The Influence of Video Marketing, User Generated Content on Purchase Intention through Brand Awareness as Intervening Variables

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Abstract

This study aims to determine the development of Digital Marketing in Sumenep Regency, especially in the Jamjamyeon business, namely by analyzing the effect of Video Marketing and User Generated Content on Purchase Intention both directly and indirectly through Brand Awareness as an intervening variable. The sample in this study was determined by purposive sampling technique. The type of data in this study is primary data with a guttman scale. The data collection technique used a questionnaire and the data analysis method used in this study was the Partial Least Square (PLS) method. The results of the study show that Video Marketing has no effect on Purchase Intention, but Video Marketing has an effect on Brand Awareness. User Generated Content has no influence on Purchase Intention and Brand Awareness. And Brand Awareness has no effect on Purchase Intention. As for the indirect effect, Brand Awareness is unable to mediate the effect of Video Marketing and User Generated Content on Purchase Intention.

I. Introduction

Digital marketing has a very good influence on the growth of a business. The influence of digital marketing on the growth of a business can also be seen from how digital marketing affects a person's or consumers buying interest. As research conducted by Ghozali (2021) explains that digital marketing has a positive and significant effect on consumer buying interest in e-commerce, the better digital marketing for online companies or entrepreneurs, the higher consumer buying interest in e-commerce. Carrying out promotions using digital marketing media is indeed very promising, but this will have an effect if the consumers who are the target market are active people and understand social media. if the target market doesn't understand what digital marketing is, then doing promotions with digital marketing will experience difficulties. As Rahayu, et al (2021) in his research explained that the uneven distribution of information technology infrastructure and internet networks, which are still limited, especially in remote areas, is one of the obstacles that make it difficult for MSME players to enter the world of e-commerce or difficulty utilizing digital marketing.

Digital marketingsuch as making video marketing, user generated content, geofencing technology, big data, omnichannel marketing, augmented reality, and others. Promoting via video will attract more potential consumers' attention because currently the most frequently visited internet content by internet users is online video, as explained by Sedej (2019) in his research that "Video marketing is likely to increase even further as

technological development and the trend of overall digital transformation continues". Maidasari (2021) explains that it is said that promotion via video or what is often called video marketing has a positive and significant influence on purchasing decisions.

Meanwhile, promoting through user-generated content will make it easier to create consumer confidence in the product, because those who offer the product are not the sellers themselves but other people who have already consumed the product. As Ray and Bala (2021) said that "Customer reviews/comments on product-websites and on social-media pages can serve as great information sources for both customers and service-providers". Umbara (2021) explains user generated content (UGC) on social media which contains reviews of a brand or product that can influence other people's interest.

Marketing videosand user generated content can have an impact, either directly or indirectly, as seen from several previous studies. Research conducted by Putri (2022) explains that beauty vloggers have a positive and significant effect on the interest in buying skincare whitelab products with brand image as a mediating variable on viewers of the YouTube channel Tasya Farasya. And research conducted by Hidayatullah and Dirgantara (2018) also explains that electronic word of mouth, celebrity endorsements and social media marketing have an effect on brand image and brand image has a positive and significant effect on purchase intentions. From some of these studies it can be seen that both video marketing and user generated content have an indirect effect on purchase intention. Both with brand image as an intervening variable and with brand trust. However, what if brand awareness is an intervening variable.

As it can be seen that brand awareness is the ability of a brand to appear in the minds of consumers when consumers are thinking about a particular product category and how easily the brand name reappears in the minds of consumers (Shim, 2003). And Aaker & McLoughlin (2010) revealed some of the advantages of brand awareness namely, awareness gives brands a familiar feel and people prefer brands that are already familiar. Name awareness can be a signal of brand presence, commitment and substance which can be very important for both bulk purchasers and repeat buyers or customers. And the importance of a brand will determine whether the brand can be recalled at an important moment in the buying process.

Based on the explanation above and some previous research, this research will focus on analyzing the effect of video marketing, user generated content on purchase intention either directly or through brand awareness as an intervening variable.

