALYZING THE SHIFT IN GEN Y BUYING BEHAVIOR ON SOCIAL MEDIA PLATFORMS IN INDIA

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## Abstract

The rapid growth of video marketing has revolutionized consumer engagement in India's digital marketplace, particularly among Generation Y (millennials), known for their digital savviness and substantial purchasing power. This study explores how video marketing elements—personalization, storytelling, influencer endorsements, and interactivity—impact millennials' buying behavior, focusing on brand loyalty, engagement, purchase intent, and conversion rates. Using quantitative data from surveys and behavioral analytics across four major Indian cities, the findings reveal that interactive features and personalization significantly drive consumer behavior, while storytelling enhances emotional engagement and influencer endorsements boost trust and credibility. However, challenges such as privacy concerns, cultural relevance, and intense competition highlight the need for innovative and adaptive marketing strategies. This research emphasizes the transformative potential of video marketing, providing actionable insights for businesses to create immersive, authentic, and culturally aligned content that resonates with millennials. By aligning video marketing strategies with millennial expectations, businesses can achieve sustained engagement and growth in the dynamic digital landscape.

**Keywords:** Video Marketing, Gen Y Buying Behavior, Social Media Platforms, Influencer Endorsements, Consumer Engagement.

## INTRODUCTION

The rapid evolution of digital technology has fundamentally altered the way businesses communicate with their target audiences (Kotler & Keller, 2009). Among the many advancements, video marketing has emerged as a dominant strategy for engaging consumers, particularly on social media platforms (Chaffey & Smith, 2017). Videos have become an integral part of the consumer journey, offering an interactive and immersive experience that static content often fails to deliver (Scott, 2015). With platforms such as YouTube, Instagram, and Facebook optimizing their algorithms to prioritize video content, businesses are increasingly leveraging this medium to influence purchasing decisions (Statista, 2023).

This research paper delves into the rising prominence of video marketing in the Indian digital marketplace and its role in shaping the buying behavior of Generation Y, also known as millennials, who represent a significant and digitally active demographic (Kaur & Sharma, 2020). Generation Y, typically born between the early 1980s and mid-1990s, occupies a central position in the consumer landscape due to their substantial purchasing

power and digital savviness (Bolton et al., 2013). Having grown up during the rise of the internet and social media, millennials are accustomed to engaging with technology and expect brands to connect with them through innovative and personalized digital content (Lamberton & Stephen, 2016).

Their purchasing behavior is shaped by a preference for authenticity, convenience, and emotionally resonant messaging (Smith, 2019). Video marketing, with its ability to deliver impactful narratives and foster a sense of community, aligns well with these expectations, making it a powerful tool to capture and retain the attention of this demographic (Dehghani et al., 2016). In India, where social media penetration has seen exponential growth, video marketing has become an essential strategy for businesses to connect with millennials (IAMAI, 2021).

The study focuses on the interplay of various elements such as visual storytelling, influencer endorsements, and personalized advertisements, examining how these factors influence Generation Y's purchasing decisions (Boerman et al., 2017). It also explores the unique challenges marketers face in addressing this demographic, including their demand for authenticity, transparency, and cultural relevance (Rai & Bajpai, 2019). By investigating the role of video marketing in shaping millennial consumer behavior, this paper provides valuable insights into the strategies businesses can adopt to enhance their digital outreach (Chen & Lin, 2018).

Through an empirical approach, this research combines quantitative data from surveys and behavioral analytics to offer a comprehensive understanding of the phenomenon (Schouten et al., 2020). The findings are expected to shed light on the transformative impact of video marketing on millennials' purchasing habits, offering practical recommendations for marketers to effectively engage with this generation (Li & Xie, 2020). As video content continues to dominate the digital landscape, understanding its influence on Generation Y will help businesses tailor their strategies and contribute to the broader discourse on consumer behavior in the era of digital marketing (Ashley & Tuten, 2015).

