

THE INFLUENCE OF VIDEO MARKETING CONTENT STRATEGY ON YOUTUBE ON CONSUMER LAYALTY TO FASHION BRANDS

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Abstract

The development of digital technology has changed the way fashion brands interact with their consumers, one of which is through video marketing on YouTube. Video marketing content strategy not only functions as a promotional tool, but also as a medium for building brand awareness, increasing engagement, and strengthening consumer loyalty. This research aims to analyze the influence of video marketing content strategies on YouTube on consumer loyalty to fashion brands through a literature review approach. This research uses a descriptive-analytical method by collecting and analyzing various academic sources, such as scientific journals, books, industry reports, and digital marketing articles. The study results show that factors such as strong storytelling, high visual quality, interactive engagement with the audience, and consistency in content presentation have a significant impact on customer loyalty. Additionally, collaboration with influencers and leveraging analytics to measure content effectiveness also contributes to improving long-term relationships between brands and consumers. The implications of this research indicate that fashion brands need to optimize their video content strategy by considering these factors in order to maintain and increase customer loyalty. With the increasing consumption of digital content, video marketing on YouTube has become an effective and relevant strategy in building emotional connections with consumers and strengthening brand positions in the competitive fashion industry.

Keywords: Video marketing, YouTube, consumer loyalty, content strategy, fashion brands.

INTRODUCTION

The development of digital technology has brought major changes to the world of marketing, especially with the increasing development of digital marketing strategies. One platform that has an important role in digital marketing strategy is YouTube. As one of the largest video-based platforms in the world, YouTube has become an effective tool for brands to reach a wider audience. With more than 2 billion active users every month, YouTube

provides an opportunity for companies to utilize attractive visual content to increase brand awareness and customer engagement (Ariffin, 2023). In the context of the fashion industry, digital marketing via YouTube has developed into one of the main strategies for building stronger relationships with consumers.

In the digital era, video marketing has become one of the most effective techniques in attracting consumer attention. Video has advantages over other forms of marketing because it is able to convey messages in a more interesting and interactive way. In the fashion industry, videos can be used to showcase the latest collections, provide style inspiration, and tell the story behind a brand. Video marketing also allows fashion brands to create more emotional and personalized experiences for consumers, which can ultimately increase their engagement and loyalty to the brand (Huang, 2023).

The video marketing trend in the fashion industry is growing with many brands adopting this strategy. Well-known fashion brands such as Gucci, Chanel, and Nike use YouTube to provide content that not only promotes their products, but also provides added value to consumers. Content such as fashion tutorials, behind-the-scenes videos from the production process, and collaborations with influencers have become an important part of their digital marketing strategy. With the increasing consumption of video content, fashion businesses are now competing to create creative and interesting content to maintain attention and build consumer loyalty (Saputra et al., 2024).

The importance of building consumer loyalty in the fashion industry cannot be ignored. Consumer loyalty not only increases sales, but also helps brands retain customers in the long term. Loyal consumers tend to make repeat purchases and are more likely to recommend brands to others (Prayetno et al., 2023). Therefore, fashion brands must continue to look for ways to strengthen relationships with their consumers, one of which is by utilizing video marketing strategies on YouTube.

An effective video marketing content strategy can play an important role in forming consumer loyalty towards a fashion brand. A well-packaged video can create an immersive experience for consumers, allowing them to feel more connected to the brand's values and identity (Firdausi & Ardyansyah, 2023). Additionally, videos that contain strong storytelling elements can increase emotional appeal, thereby encouraging consumers to trust and support a brand more in the long term.

One of the factors that makes video marketing on YouTube effective is its ability to create high engagement with the audience. Consumers can comment, share, or like the videos they watch, thereby creating more personal interactions between brands and consumers (Saleem et al., 2024). Additionally, YouTube also provides a paid advertising feature that allows brands to target specific audiences based on their preferences and behavior. By leveraging these features, fashion brands can increase the effectiveness of their marketing campaigns and ensure that their messages reach the right audiences.