II. Review of Literature

2.1 Purchase Intentions

According to Durianto (2013) in Kambolong (2021) "Purchasing interest is the desire to own a product, buying interest will arise if a consumer has been influenced by the quality and quality of a product, information about the product". "Interest in buying arises through a series of processes, including identifying needs, searching for information, evaluating information, and finally an interest in buying will arise in consumers" (Idrus, 2021). The intensity of purchases of a product will increase when consumers already know or remember the product. Consumers think that getting to know the product first before making a purchase will reduce the possibility that the product is not in accordance with their wishes or expectations.

To measure the dimensions of buying interest according to Ferdinand (2006) in Tonce & Rangga (2022) consists of:

1. Referential interest, namely the tendency of consumers to refer products to other parties.
2. Preferential interest, namely interest that illustrates that consumers have the primary choice of a product. This option can be overridden only if there is an error with the product preference.
3. Explorative interest, namely the behavior of consumers who are always looking for information about products that are in demand so that they are more confident about these products before making a purchase.

2.2 Video Marketing

A business or business definitely needs a strategy to promote its products so that more people know about it. Promoting using video can attract the attention of potential consumers and can help sellers build authority in a way that other forms of marketing cannot approach. According to Brock (2021) "Video marketing is marketing via the medium of video on the web. in many cases, this means creating videos and uploading them to you tube, through that is only one option".

When using videos to promote a product, it must be done in the most effective, quality and capable way to attract the attention of marketing targets, otherwise promotion using videos not only does not attract consumers but can also harm the business itself. The success of a video marketing strategy is not enough to just make interesting videos, but you also have to ensure that the video can be seen by as many people as possible. Promotional videos can be uploaded to several social media such as YouTube, Tik Tok, Instagram, Facebook, Twitter, etc., which currently have many fans.

Referring to previous research conducted by Yunita, et al (2019) there are several indicators used to measure advertisements on mobile advertising, namely:
1. Informativeness, namely the ability of an advertisement to provide product-related information to consumers. The information contained must be of high quality, because it has a direct effect on customer perceptions of the company and its products.
2. Credibility, according to Mackenzie, Lutz, Belch, & Mackenzi (1989) in Yunita, et al (2019) is "consumers' perceptions of the truth and trustworthiness of advertisements in general. Messages and information contained in an advertisement must be credible so that customers can trust it, so that customers will pay more attention to the ad and of course it will also have a direct impact on customer evaluations.
3. Entertainment, the existence of an element of entertainment in an advertisement is intended to meet the emotional and aesthetic needs of consumers. With the entertainment element in advertising can also provide a positive view of the brand. In addition, advertisements that are considered entertaining will be easier to get the attention of consumers.

2.3 User Generated Content

According to Fauzan, et al (2022) user-generated content is a product of information and communication technology in which there are facilities for uploading photos, sound, text, animation, and video on social networks and kiwi. Prospective consumers will trust what users say more than what is said by the brand itself, especially potential customers from the millennial generation. They think that content created by other users is the most natural or honest review as it is, does not contain sponsored messages in it.

Dennhardt (2012) in his book explains "UGC has similar effects compared to other marketing communication tools as they influence brand awareness, positive word-of-

mouth, and consumers purchase intentions". User generated content besides being able to satisfy the social needs of consumers can also fill in product information, add to consumer truth and promote the rapid dissemination of information, therefore user generated content needs to be supported. User generated content has three characteristics, namely being accessible to the public, having value from users or creative uploaders and not for the professional and business realm.

There are three points for measuring user generated content in this study with reference to research that has been conducted by Rajamma, et al (2020), namely:

1. Vicarious experience,User-generated content should be a representative experience to help consumers who cannot touch, physically examine or try the product directly. Representative experience gained through observing others can have the same impact as direct experience in motivating purchase intentions.
2. Connectednessis a bond that occurs between two or more people because of shared beliefs, traits, memories and experiences. In user generated content, connectedness between reviewers and viewers can increase the purchase intention of prospective consumers.
3. transparency.User-generated content should be transparent, meaning that the information contained in user-generated content must be correct, substantial and balanced, both positive and negative, related to the experience of the product being reviewed. Viewers perceive transparent content to encourage them to make purchases.

2.4 Brand Awareness

The definition of brand awareness according to Shim (2003) explains brand awareness is the ability of a brand to appear in the minds of consumers when consumers are thinking about a particular product category and how easily the brand name reappears in the minds of consumers. Brand awareness has several levels, in his book Rangkuti (2009) explains that brand awareness has four levels, namely as follows: Unware of brand (not aware of the brand), Brand recognition (brand recognition), Brand recall (recollection of the brand), and Top of mind (top of mind).

