

“Short Video Application is a New Marketing Strategy”: a Mixed-method Study on Indonesia’s MSME

Oleh:

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Background

- The industrial revolution has changed many things, including business forms from manual to digital by the usage of big data, digital technology, and IoT as drivers of information which makes it easier for customers to access (Trischler & Li-Ying, 2022) (Li, 2020) (Bican & Brem, 2020) (Savastano et al., 2018) (Erboz, 2017).
- Internet users in the world are 4.95 billion, 62.5% active users of social media and 8.28 billion people are connected by mobile connections (Kemp, 2022).
- in Indonesia, Jan 2022, internet users were 204.7 million and 191.4 million active on social media (Hootsuite, 2022). Indonesians spend more than 3 hours of their time on social media.
- This is an opportunity that must be used by entrepreneurs to develop their businesses through digital channels.

Background

- Digital marketing is a must!
- with the help of digital technology, business people can expand their reach, build effective interaction with customers, be more responsive to the market, and have real-time communication so it saves time to conduct marketing research (Veleva & Tsvetanova, 2020)
- Digital marketing applications are able to show which marketing campaigns are successful and what content did good work (Nabieva, 2021).

Background

- Social media marketing becomes a pioneer.
- Social media is the main factor that can increase brand awareness and have a positive effect on purchasing decisions (Ardiansyah & Sarwoko, 2020).
- Social media revealed that SMEs in Makassar can increase sales results by reaching more buyers and creating a comfortable interaction (Imaduddin & Jufriadi, 2022).
- Social media have a positive effect on the quality of products and consumer traits that can affect purchases (Hardiyanto et al., 2020) (Jokom, 2018) (Vania et al., 2018).
- Content from digital marketing, especially using social media in the form of videos, can increase customer engagement and trust (Wongkitrungrueng & Assarut, 2020) (Halik & Nugroho, 2022).

Background

- TikTok is a persuasive technology application that can influence the behaviour of its users (Wang, 2022).
- Short video application is easy to use because it does not require high-priced professional tools, it is enough with all the features available and could display beautiful results (Cheng & Chen, 2021).

Background

- MSMEs are an economic milestone in Indonesia.
- in 2021, MSME workers in Indonesia occupy the highest position within ASEAN (Rizaty, 2022). The President of Indonesia is targeting as many as 30 million MSMEs to participate in digital marketplaces by 2024 (<https://kemenkopukm.go.id/>, 2022).
- (Amoah & Jibril, 2021) (Redjeki & Affandi, 2021) (Purba et al., 2021) studied the relation to the usage of digital marketing for MSMEs, however, there has been no further research on the short video-based digital platform used by MSMEs in Indonesia.
- Due to the reasons above, this research will focus on the influence of short video applications on customer engagement and purchase intention in MSMEs in Indonesia. Further, this research will explore the implication of the usage of these applications to lead sales on MSMEs.

Research Gap

- Website and social media marketing become an effective way to promote easily. But advertising in video form is more attractive. Video with not too long duration could convey messages so that the content of the message can be visualized properly. Short video application is a combination of visual, sound, and in limited time. It could be a beautiful combination and can attract the attention of customers (Wang, 2022)(Cheng & Chen, 2021).
- Customer engagement is level at the highest of customer loyalty. Customer engagement will happen when the relationship between the product (goods or services) or a very well-established brand occurs.
- H1: short video application positively influences customer engagement

Research Gap

- The effect of using social media as a one of digital marketing tool can affect consumer traits that can affect purchases (Hardiyanto et al., 2020; Jokom, 2018; Vania et al., 2018). Social media also could increase brand awareness and have a positive effect on purchasing decisions (Ardiansyah & Sarwoko, 2020). So many factors influence the decision to purchase, such as emotional trust, trust in a message, attitude towards online shopping and advertising quality (Ismagilova et al., 2020). As a unique tool, a short video application is a new way to attract customers, and it is persuasive.
- H2: short video application positively influences purchase intention

Method

- To clarify and explore the relationship between variables in a phenomenon, the mixed-method is the best method (Liping & Hsin-Hui, 2017).
- This study used mixed-method, explanatory sequential design. This method will begin by collecting and analyzing data using a quantitative approach to answer research questions. Furthermore, data collection and analysis were carried out using qualitative methods to explain in more detail the research results (Creswell, 2014).

Method

- To find the effect of using a short video on customer engagement and purchase intention, it used a digital questionnaire using a Likert scale and distribute randomly to MSMEs in Sidoarjo, Surabaya and Malang. The sample selection was carried out using a purposive sampling method with the aim of obtaining a representative sample according to the specified criteria. The data will be analyzed based on the Dual Paradigm with two dependent variables using Smart PLS 3.2.9 software

Method

- The results of this analysis are then followed by a qualitative analysis to examine more deeply the effect that has been proven from the previous data analysis. Qualitative data were taken using three methods, namely in-depth interviews, documentation, and observation. It used an unstructured interview technique where interviews are carried out flexibly, with no limitations in questions but still within the context of the objectives of the research so that the informant can provide answers according to what they feel and experience that has been done. Data will then be validated using the triangulation of data sources.

