

## THE EFFECT OF PRODUCT BRANDING AND ONLINE PROMOTIONAL VIDEOS ON CONSUMER PURCHASING DECISIONS IN MSMEs

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### ABSTRACT

The impact of product branding and online promotional video on consumer purchase decisions in micro, small, and medium-sized enterprises (MSMEs) is an integral component of the company's marketing strategy for supporting operations and increasing sales. According to studies, MSMEs who use effective product branding and digital advertising have better sales levels than those that do not. Consequently, the goal of this study is to investigate the impact of product branding and online promotional video on SME consumers' purchase decisions. The research strategy is quantitative and employs a questionnaire with a random sample of 10 MSME respondents. The results indicated that the variables of product branding (X1) and online promotional video (X2) had a substantial impact on the purchasing decisions of MSMEs with a reliability coefficient more than or equal to 0.70, therefore it is considered reliable.

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### 1. INTRODUCTION

Analyzing the impact of product branding and online promotional video on consumer purchase decisions in MSMEs (Micro, Small, and Medium-Sized Enterprises) is a crucial component of marketing research. Branding and marketing are two crucial variables in influencing the market success of a product. Branding is a method for distinguishing and differentiating products on the market. Strong product branding can make a product appear more trustworthy and professional to consumers. Branding is a marketing method for making items appear more distinctive and appealing to consumers [1].

In the meantime, the integration of information technology in digital marketing strategies is a crucial component that can aid SMBs in increasing sales [2]. Digital promotion tactics can be a solution; online promotional movies, for instance, are an efficient means of communicating promotional messages to consumers. Online promotional movies can be utilized to display products from multiple perspectives and provide in-depth product information. Online promotional video can also be used to demonstrate how the product is utilized and its benefits.

The combination of excellent product branding and good internet advertising videos can make people more interested in buying products. Consumers who are interested in the product will be more inclined to buy the product. Consumers that are interested in the goods will also be more inclined to suggest the product to their friends and relatives [3]. Research shows that micro, small, and medium-sized enterprises (MSMEs) with strong product branding and successful online promotional video had larger sales volumes than MSMEs without such practices. This indicates that the branding of products and the use of internet promotional videos can greatly influence consumers' final selections. Branding and online advertising video have a significant impact on consumers' decisions to buy from micro, small, and medium enterprises (MSMEs). MSMEs that utilize strong product branding and successful online promotional video likely to have greater sales rates [4], [5] compared to MSMEs that do not employ strong product branding and effective online promotional videos.

Small and medium-sized enterprise (SME) product branding and online promotional video research is a growing field of study [6], [7]. This study can be utilized to learn if and how MSMEs' consumers are influenced by product branding and online promotional videos. Product branding and online promotional video in MSMEs (Micro, Small, and Medium Enterprises) can affect consumer purchase decisions, according to several studies. Strong product branding has been shown to boost sales

for MSMEs. Strong product branding can make things look more professional and trustworthy, enhancing consumer interest in buying them. Online advertising videos influence consumer purchases, according to other studies. Online promotional movies can display the goods from several angles and provide detailed information, enhancing consumer interest in the product. Strong product branding and successful internet advertising videos can also influence consumer buying decisions, according to certain studies. Interested consumers will buy and suggest the product [8].

The purpose of this research is to examine how micro, small, and medium-sized enterprises (MSMEs) may best leverage product branding and online promotional media to build their brands and influence consumer purchase decisions. Researchers have shown that small and medium-sized enterprises (SMEs) who lack the resources to invest in prominent brand identities for their products and high-quality online advertising videos are less likely to succeed in persuading consumers to make purchases.

## **2. METHOD**

### **2.1 Product Branding**

Product branding is the process of creating a unique identity for a company's goods and services. The identity may consist of a name, a symbol, a design, or any combination of the three. Branding can be used to differentiate products from those of other companies and enhance their appeal to consumers. The objective of product branding is to make the product appear more trustworthy and professional, hence increasing the likelihood that consumers would purchase the goods.

### **2.2 Online Promotion**

The technique of distributing messages or information about a product or service to people via the internet is known as online promotion. Multiple platforms, including websites, social media, email, and applications, can be used for online promotion[9]. Promotions online can take many forms, including adverts, content, and email campaigns. Traditional advertising can reach a wider audience, but online promotions can target a specific audience. Marketing of products or services can gain substantial benefits from the use of online promotional video. The following are few advantages of online promotional videos: (1) Capture the attention of consumers: Online promotional video can attract consumers' attention more effectively than text or graphics alone. (2) Provide visual information: Online promotional videos can provide visual information about products and services, making it easier for consumers to comprehend[10]. (3) Shows the product from a variety of angles Online promotional video can display the product from a variety of angles, allowing buyers to view it in greater detail. (4) Demonstrate how the product is used Online advertising video can demonstrate how the product is utilized and its benefits. (5) Raise brand awareness Online promotional movies can be used to raise brand awareness and make products appear more trustworthy and professional to customers[11].