Brand awarenessdo not be underestimated, because brand awareness can be a major strategic asset. In many industries that share products in common, brand awareness provides a sustainable competitive difference and it serves to differentiate brands along the dimensions of consumer memory or familiarity. To find out how far consumers are aware of a brand, it can be measured through the following three indicators (Yunita, et al. 2019):

1. Recall, the extent to which consumers can remember when asked what brands they remember
2. Recognition, the extent to which consumers recognize a brand is included in a particular category.
3. Purchase, the extent to which consumers will make a brand as an alternative choice when buying a product or service.

III. Research Method

The type of research used in this research is correlational quantitative research. This type of quantitative research is data that is present or expressed in the form of numbers obtained from the field, or it can also be called qualitative data which is expressed in the form of numbers obtained by changing qualitative values to quantitative (Ramdhan, 2021).

This study uses a non-probability sampling technique to determine the sample, namely purposive sampling technique. As for the criteria used in this study are:

1. Respondents who have smartphones or social media users.
2. Respondents who have seen promotions about Jamjamyeon either through social media or other media.

The data collection technique used in this study is the technique of distributing questionnaires. To test the instrument in this study using the Partial Least Square (PLS) method. The Partial Least Square (PLS) analysis method is a component or variant-based Structural Equation Modeling (SEM) method that can simultaneously test the measurement model as well as test the structural model. The testing steps in Partial Least Square (PLS) in this study are model analysis, hypothesis testing and moderation testing.

IV. Result and Discussion

4.1 Evaluation of the Measurement Model (Outer Model)
a. Validity test

In this study, the indicators in the variable marketing video are included in the formative indicators, while the indicators in the variable user generated content, brand awareness and purchase intention are included in the reflective indicators.
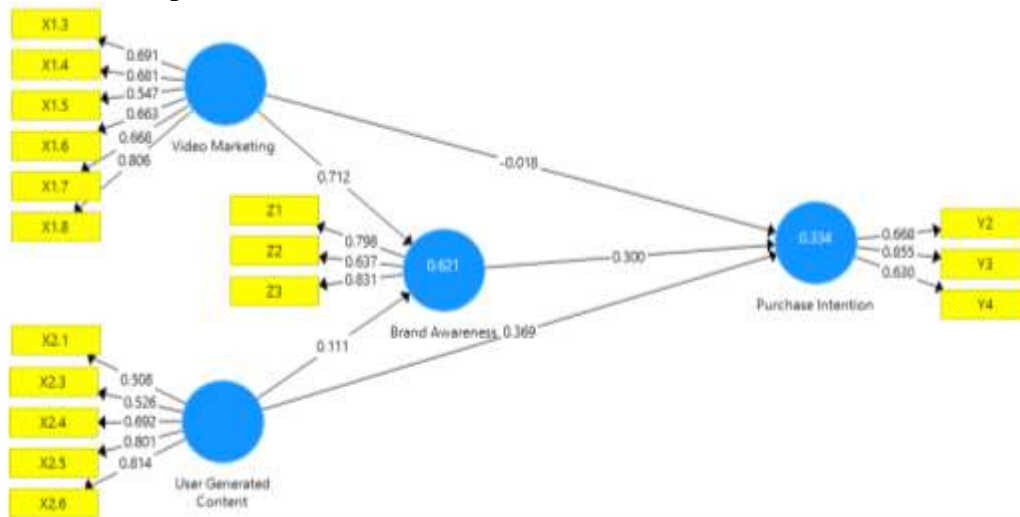
Figure 1. *Output Loading Factor Modeling*

1) Reflective Indicator

Items	Outer Loadings	Information
X1.3	0.683	Valid
X1.4	0.658	Valid
X1.5	0.549	Valid
X1.6	0.637	Valid
X1.7	0.635	Valid
X1.8	0.816	Valid
X2.1	0.517	Valid
X2.3	0.510	Valid
X2.4	0.690	Valid
X2.5	0.796	Valid
X2.6	0.787	Valid
Y2	0.566	Valid

Y3	0.780	Valid
Y4	0.701	Valid
Z1	0.801	Valid
Z2	0.674	Valid
Z3	0.770	Valid

In the table above it can be seen that all the instruments in this study have a loading factor value of > 0.5 which indicates that the selective indicators in this study have fulfilled the validity test.