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Results & Discussion

- The samples in this research were a total of 106 MSMEs and 92.5% of respondents use short video applications for their business promotion.
- Data in the table shows that the MSMEs actor who applies short video is at productive age with good education background (bachelor = 67.2%). Respondents who applied short video in this research are mostly female (64.2%). The business type of respondents for this study are micro (77.6%), small (20.9%) and medium enterprises (1.5%).

Results & Discussion

- The magnitude of the correlation between constructs and latent variables is shown by the value of convergent validity. Data validity can be seen from the Average Variant Extracted (AVE) value which is greater than 0.5. Based on the data, it is stated that all indicators are Valid.

Variable	Indicators	Outer Loadings	Average Variance Extracted (AVE)	Result
Customer Engagement	CE1	0.81	0.64	Valid
	CE2	0.81		
	CE3	0.74		
	CE4	0.80		
	CE5	0.70		
	CE6	0.82		
	CE7	0.86		
	CE8	0.86		
Intend to Buy	IB1	0.87	0.71	Valid
	IB2	0.91		
	IB3	0.70		
	IB4	0.87		
Short Video	SV2	0.72	0.69	Valid
	SV2	0.87		
	SV3	0.76		
	SV4	0.93		
	SV5	0.79		
	SV6	0.88		

Results & Discussion

- Data validity can also be assessed based on cross-loading measurements with the construct. If the construct's correlation with each indicator is greater than the other construct measurements, then good discriminant validity is achieved.
- All criteria were meet the requirements and the research's conclusion are valid.

Cross Loadings

Indicators	Variables		
	Customer Engagement	Intend to Buy	Short Video
CE1	0,842	0,731	0,833
CE2	0,813	0,711	0,679
CE3	0,738	0,588	0,534
CE4	0,802	0,735	0,591
CE5	0,688	0,536	0,536
CE6	0,825	0,634	0,626
CE7	0,861	0,831	0,648
CE8	0,864	0,860	0,682
IB1	0,871	0,886	0,668
IB2	0,752	0,912	0,711
IB3	0,612	0,701	0,529
IB4	0,726	0,867	0,722
SV1	0,486	0,535	0,720
SV2	0,706	0,697	0,865
SV3	0,711	0,653	0,760
SV4	0,733	0,703	0,932
SV5	0,547	0,570	0,791
SV6	0,785	0,722	0,877

Results & Discussion

- The reliability test was carried out to prove the accuracy, consistency and precision of the instrument in measuring constructs (Schuberth, 2021). Reliability measurement uses composite reliability and Cronbach's Alpha values. Data can be said to be reliable when the composite reliability value is more than 0.7 and the Cronbach Alpha value is more than 0.5.
- All criteria were meet the requirements and the research's conclusion are reliable.

Reliability Test Results

Variables	Composite Reliability	Cronbach Alpha	Conclusion
Customer Engagement	0.94	0.92	Reliable
Intend to Buy	0.90	0.86	Reliable
Short Video	0.93	0.91	Reliable

Results & Discussion

- square value shows how much an independent variable influences the dependent variable. Value of R square in this research are 0.66 for customer engagement and 0.62 for intend to buy. The value of R square for this two variables are categorized as a moderate to strong model (Chin W, 1998). It means that the variable customer engagement can be driven by short video application variable of 66% and 62% for variable intend to buy.

R square

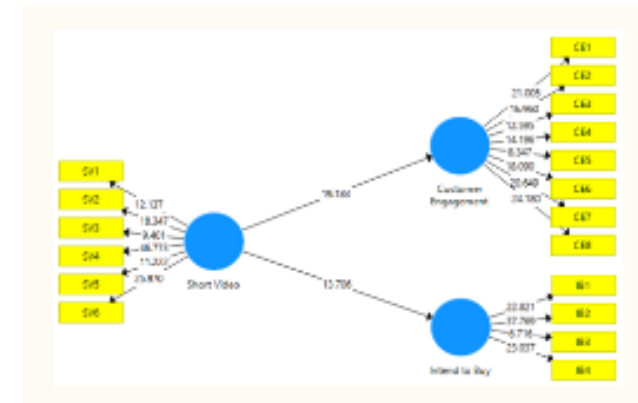
Variables	R square
Customer Engagement	0.66
Intend to Buy	0.62

Results & Discussion

- The value of path coefficients are 0.812 and 0.789, which means that short videos have a positive influence to customer engagement and intent to buy. The value of t-statistics are 19.183 and 13.706, which means that short videos have significant influence due to t-statistics are greater than t-table (t-table's significance for 5% = 1.96). More attractive short video will increase customer engagement and have a significant effect for intend to buy.

Path Coefficients

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Short Video → Customer Engagement	0.812	0.817	0.042	19.183	0.000
Short Video → Intend to Buy	0.789	0.789	0.058	13.706	0.000



Results & Discussion

- All the data above showed that short video application have positive and significant influence to customer engagement and intend to buy.
- So, the research is highly recommended to go to the next step which the data will analysed for qualitative method.

