

Student number:

Programme Title:

Working Title:

**THE ROLE OF SHORT-FORM VIDEO MARKETING
ENHANCES BRAND AWARENESS AND CUSTOMER
ENGAGEMENT**

Proposal options: Dissertation

**Country or area where data collection/fieldwork will take place in:
UK**

Which approach / method(s) you will apply: Qualitative approach

Table of Contents

1. Introduction.....	4
1.1 Research Background	4
1.2 Aims and Objectives	5
1.3 Research Rationale.....	5
1.4 Significance of Research.....	6
1.5 Proposed Dissertation Structure.....	6
2. Literature Review.....	7
2.1 The influence of short-form video marketing in terms of developing brand awareness	7
2.2 Engagement of the customer through short-form video marketing aiming to develop cosmetics industry awareness	8
2.3 The challenges of short-form video marketing for customer engagement in the cosmetics industry and brand awareness	9
2.4 Identification of the mitigation strategies for the issues in short-form video marketing in the industry.....	9
2.5 Conceptual Framework.....	10
2.6 Theoretical Framework.....	11
2.7 Literature Gap	12
3. Methodology	12
3.1 Research Philosophy	12
3.2 Research Approach	12
3.3 Research Design.....	13
3.4 Data Collection and Analysis Technique.....	13
3.5 Quality consideration	14
3.6 Ethical Consideration.....	14

3.7 Research Timeline	14
References.....	15

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1. Introduction

1.1 Research Background

The short term video making can be determined as an effective process for developing the marketing scope in the cosmetic industry. Short videos in marketing strategies can effectively boost the visibility of brand awareness and can enhance the communication process for better engagement along with market revenue. The study will critically highlight the influence of short-term video-making in terms of developing the marketing scope for the cosmetic industry. Technological advancements and social media influencers are becoming one of the main factors in digital marketing and addressing young generations for specific brands. The use of social media by 49% users (global use of social media irrespective of internet and age of users) and daily boost of personalized video feeds are becoming a trend in marketing for international brands specifically (Statista.com, 2023).

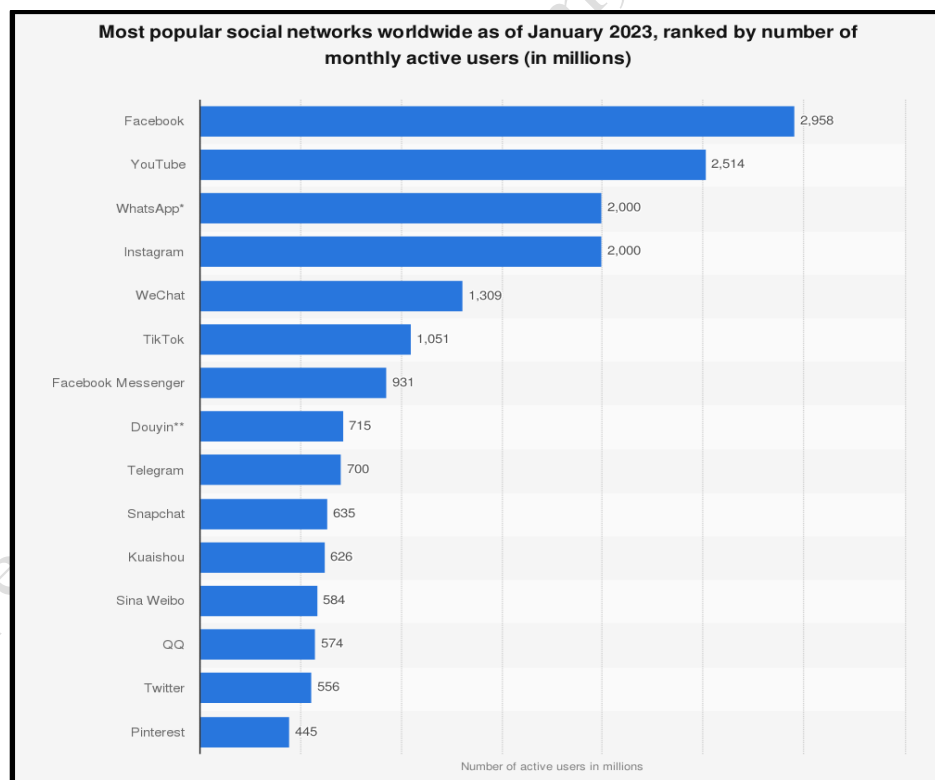


Figure 1.1: Popular social sites for developing business growth

(Source: Statista.com, 2023)

