



# A STUDY ON INFLUENCE OF SOCIAL MEDIA VIDEOS CONTENT TOWARDS CLIENT SATISFACTION

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**Abstract:** In recent times, social media has been identified as a major medium of communication in the purpose of business and clients. Among all the content available through social media, videos have been identified as gaining prominence as they are considered more engaging, informative, and understandable. Videos are being utilized on social media for the purpose of communication with clients and to promote business.

The main aim of this research is to identify the impact of social media content on client satisfaction. This research aims to find out how social media content is influencing client satisfaction. To attain this, data is being collected in the form of questionnaires from social media users and is being supplemented with literature. From the results of this research, it is identified that videos are playing a vital role in forming opinions in the minds of clients about a brand.

**Keywords:** Social media, video marketing, customer engagement, client satisfaction, digital communication

## INTRODUCTION

The internet and technology are getting better fast. This has changed the way businesses talk to their customers. Businesses use social media websites to talk to their customers. Social media websites are really helpful because they let businesses talk to a lot of customers at once. This is great for businesses because they can share information with customers at the same time. Social media websites are a help to businesses because they make it easy for businesses to talk to their customers. Businesses can use social media websites to tell customers about products and services. Social media websites are helpful, to businesses because they let businesses talk to customers and get feedback from them. Businesses like using media websites because they can reach a lot of customers. Social media websites are really good, for businesses and their customers. YouTube, Instagram, Facebook, and TikTok are some of the social media websites through which a business organization can communicate with their customers through various types of content like images, texts, and videos. Among all of these tools of communication, videos are considered to be a significant influence.

Video content has also become popular as it has both audio and video features that help customers understand the content better. The users of social media websites are interested in watching videos rather than reading content or watching advertisements. Business organizations have also come to know this fact and are using videos as a tool of communication to inform their customers about their products and services in order to develop a better relationship. Client satisfaction is a significant factor in measuring the success of a given organization. Client satisfaction is a state of satisfaction at which a client is able to achieve satisfaction by using a given product or by using a given service. Clients tend to be loyal to a given brand and may even promote the same to other clients if they are satisfied. This is the reason why business organizations always strive to come up with creative ideas on how to achieve client satisfaction. Customer perception and satisfaction may be influenced in a significant manner by video content shared on social media. Informative video content enables the customers to have a clear perception of the products and services before actual purchasing decisions are made.

Social media video marketing is a chance for businesses to express their brand message effectively and build a strong association with their clients. The purpose of this research is to examine the effect of social media video content on client satisfaction.

**BACKGROUND OF THE STUDY**

The advent of social media has brought a shift in the traditional methods of marketing and communicating with consumers. Traditionally, organizations used to depend on electronic media and print media for the purpose of marketing and communicating with their consumers. However, with the advent of digital media, organizations have got another opportunity to market their products through digital media.

It is also observed that social media websites have become an essential part of the day-to-day life of human beings. It is also observed that people are spending a lot of time surfing social media websites and viewing videos. Keeping the above point in view, it is also observed that businesses are using social media websites as a tool for their consumers.

Video content is one of the most successful methods of online marketing because it provides a visual presentation of products and services with a detailed description. Videos are also a successful tool for businesses to explain complex ideas in a simple manner.

Furthermore, it has also been observed that the trend of short videos is on an increase. Social media sites like Instagram Reels and TikTok have provided an opportunity for businesses to develop interesting videos to promote their business. Such videos have the potential to attract the customers

Customer satisfaction is also related to the information and experience provided by the business. For example, if customers are provided with information through videos, they will be satisfied with the business. This is because the information provided through videos is reliable. Therefore, customers will be satisfied with the business that provides reliable information through videos.

The focus of the research is to understand the relationship between social media video content and customer satisfaction. Through the analysis of the feedback provided by the customers, the research aims to understand the impact of video content on customer satisfaction.

**RESEARCH PROBLEM**

Due to the rapid growth of social media sites, businesses are using video content for advertising their products and services. However, all video content is not effective for influencing customer satisfaction levels. There are some videos that are not able to attract the attention of customers and provide them with useful information, and hence such videos may not be effective for influencing customer satisfaction levels.

Although there is a huge usage of video marketing strategies by various businesses, there is a lack of knowledge about how video content is directly related to influencing customer satisfaction levels through social media sites. Businesses need to understand the factors that are responsible for the effective usage of video content for influencing customer satisfaction levels.

The research problem for the purpose of conducting the research is to identify the influence of video content on social media sites for influencing client satisfaction and the significant factors responsible for it.

**OBJECTIVES OF THE STUDY****Primary Objective**

- To study the influence of social media video content on client satisfaction.

**Secondary Objectives**

- To analyze how social media platforms are used for video marketing.
- To identify factors that make social media video content attractive to customers.
- To evaluate the relationship between video engagement and customer satisfaction.

**SIGNIFICANCE OF THE STUDY**

The importance of this research is significant. The research will assist the business in understanding the impact of social media video content on customer satisfaction. Digital marketing is a dynamic concept that is constantly changing. It is very important for a business to devise strategies that will ensure effective customer relationships are maintained.