2) Formative Indicator

Indicator	VIF	Information
X1.3	1,587	Valid
X1.4	1,732	Valid
X1.5	1,186	Valid
X1.6	1824	Valid
X1.7	1,721	Valid
X1.8	2.143	Valid
X2.1	1,121	Valid
X2.3	1,525	Valid
X2.4	1690	Valid
X2.5	2,285	Valid
X2.6	2,285	Valid
Y2	1,232	Valid
Y3	1.215	Valid
Y4	1.102	Valid
Z1	1,341	Valid
Z2	1,193	Valid
Z3	1,278	Valid

In the table above it can be seen that the VIF value on the research indicators is below 10, which means that the indicators in this study have fulfilled the validity test.

b. Reliability Test

Variable	*Composite Reliability*
Brand Awareness	0.802
Purchase Intentions	0.765
User Generated Content	0.806
Video Marketing	0.836

The table above explains that the composite reliability value for each variable is above 0.7, which means that the variable indicators in the study are reliable.

4.2 Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model (Inner Model) in this study was carried out by looking at the R Square value of the endogenous variables.

Variable	R Square	R Square Adjusted
Brand Awareness	0.621	0.615
Purchase Intentions	0.334	0.318

From the table above it is known the value *R Square* for variables *Brand Awareness* is 0.621. The value can explain that variable *Brand Awareness* can be explained by the Video Marketing and User Generated Content variables by 62% and the remaining 38% is explained by other variables.

Furthermore, the R-Square value for the Purchase Intention variable is 0.334. This explains that the Video Marketing and User Generated Content variables are able to explain the Purchase Intention variable by 33% while the remaining 67% is explained by other variables.

4.3 Hypothesis test

Path Analysis	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness -> Purchase Intention	0.300	0.409	0.340	0.882	0.378
User Generated Content -> Brand Awareness	0.111	0.121	0.161	0691	0.490
User Generated Content -> Purchase Intention	0.369	0.319	0.286	1,290	0.198
Video Marketing -> Brand Awareness	0.712	0.713	0.168	4,236	0.000
Video Marketing -> Purchase Intention	-0.018	-0.025	0.305	0.059	0.953

In testing the hypothesis in this study refers to the opinion Kurniasih (2021) The probability value (p-value) with an alpha of 5% is less than 0.05 and the t-table value with an alpha of 5% is 1.96, so the hypothesis is accepted if the significance value is <0.05 and the hypothesis is rejected if t -statistics > 1.96.

1. **H1: video marketing has an effect on brand awareness**

Based on the results of data processing, it is known that Video Marketing has an effect on Brand Awereness, with a t-statistic value of 4.236 > 1.96 and a P value of 0.000 <0.05. In his book Srivastava (2020) explains that "Video marketing is the process of using a video in marketing to promote a business or a service", and the results of this study also explain that the promotional videos used by jamjamyeon can be one of the tools to introduce products jamjamyeon so that potential consumers are able to recognize or know jamjamyeon products. Judging from the data collected, the informativeness indicator and the Credibility Indicator have the highest value, which means that an informative and credible promotional video is able to create memories for consumers about the Jamjamyeon brand.

2. **H2: user generated content has an effect on brand awareness**

Based on the results of data processing that has been done, it is known that User generated content has no effect on brand awareness with a t-statistic value of 0.691 <1.96 and a P value of 0.490 > 0.05. The results of this study indicate that User generated content about jamjamyeon has not been able to become a way to promote jamjamyeon products so that they are known or known by potential consumers. If you look at the data collected, this happened because consumers did not have the same interest as the maker of Jamjamyeon's user generated content, this can be seen from the value of the Connectedness indicator which is small compared to other indicators. So that it indirectly affects consumer memory of the Jamjamyeon brand.