2.9 bn users are actively using on a monthly basis, which has generated the most **Meta Platforms users such as Facebook for 2958, youtube for 2514, Whatsapp for 2000 users and so on**. Relying on the thoughts of Dong *et al.* (2023), these platforms can be used for making short videos and developing market awareness for business awareness. However, the engagement of target customers is still oriented with brand image and the feeds aligned with search history and profile details, which are seen to be dropped by 0.04% due to unorganized content and unwanted notifications in feed (Hines, 2023). Hence, the study will focus on the customer engagement part to support with short videos available in social media.

1.2 Aims and Objectives

The study aims to understand the role of Short form video marketing in enhancing customer awareness and customer engagement.

Objectives:

- To measure the influence of short-form video marketing in terms of developing brand awareness
- How to engage the customer through short-form video marketing aiming to develop cosmetics industry awareness
- To figure out the challenges of short-form video marketing for customer engagement in the cosmetics industry and brand awareness
- To identify the mitigation strategies for the issues in short-form video marketing in the industry

1.3 Research Rationale

The major issue for this factor can shorten the attention span of the targeted customers, which can create ignorance and less engagement from their end. Based on the thoughts of Yang and Lee (2022), these issues can lead to creating more problems in terms of developing the target market and enhancing its performance. In addition to this, it will also shed light on the issues and the other factors that are related to the topic and measure the overall effectiveness of the topic in

the industry. The issue is creating a **major time shortage for creating unique video content**. The study has also created **barriers to creating a suitable video strategy for engaging more customers**. The study will also highlight the identification of the key challenges in the current market.

1.4 Significance of Research

The significance of the research will critically measure the “impact of short-form video marketing on brand awareness and customer engagement in the cosmetics industry”. It can effectively identify its effective measure for the key factors and its impact on the short-form video marketing aspects for developing the industry. The research data will also determine the issues and the other effective factors for the business execution. Based on the identification of Ren *et al.* (2021), the research can also signify the effective outcome from the industry and its issues for maintaining their effective brand awareness in the market. In terms of evolving their outcome, the essential factors can be suitable for the cosmetic business industry and the evolution of their business scope.

1.5 Proposed Dissertation Structure

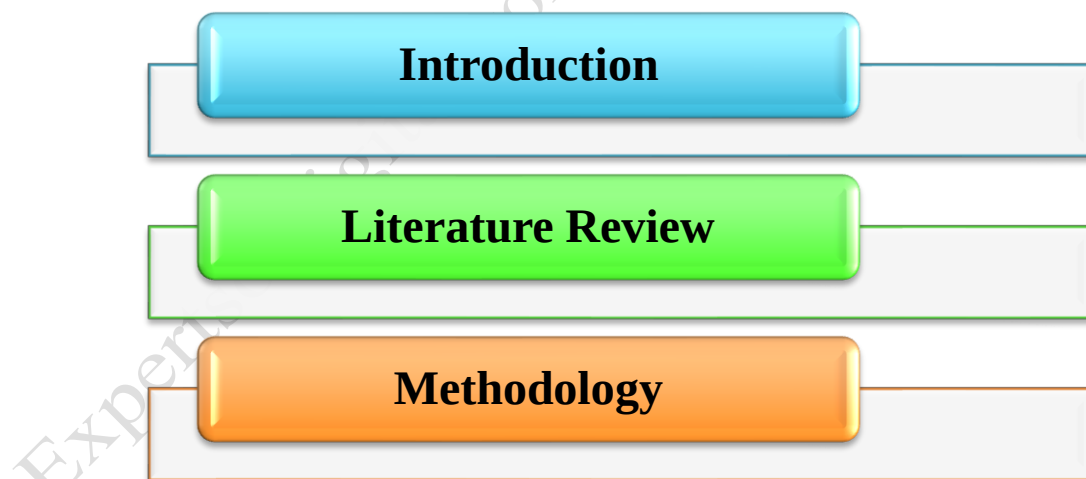


Figure 1.5: Proposed Dissertation Structure

(Source: Created by the learner)