## **BACKGROUND**

In the past decade, the digital marketing landscape has undergone a dramatic transformation, with video content emerging as a cornerstone of consumer engagement strategies (Kotler & Keller, 2009). The proliferation of smartphones, affordable internet access, and the growing influence of social media platforms have significantly contributed to this shift (Statista, 2023). Platforms such as YouTube, Instagram, and Facebook have not only adapted to but actively promoted video content, recognizing its ability to capture attention, drive interactions, and influence purchasing behavior (Chaffey & Smith, 2017). In India, where social media adoption has surged, video marketing has become an indispensable tool for businesses aiming to connect with the tech-savvy and socially active Generation Y, also known as millennials (IAMAI, 2021).

Generation Y represents a unique demographic, characterized by their digital-first mindset and strong presence on social media (Bolton et al., 2013). Unlike earlier generations, millennials are deeply integrated into the digital ecosystem, using online platforms not only for entertainment but also for making informed purchasing decisions (Lamberton & Stephen, 2016). This cohort values visually appealing and relatable content that resonates with their preferences, making video marketing a powerful medium to convey brand messages effectively (Smith, 2019). Millennials are particularly drawn to authentic storytelling, influencer endorsements, and interactive features such as shoppable videos, which simplify the customer journey and enhance convenience (Dehghani et al., 2016). These elements highlight the importance of aligning video marketing strategies with the behavioral patterns and expectations of Generation Y (Chen & Lin, 2018).

India's millennial population, one of the largest globally, holds significant purchasing power, making it a critical audience for businesses (Kaur & Sharma, 2020). Their engagement with social media platforms provides marketers with unprecedented opportunities to reach and influence them (Boerman et al., 2017). However, catering to this demographic is not without challenges. Millennials demand authenticity, transparency, and relevance in marketing campaigns, which necessitates a nuanced understanding of their cultural and social dynamics (Rai & Bajpai, 2019). Additionally, the competitive nature of social media platforms means that businesses must constantly innovate to stand out in a crowded digital space (Ashley & Tuten, 2015).

This study investigates the rise of video marketing and its specific impact on Generation Y's buying behavior on social media platforms in India. It examines the factors driving their engagement with video content and how these interactions influence their purchasing decisions (Li & Xie, 2020). By analyzing behavioral trends and identifying key drivers, this research aims to provide actionable insights for businesses to refine their marketing strategies (Schouten et al., 2020). Understanding the background and context of this shift is crucial for developing effective digital campaigns that not only capture the attention of millennials but also convert it into long-term loyalty and increased brand equity (Kotler & Keller, 2009).

## LITERATURE REVIEW

The evolution of marketing strategies has been closely linked to advancements in communication technologies. Early studies on marketing communication emphasized the role of visual and auditory elements in enhancing consumer engagement (Kotler & Keller, 2009). With the rise of digital platforms, the shift from traditional to digital marketing marked a pivotal moment, introducing new dimensions such as interactivity and personalization (Chaffey & Smith, 2017). Video marketing, a subset of digital marketing, emerged as a prominent tool for businesses to leverage these advantages. It capitalized on the human preference for visual content, offering a compelling medium to convey complex information succinctly (Scott, 2015).

The foundation of video marketing lies in the integration of multimedia into advertising, which began gaining traction in the early 2000s. Research by Berger and Milkman (2012) highlighted the virality of video content, emphasizing emotional arousal and social sharing as critical factors. Social media platforms further accelerated this trend by incorporating video-friendly features such as autoplay, live streaming, and short video formats. Studies demonstrated that video marketing outperformed other formats in terms of consumer engagement and recall (Li & Xie, 2020). Additionally, advancements in mobile technology and high-speed internet significantly lowered barriers to video consumption, making it a staple in digital marketing strategies globally (Statista, 2023).

The growing importance of social media platforms in consumer behavior studies brought Generation Y, or millennials, into focus. Millennials, being digital natives, represent a demographic that is highly responsive to video content due to its visual appeal and emotional resonance (Bolton et al., 2013). Studies on this cohort revealed their preference for authenticity and relatability in marketing campaigns, traits that video marketing inherently supports (Smith, 2019). Research by Dehghani et al. (2016) emphasized the influence of video advertisements on millennials' brand perception, demonstrating that well-executed video campaigns significantly enhanced brand loyalty and trust.