The research is significant as it will help the business devise strategies on how to ensure that the customers are satisfied through video marketing. This is due to the fact that by understanding the needs of the customers, the business will be able to devise content that is effective and informative.

The research findings are significant as it will provide the business with an opportunity to understand the concept of understanding the relationship between digital marketing and customer satisfaction. The significance of video content in communication is highlighted. Nevertheless, it is worth noting that the research findings will be significant to marketers, entrepreneurs, and managers in the field of business as they will be in a position to make effective decisions on social media marketing strategies.

### **REVIEW OF LITERATURE**

Devadas Menon (2022), The existing literature on the social media behavior of users highlights that the social media platform Instagram Reels meets the varied psychological and social needs of the users. Using the Uses and Gratifications approach, the literature highlights that the users of the platform engage with the Reels on the platform for entertainment, self-promotion, escapism, trendiness, and surveillance. The individual characteristics of the users, particularly narcissism, predict the active engagement of the users in the platform.

Gargi Doloi (2024), The recent literature on the social media platform highlights the increasing influence of the platform on the media consumption behavior of Generation Z. The literature highlights that the short-form video content on the platform attracts the Generation Z audience because of the entertainment value of the platform. The algorithmic content discovery on the platform increases the engagement of the users with the platform.

Simon Suwanzy Dzreke (2025) Available literature indicates the impact of social media on consumer decisions. Available literature indicates that social media plays an important role in influencing consumer decisions. Most consumers use social media as a platform of discovery and purchase intention. A majority of consumers use social media as a platform of discovery and purchase intention. Available literature indicates that younger consumers are influenced by influencer marketing.

Diah Yulisetiaria (2024) Available literature indicates the mediating role of customer satisfaction in the relationship between social media marketing and service quality with regard to customer loyalty. Available literature indicates that effective social media marketing activities play an important role in influencing customer satisfaction. Available literature indicates that effective service quality plays an important role in influencing consumer experiences.

Jignesh Vidani (2024) The literature on mobile social applications highlights the significance of user satisfaction from a technological as well as a social perspective. Network externalities and herd behavior theory-based studies highlight the importance of perceived utility and enjoyment for users.

### **RESEARCH GAP**

However, the research on the impact of social media marketing and communication is not common. Research on the impact of social media video content on client satisfaction is not common. Although the previous research on social media marketing and communication emphasized the importance of client engagement, brand awareness, and purchase intentions, the need to consider the importance of the direct impact of social media video content on client satisfaction should be emphasized.

### **RESEARCH METHODOLOGY**

Research methodology is defined as processes and methods of preparation, data collection, information analysis, and useful conclusions drawn in association with the study. Moreover, it includes an outline of methods and measures taken in order to ensure that the results drawn from the study are trustable, authentic, and credible. This methodology is focused on achieving these primary outcomes. It includes several strategies and processes that aim at achieving the research goals, resolving critical issues, and evaluating even very complex methods and processes of implementing safety protocols that aim at averting accidents in an organizational environment. This section includes an outline of the study's scope and research, sample, methods of data collection and analysis, and ethics.

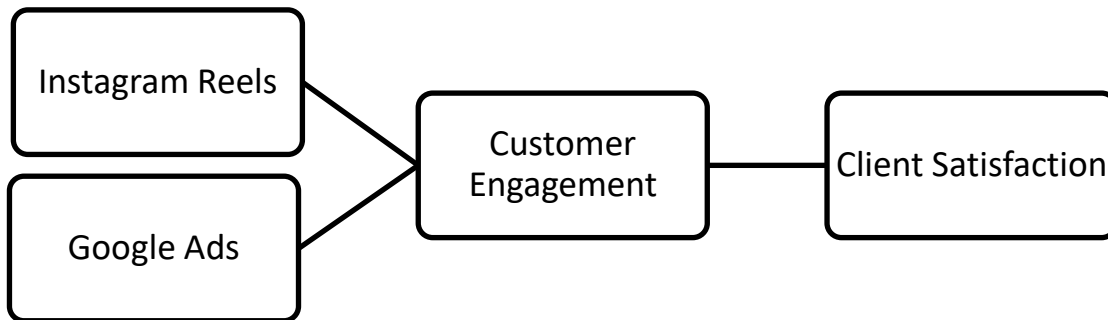


RESEARCH DESIGN

Descriptive Research

Descriptive research is primarily concerned with observing and defining a given phenomenon or the characteristics, behavior, and attributes associated with a given group without attempting to interfere or influence the process in any way. Essentially, descriptive research is meant to ensure a reliable description of a given phenomenon or research subject in an exhaustive manner.

RESEARCH MODEL AND HYPOTHESIS



HYPOTHESIS

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in Client Engagement and Client Satisfaction.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in Client Engagement and Client Satisfaction.