2. Literature Review

2.1 The influence of short-form video marketing in terms of developing brand awareness

The current business market has a large community that uses social platforms regularly. However, these factors have gained more than **1.6 billion** users who utilize short-form videos for evolving communication in the global business market.

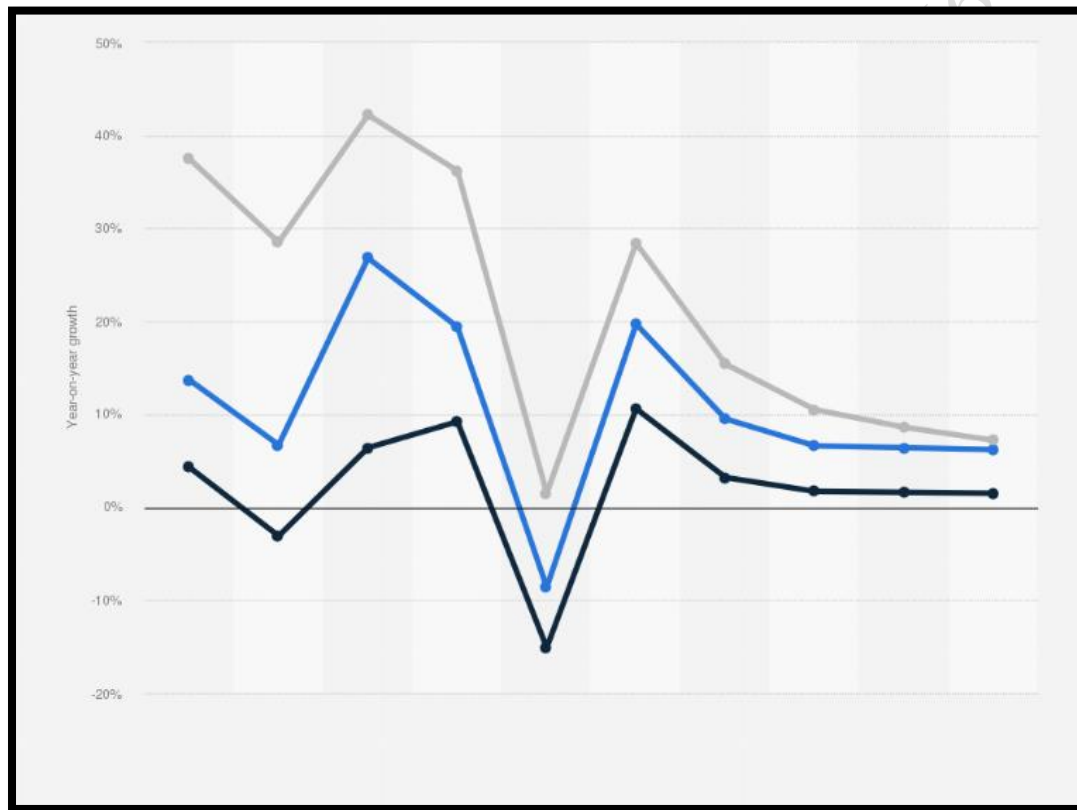


Figure 2.1: Influence of short-form video marketing in terms of developing brand awareness

(Source: Statista.com, 2023)

The identification of the market growth has enhanced in 2022 by utilizing the short-form video for marketing. Relying on the identification of Setayesh Valipour (2022), the cosmetic markets can be developed by implementing this method for brand awareness. Hence, it can also **conclude**

that **80% of North America** and other areas capture better performance. Other than that, the short form of video can be determined as the most effective process for content creation regarding the business industry in social media. The concerned marketing strategy will also help this industry to evolve with more than **40% of growth in the cosmetic industry**.