Results & Discussion

- With a duration of seconds, making a short video application can provide convenience in conveying information (Yang et al., 2019)(Cheng & Chen, 2021). (Wang, 2022) found that short video applications, such as TikTok, are a pleasant experience and because of their powerful algorithms can attract attention and spend longer time interacting. This was then used by TikTok to create a shopping application using short videos. The condition triggers other applications to also facilitate themselves with video content. Instagram then created IG Reels, e-commerce with its live video and YouTube made a short version with YouTube short. Indeed, at first they were still more confident using the e-commerce platform which incidentally has become a common application in buying and selling activities. This was then responded by MSMEs in Indonesia by following the existing trends.

Results & Discussion

- With interesting content, it is hoped that it can attract potential customers and send messages to be followed up into a purchase transaction. Short video applications that are currently popularly used are TikTok and IG Reels, while MSME actors for their product marketing activities still rarely use YouTube Short. The results of in-depth interviews with MSMEs have been conducted, it was found that using short videos in product marketing activities can increase awareness and traffic from customers. With good handling and response, this traffic can be converted into sales.

Results & Discussion

- TikTok become a pioneer for an application that applied short video and have a selling feature. Short videos with interesting and real content can attract a large number of potential buyers. With a not too long duration, potential consumers have enough time to view the content presented and decide on the next step. Prospective buyers who are interested in the content presented will start acting by giving short messages directly to the seller, making comments, or directly buying. All activities and responses from customers can be properly monitored and it makes easier for businesses to understand their current business conditions.

Results & Discussion

- TikTok is indeed effective in presenting interesting and proper short video content, but the TikTok system will filter out active users with the right frequency to be an option on the main page. To meet these conditions, the account owner must have sufficient stock of short videos. Informant A said that TikTok could increase the number of orders until 10 times compared with using an e-commerce platform. His business getting bigger due to applying short videos on TikTok compared to before due to he could reach a wider marketing area. Knowing the segmentation of products with good prices will increase the turnover 2 – 3 times.
- Informant B said the same condition for her business. Due to she has a big number of followers on TikTok, she gets offered to affiliate with TikTok's management to promote other's products. She has double advantages at once, could increase her business traffic and fee up to 10% per sale. TikTok will be very useful for viral products and give big numbers of sales and vice versa.
- So the MSME's actor should have research to update the information.

Results & Discussion

- In contrast to TikTok, which apart from providing awareness and being able to attract traffic from potential buyers at the same time, it seems that IG Reels is still in the stage of providing awareness. Prospective buyers who are interested in content on IG Reels still have to contact the seller via text message or comment to be able to make the next transaction. But with today's technological sophistication, IG accounts that display short videos can be linked to online store accounts from sellers. Informant C said that she could increase her customer's order by IG Reels. IG Reels becomes more flexible because it does not need a huge number of prepared videos like TikTok. When using short videos on IG reels could help increase customers' trust due to they could see the final product.

Results & Discussion

- The usage of viral audio could increase the customers' attention and increase the probability of her content in the top of the view. The direct increase in sales due to the application of a short video could be seen on her first month. This condition could increase her spirit to create another short video to increase her followers. Informant A also said that it could increase customers' awareness and stimulate them to click the given link to his store. So, IG Reels could be a stimulator for his business.

Results & Discussion

- Another short video application is YouTube short. Instead of YouTube, which contains a video with a long duration, YouTube short is not famous yet in MSMEs actors to help their marketing activity. YouTube, as a medium that started with long video content, tries to facilitate existing trends by creating a platform for short videos. But YouTube shorts still act as a platform for disseminating information and will be linked to other applications. In the world of digital marketing, YouTube short is still not as popular as TikTok. And MSMEs in Indonesia are still not familiar with YouTube Short as a buying and selling application. They still prefer to use TikTok and IG Reels in marketing using short videos or using e-commerce that they have used before. Informants A, B and C have not used the YouTube Short application as a marketing medium because they feel that TikTok and IG Reels are more capable of supporting their business.

Conclusion

Digital marketing is the choice of business people to help their business because of the many benefits it provides. With a duration that is not too long and interesting content, short video applications such as TikTok and IG Reels have become popular to help with marketing activities. With low costs and a wide reach, this application is of great interest to MSME actors. TikTok is able to attract the attention of customers with interesting video content, which can then be directed to make purchases through the system. IG Reels is able to increase the awareness of potential customers, which can then be completed with a sale. By creating slick content and setting the right frequency, MSMEs can increase sales through this short video application. The results of this study indicate that digital marketing through short videos has a positive effect on customer engagement and purchase intention then increase sales to MSME actors.

Research Finding

The result shows that usage of short video applications has a positive impact on sales that the short video could make awareness and convert to traffic and increase sales.

Benefit

The result of this study is expected to help MSMEs in Indonesia to implement digital marketing, especially with short video applications to increase sales.

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