DATA COLLECTION METHOD

Data collection methods were used in this study:

Primary Data

Primary data were collected through a structured questionnaire distributed among social media users. The present study employed a quantitative research approach; wherein primary data was collected through surveys, Google Forms to create and distribute surveys electronically, ensuring ease of data collection and analysis

SAMPLE SIZE

The sample size for this study consists of **100 respondents** who actively use social media platforms and watch online video content.

STATISCAL TOOLS USED

The following statistical tools were used for data analysis:

- ONE WAY ANOVA  
This method of analysis of variance is concerned with the difference between three or more independent groups by one factor. It is used to evaluate the impact of a single factor on a dependent variable.
- CORRELATION  
Correlation is a statistical word that defines the relationship between two basic variables quantitatively. It is a measure of the amount of two related variables, along with their relationship.
- where ,
- COV(X,Y) : covariance of X and Y
- $\sigma_x$  : standard deviation of X
- $\sigma_y$ : standard deviation of Y

DATA ANALYSIS AND INTERPRETATION

ONE WAY – ANNOVA

HYPOTHESIS:

**Null Hypothesis (H<sub>0</sub>) :** There is no significant difference in client satisfaction regarding the brand’s ability to retain customer loyalty among the groups.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in client satisfaction regarding the brand’s ability to retain customer loyalty among the groups



**OUTPUT:**

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Client Satisfaction [The Brand successfully retains customer loyalty.]	Between Groups	1.844	3	.615	.398	.755
	Within Groups	152.933	99	1.545		
	Total	154.777	102			
Client Satisfaction [The Brand is highly recommendable to others.]	Between Groups	4.407	3	1.469	1.096	.355
	Within Groups	134.054	100	1.341		
	Total	138.462	103			

**INTERPRETATION**

According to the ANOVA results, the significance value for "The brand successfully retains customer loyalty" is 0.755, while for "The brand is highly recommendable to others" it is 0.355, and both being higher than 0.05. This implies that there is no significant difference in the satisfaction levels of clients among the various groups. To put it differently, customers in all groups express a similar opinion on both the brand's loyalty retention and recommendability.

**CORRELATION**

**HYPOTHESIS:**

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between Digital Marketing platform through customer engagement.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between Digital Marketing platform through customer engagement.

**OUTPUT**

**Correlations**

		InstagramReel	Googleads	Customerengage ment	Clientsatisfa ction
InstagramReel	Pearson Correlation	1	.850**	.841**	.744**
	Sig. (2-tailed)		.000	.000	.000
	N	104	104	104	103
Googleads	Pearson Correlation	.850**	1	.813**	.791**
	Sig. (2-tailed)	.000		.000	.000
	N	104	104	104	103
Customerengagement	Pearson Correlation	.841**	.813**	1	.818**
	Sig. (2-tailed)	.000	.000		.000
	N	104	104	104	103
Clientsatisfaction	Pearson Correlation	.744**	.791**	.818**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	103	103	103	103

**INTERPRETATION**

Correlation table displays the positive correlation of strong degree between Customer Engagement, Instagram Reels, Google Ads, and Client Satisfaction. Amongst all of them, Customer Engagement (.818) significantly influences Client Satisfaction, then comes Google Ads (.791) and Instagram Reels (.744). This indicates that good social media content and well-targeted digital advertising greatly enhance client satisfaction and advance the relationship of a brand



### FINDINGS

The research indicates that the highest percentage of participants is within the age range of 25-30 years (54.8%), while 31.7% are within the age range of 30-35 years. This suggests that young adults are over-sampling social network sites and are most vulnerable to influence by video content.

The highest percentage of participants are females at 63.5%, who are less negative in their responses and perceptions of social media video content. The perceptions indicate that females have the highest percentage in judging the predictability of the content's effect on customer satisfaction.

The highest percentage of participants are postgraduates at 45.2%, followed by others at 50%. The research indicates that highly educated people are more sensitive to social media video content.

The research indicates that most participants at 49% have 5-10 years of work experience; that is, most participants are veterans who are more sensitive to social media video content's effect on customer satisfaction.

### SUGGESTIONS AND RECOMMENDATIONS

- Organizations have to target the youth segment belonging to the 25-30 years of age group and engage them with dynamic and interesting videos, as they are the most active users of social media and can easily get influenced by the visual images provided on social media.
- As the female segment is more active and can easily get influenced by the videos provided on social media, the organization has to create emotional videos in order to effectively engage the female segment.
- The educated segment tends to think and respond critically to the videos presented on social media. Hence, the organization needs to include testimonials and workplace-related videos.
- Organizations operating in the technology and consumer industries need to continue engaging the audience through social media videos, as the audience is highly dependent on the influence of digital media.

### CONCLUSION

The research has concluded that social media videos have a strong and positive impact on client satisfaction. Instagram Reels and Google Ads are now major components in building awareness, trust, and customer engagement. The research has shown that young and highly educated people are more impacted by social media videos as they believe these videos are relatable, educative, and entertaining. In conclusion, emphasis is given to how social media videos are not only used to sell a product or service but are also used to build a relationship with customers.

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