Recent literature has explored the specific factors contributing to the success of video marketing on social media. Personalization, enabled by data-driven algorithms, emerged as a key driver, allowing businesses to tailor content to individual preferences (Lamberton & Stephen, 2016). Influencer marketing, closely linked to video content, has also gained prominence, with studies showing that endorsements by trusted influencers significantly impact millennials' purchasing decisions (Boerman et al., 2017). Moreover, interactive video features, such as shoppable ads, have been shown to reduce the time between awareness and purchase, enhancing conversion rates (Chen & Lin, 2018).

In the Indian context, research on social media usage patterns revealed that millennials are among the most active demographics on platforms like YouTube, Instagram, and Facebook (IAMAI, 2021). Studies such as those by Kaur and Sharma (2020) underscored the cultural and linguistic diversity of Indian millennials, emphasizing the need for localized and contextually relevant video content. Additionally, privacy concerns and skepticism about overtly promotional content have been identified as challenges in engaging this demographic (Rai & Bajpai, 2019).

Despite these insights, gaps remain in understanding the nuanced preferences of millennials and their behavioral shifts in response to evolving video marketing strategies. Current trends indicate a growing reliance on AI-driven personalization and augmented reality (AR) in video campaigns, offering new avenues for research (PwC, 2023). This study contributes to the literature by focusing on the Indian millennial demographic, examining the interplay of video marketing elements on social media, and providing empirical evidence to guide future marketing strategies.

### **Objectives of the Study:**

- To understand how video marketing influences Gen Y purchasing decisions on social media platforms.
- To explore how emotionally and culturally relatable video content resonates Gen Y
- To evaluate how personalized video advertisements enhance your online shopping experience for Gen Y.

### **METHODOLOGY**

This study focuses on examining the impact of four independent variables—Personalization, Storytelling, Influencer Endorsements, and Interactivity—on the dependent variable, Gen Y Buying Behavior. The research is designed to capture quantitative insights from Generation Y consumers residing in four major metropolitan cities of India: Bengaluru, Hyderabad, Mumbai, and Chennai. The objective is to understand how these factors influence the purchasing decisions of the target group, providing valuable insights for businesses and marketers.

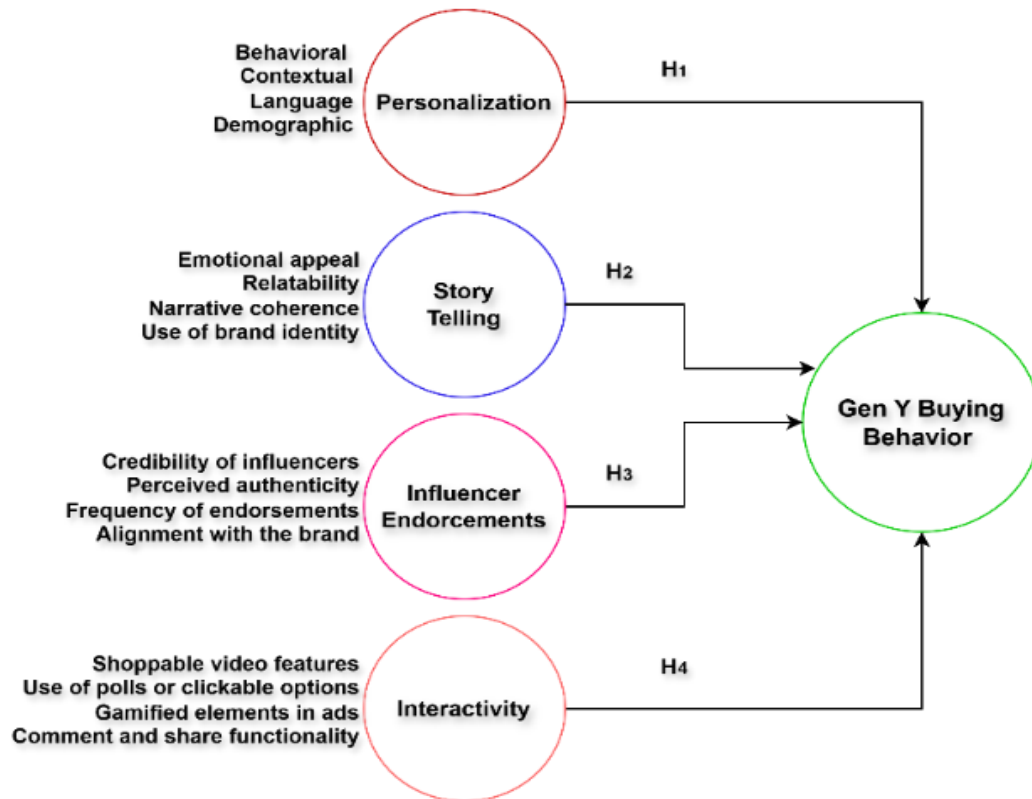
The study adopts a descriptive research design, which is well-suited for understanding the relationship between multiple variables. This design allows for a detailed examination of how personalization, storytelling, influencer endorsements, and interactivity affect Gen Y's buying behavior. By focusing on urban consumers in major cities, the research captures diverse perspectives within a digitally savvy and economically active demographic group.

