

How Online Video Marketing Can Lead to Consumer Online Purchase Intention of Beauty and Healthcare Products in KSA

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ABSTRACT

The main emphasis of this research study is to examine that how online video advertisement can lead to consumer online purchase intention of beauty and healthcare products in KSA while customer satisfaction will be assessed as a mediator between online video advertising and customer purchase intention. The nature of the research study is quantitative, and a correlational design has been selected for the study. Primary data was collected from a sample of 452 people who buy beauty and health care products online in major cities of Saudi Arabia. SPSS and Smart PLS are used to run different statistical techniques to test the proposed model. The results of the study shows that online video advertisements positively impacts customer satisfaction which in turn positively affects intentions of customers to buy online; also, gender, age, and profession act differently as a moderator in developing online shopping intention of beauty and healthcare products.

KEYWORDS

Customer Satisfaction, Healthcare Products, Online Video Marketing, Purchase Intention, Video Advertisement

1. INTRODUCTION

Saudi consumers are motivated to shop online and hunt for low price, better quality product which ultimately affects satisfaction that leads to their purchase intention. They are now more inclined towards ordering online products in their daily routine as well especially cosmetics and healthcare products. Growth in the buying power of customer and the new developing business patterns made individuals progressively attentive and extra responsive towards their hygiene and beauty. This advancement in technology and awareness of people results in fast growth of beauty and healthcare sector, especially over the most recent ten years. The new generation gives more consideration towards their look's and health (Junaid and Nasreen, 2012). This is the main reason that beauty and healthcare products are taken in consideration for this research study.

Online Marketing is the advertisement of products or services through the internet. It integrates innovative and technical facets of the web, including design, improvement, advertisement and sale. Online Marketing is turning into a captivating issue in each business division, slowly plays a genuinely significant job in any organization's multi-channel marketing technique. Customer's future repetitive

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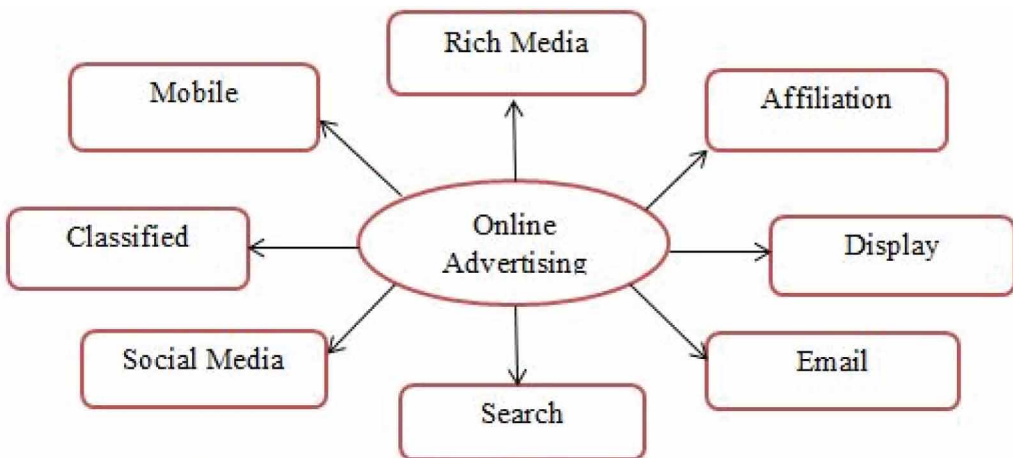
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purchase is dependent on the organization online performance currently and most importantly that how they attempt to influence customers with their digital marketing techniques. They likewise depend on consistent digital appearance of the organizations and how they treat their customers. It makes the use of internet to convey special promotional advertisements to buyers. It incorporates email marketing, search engine marketing, social media marketing, several sorts of display advertising and mobile advertising. Internet is turning into a hotbed of advertising, shopping and business activity. The quick improvement in technology and the increase of new media and communication channels altered the advertisement business scene extremely (Dr. Deshwal, 2016) (Figure 1).

Similar to other advertising media, online advertising often includes both distributors, who coordinate ads into its online content, and an advertiser, who gives the commercials to be shown on the distributor's content. Video advertising or video marketing is even a recent idea. Advertisers make use of online video advertising as a new type of advertising to target online clients over the world. In this way, it is necessary to comprehend viewer's mentality and attitude towards online video advertisements. Online Video ads are one of the quickest and developing platforms of social media advertising. Marketer can upload a video of their products on the different websites that permit online shopping. Individuals then can watch and afterward visit that specific website and plan to purchase any item or product from that online shopping website (Chitra and Shobana, 2017). NMPI expressed that there are various platforms of video advertising in the market. The growth of video ads on various channels other than YouTube, for example, Facebook and Instagram are considering more prominent rivalry and more choices for advertisers that are hoping to break into video advertising.

With the growth of online business, the rivalry between online shops particularly beauty and healthcare products gets more complex. Many organizations need to modify according to variable market necessities. To increase competitive advantage, organizations must comprehend the significance of consumer satisfaction (Handoko, 2016). Kotler, et al. (2011: 165) expressed that customer satisfaction is the way to building gainful connections with purchasers (Consumers) to keep and increasing buyers and securing their customer lifetime value. Customers, who are satisfied will purchase a product again and again, tell others about that particular product in positive words, give less consideration to other similar brands and promote as well, and purchase different items from the same online shop. Ziaullah, Yi and Akhter (2014) expressed that satisfaction talk about the impression of pleasant satisfaction in the customers' transaction experience. Also, Verhoef, Franses, and Hoekstra

Figure 1. Online advertising categories



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