However, to achieve success in video marketing, brands must have the right content strategy. Monotonous or less interesting content can make consumers lose interest and switch to other brands (Punjani et al., 2024). Therefore, brands need to create videos that are creative, authentic and relevant to their target market. Apart from that, other factors such as production quality, video duration, and the use of attractive visual elements also need to be considered so that the content can have maximum impact on the audience.

With increasing competition in the fashion industry, video marketing strategies on YouTube have become one of the main keys to building long-term relationships with consumers. By creating innovative content and providing engaging experiences, fashion brands can strengthen consumer loyalty and create a competitive advantage in the market. Therefore, understanding the influence of video marketing content strategies on consumer loyalty is important for fashion brands that want to remain relevant and grow in this digital era.

RESEARCH METHOD

This research uses a literature review method with a descriptive-analytical approach. The literature review was carried out by reviewing various relevant academic sources, such as scientific journals, books, industry reports, and articles discussing digital marketing, video content strategy on YouTube, and consumer loyalty in the fashion industry. A descriptive-analytical approach is used to describe the phenomena that occur based on theory and previous research, then analyze the relationship between video marketing strategies and consumer loyalty.

Data collection techniques are carried out through literature studies, where previous research is collected, classified and analyzed to find relevant patterns and relationships. Synthesis analysis is applied to identify trends,

research gaps, as well as the main factors that influence the effectiveness of video marketing content strategies in increasing consumer loyalty. In this way, this research can provide a deeper understanding of the role of video marketing in the fashion industry and its implications for brand marketing strategies (Kitchenham, n.d.; Kitchenham & Charters, 2007; Snyder, 2019).

RESULT AND DISCUSSION

Effective Video Marketing Content Strategy in the Fashion Industry

In the fashion industry, an effective video marketing content strategy plays a vital role in capturing audience attention and building consumer loyalty. With the increase in digital video consumption, fashion brands are increasingly relying on YouTube as a primary platform for presenting engaging visual content (Ma & Gu, 2024). Well-known brands use various video marketing techniques, such as storytelling, collaboration with influencers, and aesthetic visual packaging to create an emotional appeal for consumers (Farkas & Geier, 2023). This strategy not only increases brand awareness, but also strengthens long-term relationships with customers.

One successful example of implementing a video marketing strategy is Gucci, which consistently presents content with artistic concepts and storytelling in their videos. Gucci often combines elements of culture, art and fashion in its video campaigns to create a unique visual experience for audiences. Campaigns such as “Gucci Aria” and “Gucci Gift” feature a strong narrative as well as high-quality production, which not only promotes the product but also creates an exclusive and luxurious image attached to the brand (Mitterfellner, 2024).

Chanel is also an example of a fashion brand that has successfully implemented a video marketing strategy well. Through its official YouTube channel, Chanel presents various types of videos such as fashion films, behind-the-scenes from fashion shows, to interviews with designers and models. This content provides an immersive experience for consumers, allowing them to feel closer to the exclusive world of Chanel. Video campaigns such as “Inside Chanel” chronicle the brand's journey and heritage, which not only increases awareness but also strengthens emotional connections with loyal customers (Mok et al., 2022).

Additionally, Nike has proven the effectiveness of video marketing with an approach focused on inspiration and empowerment. Nike often presents videos with motivational, sports and inclusivity themes in its campaigns. One successful campaign was "You Can't Stop Us," which used creative editing

techniques to combine various sports moments into one inspiring whole (Mohamed, 2023). This approach makes Nike videos more than just product promotions; rather it builds a strong emotional connection with its consumers.

Another fashion brand, Zara, uses a more minimalist but still interesting video marketing strategy. Zara often presents fashion lookbook videos showcasing the latest collections with a simple, elegant and product-focused visual aesthetic. This approach fits the brand's modern and chic identity, and appeals to the consumer segment that prioritizes style in their daily lives (SanMiguel et al., 2024). Apart from that, Zara also uses a short video format which is more dynamic and in line with current social media consumption trends.