In his book Dennhardt (2021) also explains that User Generated Content (UGC) has similar effects compared to other marketing communication tools as they influence brand awareness, positive word-of-mouth, and consumers purchase intentions. While the results of this study show that user generated content has no influence on brand awareness. This can happen because the implementation of user generated content on jamjamyeon products has not been done properly. As can be seen, the quantity of user generated content about jamjamyeon on social media is still small and the quality that exists is not optimal. Umbara (2021) also explains in his article that not all user generated content can influence a person's evaluation of a product, one of the underlying reasons is because the quality of the content is not good. In addition, the success of a user generated content also depends on the dissemination of the content itself.

To maximize the benefits of user generated content, business owners should pay more attention to user generated content as well as having a good relationship with content creators, if necessary also providing knowledge on how to make good content. Apart from that, paying more attention to content creators can also be a way to control the spread of information about our products out there, so that no negative information spreads.

3. **H3: video marketing has an effect on purchase intention**

Based on the results of data processing, it is known that video marketing has no effect on purchase intention with a t-statistic value of 0.059 <1.96 and a P-value of 0.953 > 0.05. This shows that the video marketing owned by jamjamyeon has not been able to attract the interest of potential customers. If we look at the data collected, video marketing has no effect on consumer buying interest because the element of entertainment in Jamjamyeon's promotional videos is still lacking, it can be seen from the entertainment indicator which has the smallest value of several existing indicators, thus indirectly reducing consumer interest in Jamjamyeon products.

In his book, Brock (2021) explains that video marketing is marketing that uses videos which are then uploaded to the web or to social media. From this explanation it can be understood that using video as a way to promote jamjamyeon products is not just about making a good promotional video but also making sure that the video can be seen by many people. One way for the promotional video to be watched by many people is to upload the video in several media, not just relying on one media. Whereas in practice, jamjamyeon still uses one medium as a means of promotion. This could be the reason why Jamjamyeon's video marketing has not been able to attract potential customers.

Apart from that, uploading a marketing video about jamjamjeon in several media can make the video viral, and this can be one of the triggers for increasing interest in potential consumers for jamjamyeon. As according to previous research conducted by Marchapada and Wijaksana (2021) explained that viral marketing has an effect on the buying interest of potential consumers.

4. **H4: user generated content has an effect on purchase intention**

Based on the results of data processing, it is known that user generated content has no effect on purchase intention with a t-statistic value of 1.290 <1.96 and a P value of 0.198 > 0.05. This shows that user generated content about jamjamyeon is not able to attract consumer interest. Ummah (2021) explains that User Generated Content is a marketing strategy that is currently being carried out by many companies, such as customer reviews of products or testimonials which are then shared through consumer and corporate social media. While the results of this study explain that UGC has no effect on purchase intention, which means that UCG regarding jamjamyeon has not been able to attract consumer interest. When viewed from several question items used to measure UGC, the question "I feel that people who create content about jamjamyeon have the same interests as me" has the lowest score, which is 0.791. This shows that the creators of UGC about Jamjamyeon do not have the same interests as consumers so that the content they create is less attractive to consumers. In addition, as explained earlier, it can be seen from the UGC field regarding Jamjamyeon that the quantity is still small and the quality is not optimal, so that it can also affect consumer perceptions of Jamjamyeon products.

5. **H5: brand awareness has an effect on purchase intention**

Based on the results of data processing, it is known that brand awareness has no effect on purchase intention, with a t-statistic value of 0.882 <1.96 and a P-value of 0.378 > 0.05. This shows that Jamjamyeon's brand awareness does not attract consumer buying interest.

The theory of brand awareness according to Shim (2003) is the ability of a brand to appear in the minds of consumers when consumers are thinking about a certain product category and how easily the brand name reappears in the minds of consumers. And from the results of this study it is known that brand awareness has no effect on purchase intention. Where the point is that the Jamjamyeon brand cannot influence consumer buying interest in Jamjamyeon products. When viewed from the data collected, this can be seen from the respondents' answers to the question "after seeing the jamjamyeon product advertisement I feel interested in buying it" which has the lowest score compared to several questions related to brand awareness, which is equal to 0.961.

From the results of this study it can also be seen that Jamjamyeon's brand awareness is still at the level of brand recall, seen from the value of the recall indicator which has a value of 0.992 or around 99%, almost perfect. The level of brand recall is the level at which consumers are able to recall about the Jamajmyeon brand, not just recognizing it.