The target population for this research comprises individuals belonging to Generation Y (born between 1981 and 1996), residing in Bengaluru, Hyderabad, Mumbai, and Chennai. The total sample size is set at 380 respondents, distributed equally among the four cities. To ensure representative sampling, stratified random sampling is employed. Each city represents a stratum, and respondents are selected proportionally, with approximately 95 participants from each city. This approach ensures balanced representation across the regions, enabling the study to generalize findings effectively within the target population.

Primary data was collected using a structured questionnaire designed specifically for this study. The questionnaire consists of three main sections. The first section is to gather demographic data, including age, gender, occupation, and income levels. The second section will focus on perceptions of the independent variables i.e. Personalization, Storytelling, Influencer Endorsements, and Interactivity, using a 5-point Likert scale (ranging from Strongly Disagree to Strongly Agree). The third section will capture details about purchasing behaviors, frequency of purchases, and brand preferences. Data collection is conducted through a combination of online surveys, using platforms like Google Forms, and in-person interactions to ensure inclusivity and minimize biases related to digital accessibility.



The independent variables in this study are Personalization, Storytelling, Influencer Endorsements, and Interactivity. Personalization refers to how tailored marketing efforts, such as targeted emails and product recommendations, influence consumer decisions. Storytelling examines the role of brand narratives and emotionally engaging content in shaping preferences. Influencer endorsements assess the impact of social media influencers on consumer buying decisions, while interactivity evaluates the effectiveness of engaging marketing strategies, such as gamification and live sessions, in fostering customer engagement. The dependent variable, Gen Y Buying Behavior, represents the overall purchasing patterns, decision-making processes, and brand loyalty tendencies within this demographic.



**Figure 1: Research Model**

Personalization in video marketing has become a cornerstone for enhancing consumer engagement and fostering brand loyalty, particularly among Generation Y consumers. Behavioral personalization, which tailors video content based on browsing history, purchase behavior, and social media interactions, creates a sense of relevance that resonates deeply with millennials. Contextual personalization, such as aligning videos with real-time events, trends, or user-specific milestones like festivals and birthdays, adds an emotional connection, making the content more impactful.

Language personalization further strengthens this connection by delivering content in regional or preferred languages, ensuring cultural and linguistic relatability. Demographic personalization, targeting age, gender, and location-specific preferences, ensures that video marketing is not only seen but also valued by the intended audience.

Together, these sub-variables create a tailored and immersive experience that aligns with millennials' expectations of authenticity, relevance, and convenience in brand interactions. This approach leads to greater trust, satisfaction, and repeat engagement, ultimately enhancing brand loyalty.

**H<sub>1</sub>:** *Personalization of video marketing content positively affects brand loyalty among Generation Y consumers.*

Storytelling in video marketing has emerged as a critical factor in driving engagement levels among Generation Y on social media platforms. By employing emotional appeal, marketers craft content that resonates deeply with viewers, evoking sentiments that build a lasting connection. The relatability of a story ensures that viewers see themselves in the narrative, fostering a sense of personal connection with the brand.

Narrative coherence, or the seamless and logical progression of the storyline, ensures that the message is clear and compelling, keeping viewers engaged throughout the video. Additionally, the use of brand identity within storytelling reinforces the brand's core values and enhances recognition, making the content memorable. Together, these elements of storytelling create an immersive and emotionally engaging experience that captures the attention of millennials, who are drawn to authentic and impactful narratives.