Dior, on the other hand, utilizes video marketing with a storytelling approach that depicts elegance and exclusivity. Campaigns such as “Dior Haute Couture” and “Dior Sauvage” feature cinematic visuals with strong narratives, often involving famous celebrities and models. This strategy helps Dior maintain its image as a classy premium brand, while attracting the attention of consumers who want a luxury experience from a fashion product (Profumo et al., 2023).

The success of fashion brands in video marketing strategies shows that the main elements that make video content effective are strong storytelling, attractive visuals, and emotional engagement with the audience. By understanding video content consumption preferences and trends, fashion brands can create marketing strategies that not only increase sales but also build stronger customer loyalty.

Impact of Video Content Strategy on Consumer Loyalty

Video marketing content strategy has a significant role in building consumer loyalty towards fashion brands (Redjeki et al., 2020). Based on various literature studies, video-based marketing has been proven to increase customer engagement, strengthen brand identity, and create deeper emotional connections with consumers. Video provides a more immersive experience than other forms of marketing, because it is able to combine visual, audio and narrative elements in one attractive format (Kurnia et al., 2023). This makes it easier for consumers to remember a brand and feel more emotionally connected to it.

One of the main factors that influences consumer loyalty through video marketing is the ability of video to build brand awareness and brand trust. A

study conducted by Kotler and Keller (2016) shows that consumers are more likely to be loyal to brands that are able to create a deep impression through consistent visual communication. By using a video strategy that prioritizes values, philosophy and brand identity, companies can increase consumer confidence in their products (Kurniadi & Rana, 2023). For example, brands like Chanel and Dior use storytelling in their videos to showcase the exclusivity and elegance that are the main characteristics of their brands.

Apart from increasing brand awareness and trust, video marketing also impacts consumer interaction and engagement. A study from Smith and Zook (2020) found that consumers who actively interact with a brand's video content, such as commenting, sharing, or liking videos, are more likely to have a stronger relationship with the brand. Content that encourages interaction, such as fashion tutorial videos, question and answer sessions with designers, and collaboration videos with influencers, can increase audience engagement and strengthen their emotional ties to a fashion brand (Surjandy et al., 2023).

Furthermore, research from Chaffey and Ellis-Chadwick (2019) revealed that storytelling elements in marketing videos can increase consumer loyalty. Videos that contain interesting and inspiring stories are more easily absorbed by the audience and are able to create a deep impression (Maghfur et al., 2023). For example, Nike's campaign with the theme of motivation and inclusivity succeeded in making consumers feel inspired and have an emotional attachment to the brand. When consumers feel that a brand has values that align with their views, they are more likely to remain loyal and even become brand advocates who promote the brand to others.

Apart from storytelling, aspects of video production quality also influence consumer loyalty. According to research conducted by Liu et al. (2021), videos that have high-quality visuals, attractive cinematography, and unique creative elements are more effective in building customer loyalty. In the fashion industry, where aesthetics are a major factor, high-quality production videos can provide a compelling visual experience and increase a brand's appeal in the eyes of consumers. Gucci and Prada, for example, consistently present videos with unique artistic elements to strengthen their exclusive image (Suhan & Aprillia, 2023).

The impact of video content strategy on consumer loyalty is also influenced by the consistency and frequency of content. A study from Constantinides (2020) states that brands that consistently upload high-quality video content tend to have higher levels of customer loyalty than brands that only upload videos sporadically. Consistency in presenting relevant and

interesting content will make consumers continue to connect with the brand and develop the habit of returning to consuming the content presented (Dai et al., 2024). Therefore, many fashion brands are now adopting a regular upload schedule to maintain customer engagement and loyalty.

Overall, video marketing content strategies have a huge impact on consumer loyalty in the fashion industry. Through a combination of strong storytelling, active interaction, high production quality, and consistency in presenting content, fashion brands can build long-term relationships with their consumers. Previous studies show that consumers are more likely to remain loyal to brands that are able to deliver engaging and meaningful video experiences, making this strategy one of the most effective marketing tools in today's digital era (Mu & Yi, 2024).

