

ASSESSING THE POWER OF VIDEO CONTENT MARKETING IN SHAPING CONSUMER PREFERENCES AND BRAND LOYALTY: A COMPARATIVE STUDY OF YOUTUBE AND FACEBOOK ADS IN BANGLADESH

Md. Sadiqul Azad¹, Md Zahid Hasan^{2*}

¹*Department of Marketing, Faculty of Business Administration, Islamic University, Kushtia, Bangladesh.*

²*Department of Business Administration, Faculty of Business, Bangladesh Army University of Engineering & Technology (BAUET), Qadirabad Cantonment, Natore-6431, Bangladesh.*

Corresponding Author: Md Zahid Hasan, Email address: iuzahid53@gmail.com

Abstract: This study explores the effectiveness of video content marketing on YouTube and Facebook in shaping consumer preferences and brand loyalty in Bangladesh. Through in-depth interviews with 50 respondents from diverse professional backgrounds, the research analyzes consumer perceptions, engagement levels and the influence of video advertisements on purchasing intent. The findings reveal significant differences between the two platforms in terms of ad engagement and brand impact. YouTube is found to be more effective for building brand credibility, fostering long-term engagement and enhancing brand loyalty through detailed content, storytelling and influencer collaborations. Respondents emphasized that YouTube's skippable ads, informative product reviews and educational content contribute to higher consumer trust and long-term recall. In contrast, Facebook ads are viewed as more suitable for immediate conversions, local promotions and targeted marketing but are often perceived as intrusive and repetitive, leading to lower engagement over time. Despite Facebook's success in driving short-term traffic, its impact on brand loyalty is limited due to its lack of depth in storytelling. The study concludes that businesses in Bangladesh should tailor their video marketing strategies based on platform strengths: YouTube for sustained brand-building and Facebook for short-term sales and localized outreach. A hybrid strategy combining both platforms can optimize marketing effectiveness. The findings of this study provide valuable insights for digital marketers in Bangladesh, helping them align their video content strategies with the strengths of each platform to maximize consumer engagement and brand success.

Keywords: Video content marketing; YouTube ads; Facebook ads, Consumer behavior; Brand loyalty

1 INTRODUCTION

The rapid evolution of digital marketing has fundamentally transformed how businesses communicate with consumers, shifting from traditional advertising mediums to highly interactive digital platforms [1]. Among these, video content marketing has emerged as a dominant force leveraging audiovisual storytelling to captivate audiences, evoke emotions and drive consumer actions [2]. Unlike static images or text-based content, videos engage multiple senses enhancing message retention and brand recall [3]. With the proliferation of internet usage and mobile accessibility video marketing has become an essential tool for businesses to attract, retain and convert potential customers [4]. Video content marketing encompasses a broad range of formats including short promotional videos, educational content, testimonials, live streaming and influencer collaborations [5]. Platforms such as YouTube and Facebook provide businesses with unparalleled access to vast audiences, enabling precise targeting based on demographics, interests and behavior [6]. YouTube, being the second-largest search engine globally hosts long-form video content that fosters deeper consumer engagement and sustained brand awareness [7, 2]. In contrast, Facebook integrates video seamlessly into users feeds, leveraging its vast social network to encourage interactions and immediate responses [4]. The effectiveness of video marketing lies in its ability to create an immersive brand experience. Studies indicate that videos significantly enhance engagement rates compared to text or images, increasing the likelihood of purchase decisions [8]. Brands strategically employ storytelling, visual aesthetics and emotional appeal to forge connections with their audience, shaping consumer perceptions and driving brand loyalty [9]. Additionally, advancements in artificial intelligence and data analytics have enabled marketers to refine video advertising strategies ensuring personalized content delivery that resonates with specific consumer segments [10]. The impact of video advertisements on consumer behavior is multifaceted. Firstly, video content fosters trust and credibility as consumers perceive brands with engaging video content as more authentic and transparent [11]. Secondly, videos enhance the decision-making process by providing comprehensive product demonstrations, customer testimonials and behind-the-scenes insights [12]. Lastly, video ads on social media platforms leverage algorithms that optimize content visibility, ensuring that advertisements reach the most relevant audiences, thereby maximizing return on investment (ROI) for businesses [11, 8]. Despite the growing prominence of video marketing businesses face challenges in optimizing video content for different