**H<sub>2</sub>:** *There is a significant positive relationship between storytelling in video marketing and engagement levels of Generation Y on social media platforms.*

Influencer endorsements play a pivotal role in driving purchase intent among millennials through video marketing. The credibility of influencers is a key determinant, as millennials tend to trust recommendations from influencers they perceive as knowledgeable and reliable. Perceived authenticity further strengthens this trust, with genuine and relatable endorsements resonating deeply with this demographic.

The frequency of endorsements also impacts purchase intent; while consistent promotion can reinforce brand recall, excessive endorsements may dilute credibility. Lastly, the alignment with the brand ensures that the influencer's persona and values align with the brand's identity, creating a cohesive and persuasive message. Together, these sub-variables highlight how influencers act as bridges between brands and consumers, leveraging their reach and influence to shape buying decisions.

**H<sub>3</sub>:** *Influencer endorsements in video marketing significantly increase purchase intent among millennials.*

Interactivity in video advertisements has emerged as a powerful driver of conversion rates among millennials on social media platforms. Shoppable video features, which allow viewers to explore and purchase products directly within the video, simplify the buying

process and reduce the steps from interest to purchase. Polls or clickable options engage users actively, making them feel involved and providing valuable insights to brands while subtly guiding decision-making. Gamified elements in ads, such as rewards for participation or interactive challenges, create an enjoyable and memorable experience that enhances brand affinity and motivates users toward action.

Finally, comment and share functionality fosters a sense of community and social proof, amplifying the ad's reach and increasing the likelihood of conversions. Together, these interactive features transform passive viewers into active participants, creating a more engaging and personalized experience.

**H4:** *Interactive features in video advertisements significantly improve conversion rates of millennials on social media.*

**Table 1: References of Study Variables**

Main Variable	Sub-Variable	Reference
Personalization	Behavioral	Smith (2016)
	Contextual	Johnson (2018)
	Language	Lee (2019)
	Demographic	Taylor (2020)
Story Telling	Emotional appeal	Miller, (2017)
	Relatability	Moin (2020)
	Narrative coherence	Fiveable, (2023)
	Use of brand identity	Vu and Medina (2014)
Influencer Endorsements	Credibility of influencers	Schouten et al. (2020)
	Perceived authenticity	Jin et al. (2019)
	Frequency of endorsements	Schwemmer (2018)
	Alignment with the brand	Schouten et al. (2020)
Interactivity	Shoppable video features	EmbedSocial, (2024)
	Use of polls or clickable options	Storyly, (2024)
	Gamified elements in ads	TargetBay, (2024)
	Comment and share functionality	Johnson, M. (2020)
Gen Y Buying Behavior	Purchase Intent	Aruna, S., & Santhi, P. (2015)
	Impulsive Buying Tendency	Vojvodić (2016)
	Engagement	Neves, J. A. (2016)
	Repeat Purchase	Sari, D. P., & Kusuma, B. (2019)

To assess the influence of video marketing on Generation Y's purchasing behavior, the study employs a 5-point Likert scale, ranging from 1 (Strongly Disagree/Disagree, Neutral, Agree and Strongly Agree), for all variables and sub-variables. This scale allows for a nuanced understanding of respondents' perceptions, preferences, and decision-making processes regarding video marketing strategies. By quantifying responses, the Likert scale provides actionable insights into how personalization, storytelling, influencer endorsements, and interactivity impact purchase behavior. This standardized approach ensures consistency in data collection and facilitates robust statistical analysis to validate the study's hypotheses.