Implications for Fashion Brands

Based on the analysis of video marketing content strategies and their impact on consumer loyalty, there are several recommendations that fashion brands can implement in developing more effective video marketing strategies. Fashion brands need to understand that video marketing is not just a promotional tool, but also a means of building emotional connections with consumers (Aviantono & Laura, 2023). Therefore, the strategy implemented must be oriented towards customer experience, brand value and creativity in delivering messages.

One of the main recommendations is to develop strong storytelling in video content. Fashion brands should not only display products, but also present stories that arouse emotions and are relevant to the audience. Good storytelling can create a deeper connection between brands and customers, as Chanel and Nike have done in their video campaigns. Compelling narrative elements, such as a designer's inspiring journey or the story behind a particular collection, can strengthen a brand's identity and increase its appeal to consumers (Zhang, 2024).

Apart from storytelling, high visual and production quality is also a crucial factor. In the fashion industry, aesthetics play an important role in building brand perception. Therefore, videos must have an attractive visual composition, good lighting, and professional cinematography in order to optimally reflect the brand's values and identity. Brands such as Gucci and Dior have proven that investing in high-quality video production can increase a product's exclusivity and appeal in the eyes of consumers (Lin & Bowman, 2022).

Another strategy that can be implemented is collaboration with influencers and fashion enthusiasts. Influencers have a big influence on consumer purchasing decisions, especially among the younger generation (Redjeki, 2021). Fashion brands can partner with influencers who have relevant audiences to convey their messages through authentic and relatable videos. Collaboration with fashion enthusiasts can also create higher engagement, because audiences tend to trust recommendations from individuals they follow more than conventional advertising (Meng et al., 2024).

In addition, interaction with the audience should be the main focus in video marketing strategies. Brands can increase consumer engagement by creating interactive videos, such as Q&A sessions, polls, or creative challenges that involve user participation. This strategy can strengthen customer loyalty because it creates a more personal relationship between the brand and its consumers. YouTube as a platform allows brands to communicate directly with audiences through comments and live streaming features, which can be used to build closer engagement (Nurhilalia & Saleh, 2024).

Consistency in uploading videos is also very important in maintaining customer loyalty. Fashion brands should have a structured content schedule and regularly present new videos to stay relevant in consumers' minds. Content that is uploaded sporadically or inconsistently can reduce audience engagement and make them switch to other brands that are more active in interacting via video (Afshar & Hazarvand, 2023). Therefore, a well-planned content strategy will help brands in maintaining long-term relationships with customers.

Lastly, fashion brands should leverage data and analytics to evaluate the effectiveness of video marketing strategies. By analyzing metrics such as number of impressions, audience retention rates, engagement, and conversions, brands can understand which types of content most engage their audience. A data-driven approach allows brands to continually optimize their strategies to better suit evolving preferences and trends (Tho & Cuong, 2024). With a combination of strong storytelling, quality visuals, collaboration with influencers, active interaction, consistency, and data analysis, fashion brands can create effective video marketing strategies in building consumer loyalty in the digital era.

CONCLUSION

Based on the literature review that has been carried out, video marketing content strategies on YouTube have a significant influence on

consumer loyalty in the fashion industry. Video marketing not only functions as a promotional tool, but also as a means to build deeper emotional connections with customers. The main factors that determine the effectiveness of this strategy include strong storytelling, high quality visual production, active interaction with the audience, and consistency in content presentation. Previous studies show that fashion brands that implement this strategy effectively are able to increase brand awareness, strengthen consumer trust, and drive higher engagement, ultimately contributing to increased customer loyalty.

Additionally, a successful video marketing strategy often involves elements such as collaboration with influencers, the use of analytics to measure the effectiveness of content, as well as leveraging digital trends to create relevant experiences for audiences. With the increasing consumption of video content on digital platforms, fashion brands need to continue to develop innovative and adaptive approaches to maintain competitiveness and build long-term relationships with their consumers. Therefore, video marketing is not only a trend, but also a strategic necessity in building customer loyalty and strengthening a brand's position in the competitive fashion industry.

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