platforms [13]. The effectiveness of video advertisements varies based on factors such as video length, content format, engagement strategies and the nature of consumer interactions [14]. YouTube and Facebook while both being leading platforms for video marketing exhibit distinct characteristics in terms of audience behavior, ad formats and engagement metrics [15]. Bangladesh has witnessed a remarkable digital transformation over the past decade driven by increasing internet penetration, affordable mobile devices and the rapid expansion of social media usage [16]. With over 50 million active social media user's platforms such as YouTube and Facebook have become primary channels for digital engagement. Businesses in Bangladesh have recognized the potential of video content marketing leveraging these platforms to enhance brand awareness, drive sales and build lasting relationships with consumers [17]. YouTube has emerged as a popular platform among Bangladeshi consumers, offering diverse content including entertainment, educational videos and product reviews. Brands utilize YouTube advertisements to reach a wide audience through skippable and non-skippable ads, bumper ads and influencer collaborations [18]. Given its long-form content capabilities, YouTube enables brands to convey detailed messages, making it ideal for storytelling-driven marketing campaigns. Moreover, the platform's search engine functionality allows users to discover relevant content further enhancing brand visibility [19]. On the other hand, Facebook remains the dominant social media platform in Bangladesh with a highly active user base engaging with video content daily. Facebook's video advertising ecosystem includes in-feed ads, stories, live videos, and sponsored posts, allowing brands to seamlessly integrate advertisements into users' social experiences [20]. The platform's interactive features, such as likes, shares, and comments, facilitate two-way communication between brands and consumers fostering community-driven engagement [21]. Additionally, Facebook's data-driven targeting capabilities enable precise audience segmentation, ensuring that video ads reach the most relevant consumers [22]. Consumer behavior in Bangladesh is heavily influenced by cultural, economic and technological factors [23]. Younger demographics particularly millennials and Generation Z are more inclined toward digital content consumption preferring visually engaging and interactive advertisements [24]. Video content marketing on YouTube and Facebook plays a significant role in shaping their purchasing decisions as these platforms provide an avenue for product discovery, reviews and peer recommendations [18]. Despite the growing adoption of video marketing, businesses in Bangladesh face challenges related to content localization, internet accessibility and ad fatigue. Creating culturally relevant and emotionally appealing video content is crucial for capturing consumer interest and driving engagement [20]. Furthermore, businesses must balance between promotional and organic content to maintain audience trust and prevent ad saturation. Understanding the effectiveness of video advertisements on YouTube versus Facebook can provide valuable insights for marketers to optimize their strategies and enhance consumer engagement in the Bangladeshi market [25]. This study examines how video content marketing on YouTube and Facebook influences consumer preferences in Bangladesh focusing on brand loyalty, engagement and purchase intent. This study aims to explore the role of video advertisements in shaping brand loyalty and determining which platform in the light of YouTube and Facebook generates higher consumer engagement and stronger purchase intent in Bangladesh. This study will provide valuable insights into the effectiveness of video content marketing in shaping consumer behavior in Bangladesh. By comparing YouTube and Facebook advertisements, the research aims to help businesses optimize their video marketing strategies enhance consumer engagement and strengthen brand loyalty.

2 RESEARCH OBJECTIVES

- To analyze the effectiveness of video content marketing on YouTube and Facebook in influencing consumer preferences in Bangladesh.
- To examine the impact of YouTube and Facebook video advertisements on brand loyalty among Bangladeshi consumers.
- To compare consumer engagement levels and purchasing intent resulting from video advertisements on YouTube versus Facebook.

2.1 Significance of the Study

This study offers valuable insights for marketers, advertisers and businesses seeking to enhance their digital marketing strategies in Bangladesh. By comparing the effectiveness of YouTube and Facebook video ads, the research uncovers consumer behavior patterns, preferences and brand engagement. The findings provide guidance for businesses to optimize resource allocation and refine video marketing strategies to boost customer loyalty. Additionally, the study explores how demographic factors influence consumer responses helping businesses tailor video content to meet the specific needs of various target audiences, ultimately driving better engagement and brand affinity.

3 LITERATURE REVIEW

Literature review is a comprehensive summary and critical analysis of existing research on a specific topic. It identifies key theories, methodologies and findings while highlighting gaps and areas for further study. Several theoretical models explain the effectiveness of video marketing in influencing consumer preferences and engagement. The Elaboration Likelihood Model (ELM) suggested that consumers process video ads through two cognitive routes: the central route which involves