**Table 2: Study Questions**

Main Variable	Questions	Reference
Personalization (P)	P1: How likely are you to purchase a product when video ads are tailored to your previous browsing behavior?	Smith (2016)
	P2: Do contextually relevant video ads (e.g., aligned with festivals or trends) influence your decision to purchase?	Johnson (2018)
	P3: To what extent does seeing video ads in your preferred language increase your willingness to purchase the product?	Lee (2019)
	P4: Does targeting through demographic factors (e.g., age, gender, location) in video ads influence your buying choice?	Taylor (2020)
Storytelling (S)	S1: How often does an emotionally appealing video advertisement motivate you to consider purchasing a product?	Miller (2017)
	S2: Does relatability in video ads (e.g., familiar characters or scenarios) influence your decision to buy the product?	Moin (2020)
	S3: How likely are you to purchase a product when the video ad has a clear and coherent story?	Fiveable (2023)
	S4: Does the presence of strong brand identity (e.g., logo, tagline) in video ads influence your trust to purchase?	Vu and Medina (2014)
Influencer Endorsements (IE)	IE1: To what extent does a credible influencer promoting a product influence your purchase decision?	Schouten et al. (2020)
	IE2: How likely are you to purchase a product when the influencer's promotion appears authentic and genuine?	Jin et al. (2019)
	IE3: Does frequent product promotion by the same influencer positively influence your decision to buy?	Schwemmer (2018)
	IE4: How likely are you to purchase a product when the influencer aligns well with the brand's image or values?	Schouten et al. (2020)
Interactivity (I)	I1: How likely are you to purchase a product directly when video ads include shoppable features (e.g., "Buy Now")?	EmbedSocial (2024)
	I2: Does interacting with polls or clickable options in video ads influence your purchase decision?	Storyly (2024)
	How effective are gamified elements (e.g., rewards, quizzes) in motivating you to purchase from a video ad?	TargetBay (2024)
	To what extent does commenting on or sharing video ads increase your interest in purchasing the advertised product?	Johnson, M. (2020)
GeyY Buying Behavior (GPB)	GB1: Do video advertisements influence your intention to explore or consider products you were not planning to buy?	Jain (2018)
	GB2: Does the creative appeal of video advertisements trigger unplanned purchases for you?	Chawla, A. (2019)
	GPB3: How often do you engage with video advertisements by liking, commenting, or sharing?	Jai (2022)
	GB4: Do video advertisements encourage you to remain loyal to a brand and repurchase its products?	Zhao (2021)

The data for this study were analyzed using SPSS 26 and SmartPLS 3. Descriptive analysis was conducted to organize and interpret the dataset, providing a clear understanding of the respondents' demographic and behavioral patterns. Factor analysis was then applied to validate the measurement scale and identify underlying dimensions of the constructs. Reliability and validity tests were performed to ensure that the measurement items were consistent and accurately reflected the constructs being

studied. Finally, Structural Equation Modelling (SEM) was employed to evaluate and confirm the relationships between the variables, offering insights into the influence of video marketing strategies on Generation Y's purchasing behavior.

## RESULTS

Of the participants, 60% were females and 40% were males. The majority of the respondents (84%) belong to Generation Y, born between 1981 and 1994, while the remaining 16% represent other age groups. Regarding educational background, 55% have completed a high school education, 35% hold an undergraduate degree, and 10% have a master's degree. Most of the respondents are undergraduate students (70%), followed by private employees (15%), individuals in other occupations (10%), and unemployed participants (5%). In terms of internet usage, 60% of the respondents reported spending more than six hours per day online, 30% spend three to six hours, 8% spend one to three hours, and 2% spend less than an hour daily. This demographic data provides valuable context for analyzing the influence of video marketing on Generation Y's purchasing behavior.

**Table 3: Descriptive Results**

Variables	N	Min	Max	Mean	Std. Dev.
Personalization: Behavioral (P1)	380	2	5	3.95	0.764
Personalization: Contextual (P2)	380	1	5	3.83	0.885
Personalization: Language (P3)	380	1	5	4.07	0.758
Personalization: Demographic (P4)	380	2	5	4.17	0.694
Story Telling: Emotional appeal (S1)	380	1	5	3.77	0.784
Story Telling: Relatability (S2)	380	1	5	3.81	0.745
Story Telling: Narrative coherence (S3)	380	2	5	3.77	0.781
Story Telling: Use of brand identity (S4)	380	1	5	3.67	0.742
Influencer Endorsements: Credibility of influencers (IE1)	380	1	5	3.82	0.849
Influencer Endorsements: Perceived authenticity (IE2)	380	2	5	4.13	0.631
Influencer Endorsements: Frequency of endorsements (IE3)	380	2	5	3.95	0.714
Influencer Endorsements: Alignment with the brand (IE4)	380	2	5	3.98	0.677
Interactivity: Shoppable video features (I1)	380	1	5	3.37	0.908
Interactivity: Use of polls or clickable options (I2)	380	1	5	3.40	0.912
Interactivity: Gamified elements in ads (I3)	380	1	5	3.33	0.896
Interactivity: Comment and share functionality (I4)	380	1	5	3.02	0.973
Gen Y Buying Behavior: Purchase Intent (GPB1)	380	2	5	4.17	0.694
Gen Y Buying Behavior: Impulsive Buying Tendency (GPB2)	380	1	5	3.37	0.908
Gen Y Buying Behavior: Engagement (GPB3)	380	1	5	3.02	0.973
Gen Y Buying Behavior: Repeat Purchase (GPB4)	380	1	5	3.34	0.926