### **2.2 Analysis Method**

This study employs a quantitative methodology. The quantitative method approach is a technique for collecting quantifiable data. The objective of this strategy is to identify a correlation or relationship between the tested variables [12]. Random sampling was used to administer a questionnaire to ten micro, little, and medium-sized enterprises (MSMEs) in the Ubud area in order to identify their use of online promotional video and product branding.

## **3. RESULT AND DISCUSSION**

Through multiple stages of research beginning with the collecting of data from MSME respondents via questionnaires. Then, the questionnaire data is analyzed by SPSS software calculations to establish the relationship and influence of product branding characteristics and online promotional videos on MSMEs' consumers' purchase decisions.

### **The Impact of Product Branding and Online Promotional Videos on the Purchasing Decisions of MSME Consumers**

The F-test is used to determine whether or not the independent factors influence the dependent variable concurrently or jointly. It is said that the F-test findings are valid when the computed F-value is more than the F-table, where the learnt F-table is 3.15. The results of the F-test are reported in Table 1 below.

Tabel 1. Hasil uji F			
Uji ANOVA <sup>a</sup>			
	Model	F	Sig.
1	Regression	4.582	.019 <sup>b</sup>
	Residual		
	Total		
a. Dependent Variable: TOTAL_Y			

This study explores only two variables, namely product branding and internet promotional video, that influence the purchasing decisions of consumers. MSMEs with excellent product branding and effective internet advertising videos likely to have better sales volumes than those without such strategies. The results of the SPSS calculation indicate that the product branding variable (X1) and Online Promotional Video (X2) have  $F_{count} > F_{table}$ , which is displayed in Table 1 along with the calculated F value of  $4.582 > 3.15$ , indicating that product branding and online promotional videos have a significant impact on consumer purchasing decisions.

### The Influence of Product Branding on Consumer Purchasing Decisions in Micro, Small, and Medium-Sized Enterprises

The calculated sig value for the product branding variable (X2) is 0.00, which is significant at the 0.05 level. So, branding does play a role in how MSMEs ultimately decide to spend their money. This study's findings are consistent with those of [13], [14], which analyzed the effects of logo design and packaging, product quality, and company reputation [15] on customers' decisions to buy from micro, small, and medium-sized enterprises (MSMEs). This can aid micro, small, and medium-sized enterprises (MSMEs) in creating profitable product branding strategies [16], [17].

### The Impact of Online Video Marketing Promotion on Consumer Purchasing Decisions in Micro, Small, and Medium-Sized Enterprises

By testing for a statistically significant relationship between independent and dependent variables, the t test can help researchers draw conclusions about causality. Online promotional video variables that have been shown to have an effect on buying decisions can be tested by comparing their significance levels to the 0.05 threshold. See Table 2 for the t-test outcomes.

Table 2. Results of the t test			
Coefficients <sup>a</sup> Test			
Model		T	Sig.
1	(Constant)	8.24	.000
	TOTAL_X1	-1.06	.000
	TOTAL_X2	2.638	.002
a. Dependent Variable: TOTAL_Y			

The online promotional video (X2) variable has a sig value of 0.00, where this value is 0.05, according to the findings of the SPSS calculations in Table 2. Thus, online promotional videos influence the purchasing decisions of SMBs in part. This study's findings are consistent with those of [18] [19], which indicate that internet promotional movies can enhance brand awareness and make items appear more trustworthy and professional to consumers. Additionally, research indicates that online promotional movies can boost consumer product knowledge and make things appear more appealing to customers. This can boost consumer interest in acquiring the product and their likelihood of making a purchase. Other research demonstrates that internet promotional movies can enhance consumers' knowledge of the product and its benefits [20]. Online advertising movies can demonstrate how the product is used and its benefits, which can encourage buyers to purchase the product [21].

### Reliability Test

A measuring device's reliability is measured by a reliability test. The reliability test is shown in Table 3 by each variable's Cronbach's alpha.

Table 3. Reliability Test Results	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.7	28

Cronbach Alpha is used to display the variation of each item's score and the total score of the calculated questionnaire, as seen in the table above. It is considered dependable if the reliability coefficient is greater than or equal to 0.70. All variables have a Cronbach Alpha coefficient greater than or equal to 0.60, hence the 28 statement items comprising the research variables are deemed reliable.

#### 4. CONCLUSION

The conclusion of the study can explain, based on the correlation analysis and the effect of product branding variables and online promotional videos on consumer purchasing decisions in micro, small, and medium-sized enterprises (MSMEs), that product branding variables and online promotional videos have a significant effect on consumer purchasing decisions because, when applied to MSME operations, they can aid in marketing strategies and increase sales.

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