4.4 Indirect Effect Hypothesis

Path Analysis	T Statistics (|O/STDEV|)	P Values
User Generated Content -> Brand Awareness -> Purchase Intention	0.304	0.761
Video Marketing -> Brand Awareness -> Purchase Intention	0.856	0.393

6. **H6: video marketing has an effect on purchase intention through brand awareness**

Based on the results of data processing, it is known that video marketing has an influence on brand awareness, but brand awareness has no influence on purchase intention. This shows that brand awareness cannot mediate the effect of video marketing on purchase

intention. In addition, seen from the results of the mediation test, the effect of video marketing on the purchase intention variable through the brand awareness variable is known to have a t-statistic value of 0.853 <1.96 and a P value of 0.393 > 0.05 which also shows that brand awareness cannot mediate the influence of video. marketing on purchase intention.

The results of this study indicate that video marketing about jamjamyeon is able to make consumers remember the Jamajamyeon brand. However, Jamjamyeon's brand awareness has not been able to attract consumer interest in Jamajamyeon products. When viewed from the data that has been collected, video marketing about jamjamyeon has an effect on new brand awareness at the brand recall level. Where consumers are able to remember the Jamajamyeon brand, not just know it, and have not been able to make consumers interested in Jamjamyeon products.

This situation can be corrected by improving the quality of video marketing about Jamjamyeon. Where the data that has been collected shows that the existing video marketing has weaknesses in the entertainment indicator, consumers feel that the promotional video about Jamajamyeon lacks an element of entertainment, where this element of entertainment will later be able to attract more consumers' attention to watching videos about Jamjamyeon. Apart from making a quality promotional video, it is also important to note that the promotional video is seen by many people.

7. *H7: user generated content* influence on purchase intention through brand awareness

Based on the results of data processing, it is known that user generated content has no effect on brand awareness, and brand awareness also has no effect on purchase intention. In addition, if seen from the mediation test results, the influence of user generated content variables on purchase intention variables through brand awareness variables is known to have a t-statistic value of 0.304 <1.96 and a P value of 0.761 > 0.05. This shows that brand awareness cannot mediate the effect of user generated content on purchase intention.

From the results of this study it is known that user-generated content about Jamajamyeon has not been able to create memories in consumers about brand awareness. Judging from the data collected, user-generated content about Jamjamyeon has been able to help consumers better understand Jamjamyeon products but has not been able to create memories about the Jamjamyeon brand. Because the opinions and interests between consumers and content creators are not aligned.

Dennhardt (2012) in his book explains that UGC is actually the same as other promotional tools or methods, which have the benefit of influencing brand awareness and purchase intentions. So that UGC about Jamjamyeon also has the same effect, Jamjamyeon should be able to pay more attention to content created by consumers, such as giving rewards to content creators or even providing knowledge on how to make better content, while also being able to disseminate this content so that more more consumers who know it. If you look at the facts on the ground, the UCG regarding Jamjamyeon has minimal quality and quantity. Apart from paying attention to UGC, the owner must also be able to make the Jamjamyeon brand even better so that consumers are satisfied.

V. Conclusion

The results of this study indicate that video marketing about jamjamyeon is able to make consumers remember the Jamajamyeon brand. However, Jamajamyeon's brand awareness has not been able to attract consumer interest in Jamajamyeon products. When viewed from the data that has been collected, video marketing about jamjamyeon has an effect on new brand awareness at the brand recall level. Where consumers are able to remember the Jamajamyeon brand, not just know it, and have not been able to make consumers interested in Jamjamyeon products.

From the results of this study it is known that user-generated content about Jamajamyeon has not been able to create memories in consumers about brand awareness. Judging from the data collected, user-generated content about Jamjamyeon has been able to help consumers better understand Jamjamyeon products but has not been able to create memories about the Jamjamyeon brand. Because the opinions and interests between consumers and content creators are not aligned.

Here are some suggestions for future researchers:

1. Adding other indicators that have not been used in this research so that the results to be obtained are maximized and it is possible to obtain different results, such as measuring how often promotional videos are watched by consumers and how widely user-generated content spreads among consumers.
2. It is recommended to use other variables that have an influence on purchase intention, such as search engine marketing (SEM), affiliate marketing, instant messaging marketing, etc.
3. Using more literature as analytical material in order to enrich knowledge so that the results obtained are better.

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