2.2 Engagement of the customer through short-form video marketing aiming to develop cosmetics industry awareness

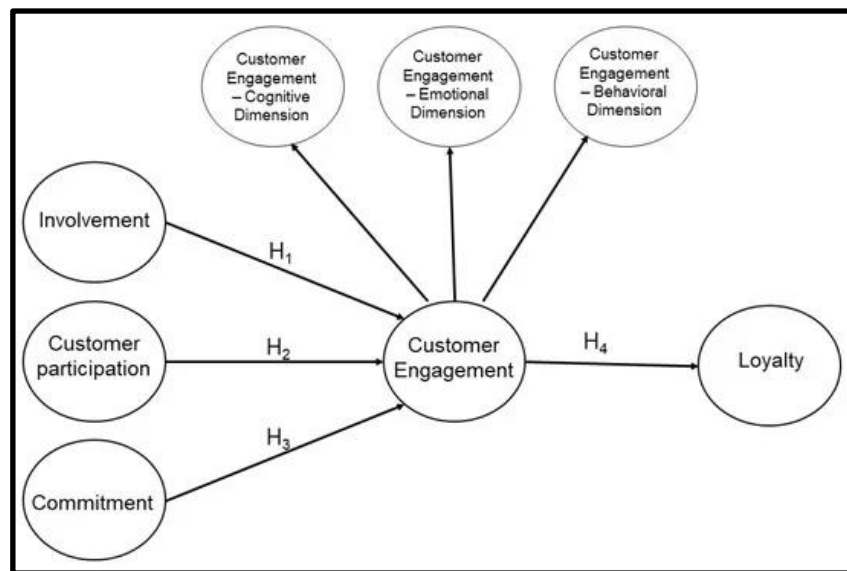


Figure 2.2: Engagement of the customer through short-form video marketing

(Source: Influenced from Vinerean and Opreana, 2021)

The process of customer engagement can be determined as a key factor for business growth. It can critically help to measure the **customers' involvement by determining the shortened videos**. Based on the identification of Park and Namkung (2022), the overall business growth can be determined by developing these factors in the business market. Marketing strategies with short social media videos will help the entire industry in terms of creating more effective brand promotion by taking a short time. Further, the **customer's participation can be effectively measured for evolving a huge marketing scope**. It can easily target most of the **customers by engaging themselves** in promotional factors (Jaura and Sharma, 2023). However, the strategy

can develop its **marketing scope by enhancing its loyalty** in the competitive market of the cosmetic industry.

However, these evaluations have created more effective development for the business market in terms of determining the short video in the cosmetic industry. Moreover, it can be determined that the critical identification and development for the business execution can create more suitable growth for the business market. Consequently, the "impact of short-form video marketing on brand awareness and customer engagement in the cosmetics industry" can be effectively determined for a better outcome in the business execution of the market.

2.3 The challenges of short-form video marketing for customer engagement in the cosmetics industry and brand awareness

Considering the video-based marketing strategies, there are a few issues and challenges that have created issues for the entire business market of the cosmetic industry by this short-video creation. Creating short videos has generated an **insufficient budget for creating video content**, which has been a major issue for industry operators. Following the identification of Jaipong (2023), the overall measurements have generated a lack of suitable ideas to cope with the current market and create a more effective margin of development in the business market. However, the industry can also deal with **barriers in the video creation activities such as production, video editing, filming and other factors**. Additionally, it can also generate issues in creative **content ideas**.

2.4 Identification of the mitigation strategies for the issues in short-form video marketing in the industry

The major mitigation strategy can be implemented by developing their creative ideas and involving experts for enhancing their video outcomes. The issues can be resolved by determining more growth in the business execution process (Xiao et al. 2023). The overall growth can be determined and implemented for creating more effective customer engagement. Following the views of Dewi (2021), the overall developments can be effectively determined by focusing on their current lack of services and other factors. The financial budgets can be developed by engaging more investors and their money can be used for generating more effective solutions for the business.