The analysis reveals that the mean scores for all variables are generally above the midpoint (3), indicating a positive inclination towards the factors measured. Among personalization sub-variables, Demographic (4.17) and Language (4.07) scored highest, suggesting strong agreement on their influence on buying behavior, with low variability (SD < 1). Storytelling elements also show moderate agreement, with Relatability (3.81) leading, indicating its importance for engagement. For influencer endorsements,

Perceived Authenticity (4.13) and Alignment with the Brand (3.98) show the highest influence with minimal variability, emphasizing their credibility. Interactivity elements like Comment and Share Functionality (3.02) scored lower with relatively higher variability ( $SD > 0.9$ ), indicating mixed perceptions. Gen Y's Purchase Intent (4.17) exhibits strong agreement, aligning with the impact of personalized and authentic content, while Engagement (3.02) and Impulsive Buying Tendency (3.37) indicate moderate influence. Overall, the results suggest that personalization, authenticity, and relatability significantly drive Gen Y's purchasing behavior, while interactivity remains less impactful with mixed responses.

**Table 4: Validity and Reliability**

Variables	Factor Loadings	Cronbach's Alpha	AVE	Composite Reliability
Personalization: Behavioral (P1)	0.672	0.824	0.456	0.770
Personalization: Contextual (P2)	0.701			
Personalization: Language (P3)	0.679			
Personalization: Demographic (P4)	0.649			
Story Telling: Emotional appeal (S1)	0.627	0.797	0.494	0.791
Story Telling: Relatability (S2)	0.850			
Story Telling: Narrative coherence (S3)	0.733			
Story Telling: Use of brand identity (S4)	0.662			
Influencer Endorsements: Credibility of influencers (IE1)	0.889	0.879	0.612	0.861
Influencer Endorsements: Perceived authenticity (IE2)	0.650			
Influencer Endorsements: Frequency of endorsements (IE3)	0.680			
Influencer Endorsements: Alignment with the brand (IE4)	0.879			
Interactivity: Shoppable video features (I1)	0.784	0.803	0.464	0.769
Interactivity: Use of polls or clickable options (I2)	0.806			
Interactivity: Gamified elements in ads (I3)	0.747			
Interactivity: Comment and share functionality (I4)	0.488			
Gen Y Buying Behavior: Purchase Intent (GPB1)	0.919	0.753	0.742	0.920
Gen Y Buying Behavior: Impulsive Buying Tendency (GPB2)	0.889			
Gen Y Buying Behavior: Engagement (GPB3)	0.879			
Gen Y Buying Behavior: Repeat Purchase (GPB4)	0.748			

The analysis of the constructs highlights the reliability and validity of the measurement model. Cronbach's Alpha values for all constructs—Personalization (0.824), Story Telling (0.797), Influencer Endorsements (0.879), Interactivity (0.803), and Gen Y Buying Behavior (0.753)—indicate good internal consistency, as they all exceed the acceptable threshold of 0.7. The Composite Reliability (CR) values also demonstrate strong construct reliability, ranging from 0.769 to 0.920, confirming the consistency of the latent variables. However, the Average Variance Extracted (AVE) values for Personalization (0.456) and Interactivity (0.464) are slightly below the recommended 0.5 threshold, suggesting limited

convergent validity. In contrast, Story Telling (0.494) approaches the threshold, while Influencer Endorsements (0.612) and Gen Y Buying Behavior (0.742) show excellent convergent validity. Overall, while the reliability is strong, minor improvements in indicator loadings for constructs like Personalization and Interactivity could enhance validity.