2.5 Conceptual Framework

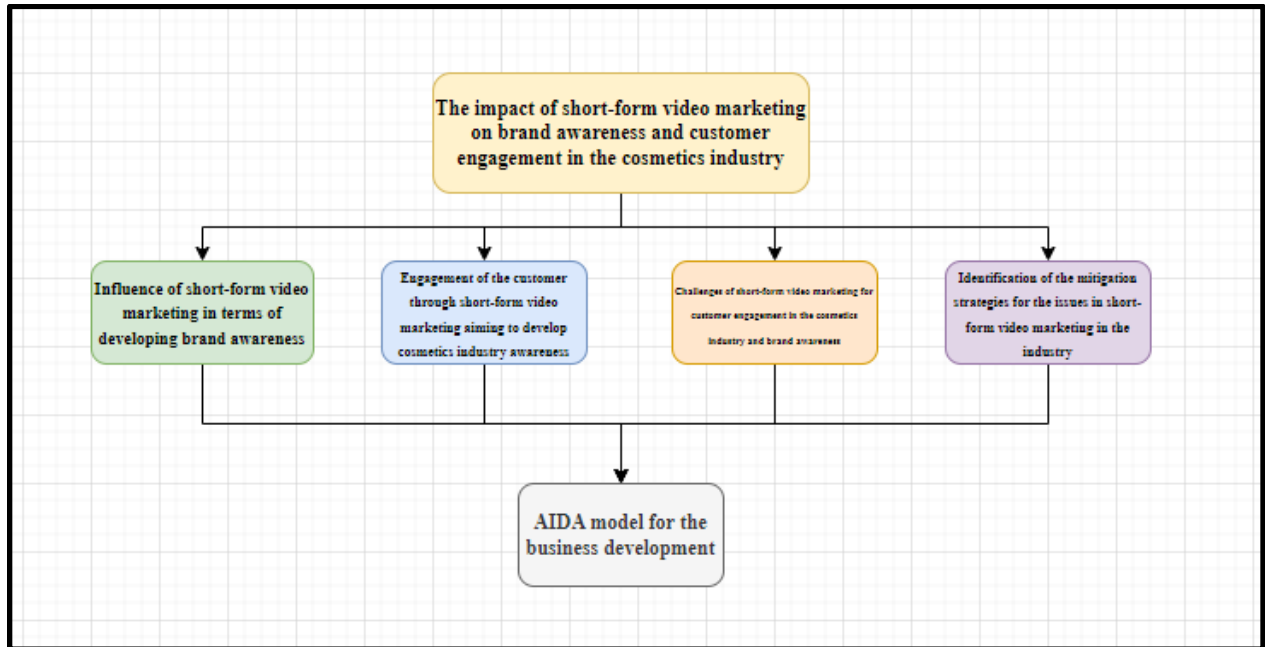


Figure 2.5: Conceptual Framework

(Source: Created by the learner)

2.6 Theoretical Framework

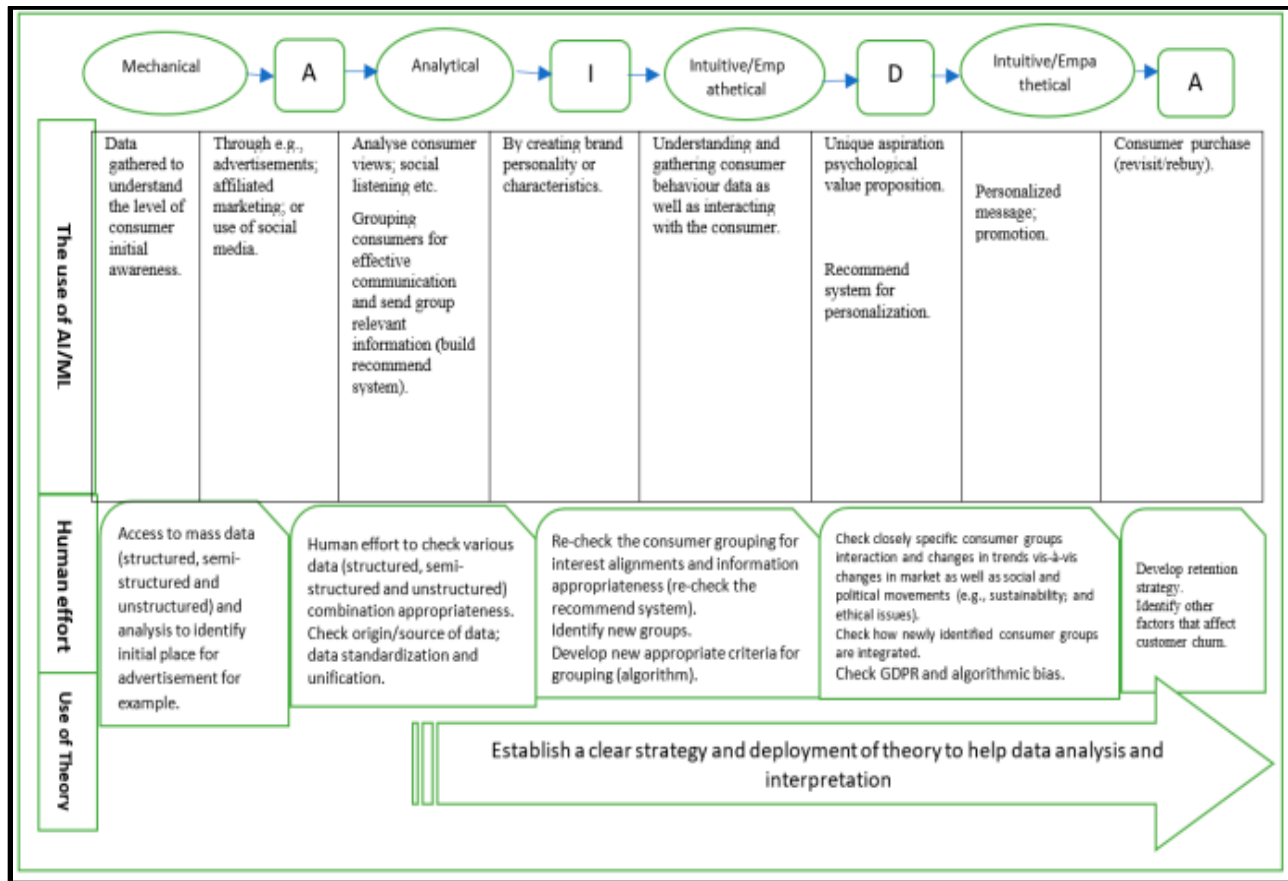


Figure 2.6: AIDA model for the business development

(Source: Influenced from Lee and Trim, 2021)

The model has mainly highlighted the effectiveness of customer engagement by determining the **“Attention, Interest, Desire (or, in some variations, Decision) and Action”**. These can be determined as the effective and most suitable factors for developing the attention of the customer in the business market. Following the identification of Lee and Trim (2021), the overall effective valuation for the model can effectively determine their target-specific activities rather than the generic works. Therefore, these valuations can be effectively determined for evaluating their evaluation of customers in the business market of the cosmetic industry. The model can also create more effective brand awareness by determining their services and providing awareness through their product specifications in the business market.

Following the views of Wahyudi *et al.* (2021), these evaluations can be suitable for determining their overall services and can develop their marketing scope in the upcoming business market.

2.7 Literature Gap

Discussing different literature on marketing, brand awareness and customer engagement, it is found that the literature is scarce in the domain of short video marketing media. The impact of such short videos in the cosmetics industry is lacking and this created the scope to indulge in this segment for research work. Though online articles and news are available on short videos making progress in marketing, it lacks depth analysis and research work, making it an ideal research subject in a current business scenario. Hence, the research will be significant enough.