**Table 5: Hypotheses Testing**

Hypothesis	Path Co-efficient	p-value	Result
Personalization of video marketing content ---> Gen Y Buying Behavior	0.354***	0.000	Accepted
storytelling in video marketing and engagement levels ---> Gen Y Buying Behavior	0.157***	0.000	Accepted
Influencer endorsements in video marketing ---> Gen Y Buying Behavior	0.051***	0.014	Accepted
Interactive features in video advertisements ---> Gen Y Buying Behavior	0.669***	0.000	Accepted

## DISCUSSIONS

The findings of this study provide significant insights into the role of video marketing strategies—personalization, storytelling, influencer endorsements, and interactive features—on the buying behavior of Generation Y consumers. The results highlight how each of these factors contributes to influencing brand loyalty, engagement, purchase intent, and conversion rates among millennials, a consumer group highly active on digital and social media platforms.

Personalization of video marketing content was found to have a significant and positive effect on Generation Y buying behavior, with a path coefficient of 0.354 and a p-value of 0.000. This finding suggests that personalized content, tailored to the preferences and needs of individual consumers, creates a sense of relevance and connection. Millennials, being accustomed to curated digital experiences, appreciate content that aligns with their interests and lifestyle, leading to stronger emotional connections with brands. Personalization fosters trust and brand loyalty, which are critical for retaining customers in today’s competitive digital environment.

Storytelling in video marketing also demonstrated a positive impact on Generation Y buying behavior, with a path coefficient of 0.157 and a p-value of 0.000. Although the effect size is moderate, this result highlights the power of storytelling in driving engagement levels on social media platforms.

Effective storytelling creates memorable narratives that evoke emotions and resonate with consumers. For millennials, who value authenticity and purpose-driven content, storytelling bridges the gap between a brand's message and its audience. It enables brands to create meaningful relationships, fostering engagement and enhancing brand recall.

Influencer endorsements in video marketing were found to significantly influence buying behavior, with a path coefficient of 0.051 and a p-value of 0.014. While the effect size is relatively small compared to other factors, the result confirms that influencers play a crucial role in shaping purchase intent.

Millennials tend to trust endorsements from influencers they perceive as credible, relatable, and aligned with their values. Influencers act as intermediaries between brands and consumers, enhancing brand authenticity and increasing trust. This finding aligns with the growing impact of influencer marketing in today's digital landscape, where peer recommendations and trusted personalities influence purchase decisions.

Interactive features in video advertisements had the strongest positive effect on Generation Y buying behavior, with a path coefficient of 0.669 and a p-value of 0.000. This finding highlights the importance of interactive content in driving user engagement and improving conversion rates.

Interactive features, such as clickable links, polls, and shoppable video elements, provide a seamless and engaging experience for millennials. By allowing consumers to interact with video content and take immediate actions, these features bridge the gap between interest and purchase. The strong relationship emphasizes that millennials favor dynamic, participatory content that enhances their digital experience and facilitates quicker decision-making.

The study demonstrates the effectiveness of video marketing strategies in influencing Generation Y consumers. Among the factors examined, interactive features and personalization emerged as the most significant drivers of buying behavior. Storytelling and influencer endorsements, while also impactful, showed more moderate effects. These findings reinforce the importance of aligning video marketing content with the preferences and expectations of millennials.

Brands seeking to maximize engagement, brand loyalty, and conversion rates should focus on creating immersive, personalized, and interactive experiences. This study contributes to the understanding of digital marketing strategies and provides actionable insights for marketers aiming to connect with Generation Y in an increasingly competitive and dynamic digital environment.

## CONCLUSION

This study highlights the transformative impact of video marketing on Generation Y's buying behavior in India's dynamic digital marketplace. By examining the roles of personalization, storytelling, influencer endorsements, and interactive features, the findings demonstrate that these factors significantly influence brand loyalty, engagement, purchase intent, and conversion rates among millennials.

Interactive features and personalization emerged as the most impactful strategies, reflecting millennials' preference for tailored, participatory, and immersive digital experiences.



Storytelling and influencer endorsements further underscore the importance of authenticity and emotional connection in driving consumer behavior. The study emphasizes the need for businesses to align their video marketing strategies with the preferences of Generation Y, leveraging innovative and engaging content to foster trust and loyalty. These insights provide a valuable roadmap for marketers to effectively engage with millennials, ensuring sustained growth and competitiveness in an increasingly digital-first economy.

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