3. Methodology

3.1 Research Philosophy

In terms of executing the entire research, it will follow the **positivism research philosophy** for gathering qualitative data from primary as well as secondary data sources. In addition, the overall measurement can be determined for implementing the **multiple as well as socially constructed values for the research**. Based on the views of Ikram and Kenayathulla (2022), the identification of the philosophy can create meaningful outcomes by implementing the outcome of the events. Further, the effective measurement of the data and the pieces of information can be determined for a better outcome on the topic. Positivism will help in obtaining both subjective and objective analysis of the collected data.

3.2 Research Approach

A qualitative research approach will be followed to collect qualitative data either from interviews, focus groups or secondary data. This research will also follow the **deductive research approach** for evaluating their outcome through data analysis. The deductive approach will also focus on the empirical outcome sets in terms of seeking patterns as well as the development of the theorizing regarding the patterns. Based on the viewpoints of HR and Aithal (2022), the overall development of the results can create a huge effective measurement for the topic. It will also measure the current influence of the specific scenarios related to the topic.

Therefore the identification of the key issues and potential benefits can be highlighted in this research.

3.3 Research Design

Descriptive Design can also help to measure the identification of the key characteristics, outcomes, and trends, along with categories for determining a better outcome. However, this method can also help to determine the overall measurements in the topic analysis. Following the identification of Goh et al. (2022), the overall evaluation of the key aspects can create more suitable development for the specified topic. Concerning this factor, the overall effective measurement can be effective for the further evaluation of the topic. Based on this, the overall measurements of the study can be effectively determined by their overall measurements for business execution and the study topic. These evaluations can be effectively determined for the entire study and can create more authentic outcomes in the topic executions.

3.4 Data Collection and Analysis Technique

The study will follow the mixed method where interviews and focus group discussions will be entertained to obtain current information on research issues for determining the best and most authentic outcome for a better analysis of the topic. The data and effective information will be taken from secondary resources as well such as **books, journals, articles, documentaries and other areas** to support the primary data. Based on the measurement of Schneider and Harknett (2022), these secondary resources can help to determine effective outcomes for the topic analysis. Moreover, the method can also help to determine the authentic outcome of the topic.

Consequently, it will also follow the **thematic analysis** for determining a better outcome in the research. It will also create more effective results by systematically identifying the issues as well as the development of the other aspects. Following the thoughts of Braun and Clarke (2022), the effective analysis of these elements for determining a phenomenon in the specific outcome can be measured. Further, this identification of issues can be measured in depth along with determining the ways for an effective phenomenon that can be connected.

3.5 Quality consideration

The study has focused on high end research with reference to well published articles to ensure that the evidence used in the work is supportive and of current measures. Additionally, the primary data from interviews and focus group will ensure that unbiased information is included in the study, influencing the standard of data and quality. Nevertheless, the standard of academic research will be enforced for abiding by the university norms and research propaganda.

3.6 Ethical Consideration

The research will be conducted by following the ethical code as well as conducting the effectiveness of the “Data Protection Act, 1998” (Gov.uk, 2023). It will gather pieces of information and create more authentic development for the entire research topic. This research will also conduct effective measures for the information that will be expected by preserving the data confidentiality as well as its privacy for the executors and managers of the cosmetic industry. This research will also evolve the measurements for the short video of the cosmetic industry and will also concern permission from the effective authority anticipation of the study.

3.7 Research Timeline

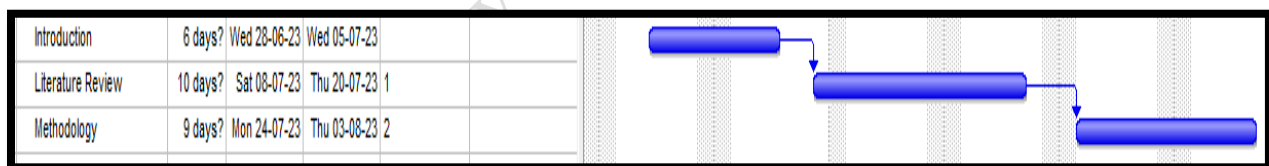


Figure 3.6: Research Timeline

(Source: Created by the learner)

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