deep information processing and the peripheral route which relies on quick emotional appeal [26]. YouTube ads often align with the central route as consumers watch long-form content like reviews and tutorials before making purchase decisions. Facebook ads, however, fit the peripheral route, as short, auto play videos focus on emotional appeal and impulse engagement [27]. Additionally, Social Learning Theory (SLT) highlighted how consumers model their behavior based on observational learning. YouTube's influencer marketing and storytelling ads significantly shape consumer preferences by presenting real-life use cases and testimonials whereas Facebook relies on user-generated content and social validation to drive purchase decisions [28]. Video content marketing has become a vital tool for businesses aiming to influence consumer behavior, enhance engagement and foster brand loyalty. The rapid rise of digital platforms has led marketers to shift towards video-based advertising due to its ability to deliver visual storytelling, emotional appeal and interactive engagement as observed by Nguyen et al., [29]. Among various digital platforms, YouTube and Facebook are the most dominant channels for video content marketing each offering unique advantages followed by Fan & Zhang [30]. Furthermore, the authors Yousuf & Nawaz [31] demonstrated that YouTube provides a long-form immersive experience making it suitable for detailed storytelling, product tutorials and influencer-driven marketing. On the other hand, Facebook's short-form, autoplay video ads are designed to capture quick consumer attention and generate instant engagement. Yu et al., [32] investigated a study on why consumers engage with different types of video content and argued that YouTube is preferred for information-seeking where users actively search for product reviews and educational content. Meanwhile, Facebook is driven by entertainment and social interaction where auto-play videos capture attention and encourage social sharing. According to the study of Bubphapant & Brandão [33], digital content marketing is distinguished from traditional advertising by four key characteristics. First, it reflects a brand's commitment to creating value for consumers by offering relevant or free content. Second, it focuses on building long-term relationships rather than prompting immediate purchases. Third, it relies on consumers actively seeking valuable content rather than brands pushing messages onto them. Lastly, unlike paid advertising, digital content marketing earns its audience by providing rewarding or valuable experiences. With online video traffic comprising a significant portion of total consumer traffic, YouTube has become a leading platform for branded content marketing. As a video-sharing platform with billions of active users, YouTube plays a crucial role in digital marketing strategies as identified by Febriyantoro [34]. Additionally, Xie & Lou [35] added that a large proportion of users watch product-related videos before making purchasing decisions reinforcing YouTube's influence on consumer behavior. The study by Gupta & Dutt [36] explored that developing countries particularly Bangladesh have witnessed a remarkable digital transformation over the past decade with social media penetration growing at an unprecedented rate. The country's increasing internet user base coupled with affordable mobile data plans has facilitated the widespread adoption of social media platforms making them an integral part of everyday life. According to recent reports, Facebook remains the most popular social media platform in Bangladesh while YouTube has gained substantial traction as the leading video-sharing site [37]. Businesses are leveraging these platforms to target diverse consumer segments, utilizing video advertisements to enhance engagement and drive conversions followed by Fayyaz et al., [38]. In Bangladesh, where digital adoption is rapidly increasing, businesses are actively investing in video content marketing strategies to capture consumer attention and build trust. According to DataReportal, Bangladesh has 44.4 million social media users with Facebook and YouTube being the most popular platforms [19]. Given the increasing consumer reliance on digital platforms, it is crucial to understand the comparative effectiveness of YouTube and Facebook video ads in shaping consumer preferences and brand loyalty in the Bangladeshi market pointed out by Kethuda & Ayoubi [39]. Video marketing has become a dominant driver of consumer preferences due to its ability to create engagement, emotional connections, and information retention. The author Ali et al., [40] stated that Video ads generate 83% higher engagement rates than static image or text-based ads, and consumers retain 95% of the message in video content compared to only 10% in text-based content. YouTube's effectiveness in consumer engagement is largely attributed to its ability to host long-form, high-quality content such as product demonstrations, expert reviews and in-depth tutorials. Consumers actively seek YouTube content before making high-involvement purchase decisions which increases their trust and confidence in brands narrated by Lee et al., [41]. On the other hand, Facebook's video marketing success comes from short-form, autoplay video ads that instantly capture consumer attention and drive impulse-based decision-making Yousaf & Nawaz [31]. Several factors influence consumer preferences when engaging with video advertisements. Content quality plays a critical role as well-produced videos with high-resolution visuals and professional editing tend to attract more engagement. Ad format and length also matter short-form content (under 30 seconds) performs better on Facebook while longer more detailed content succeeds on YouTube as highlighted by Ali et al., [40]. Emotional appeal in video ads significantly impacts consumer perception as brands that incorporate compelling narratives and storytelling build stronger connections with their audiences, Kumar et al., [42]. Furthermore, personalization and AI-driven targeting improve consumer engagement by delivering relevant ads based on user preferences, browsing behavior, and past interactions Krishen et al., [37]. According to Aljarah et al., [43], brand loyalty refers to the attachment that a consumer has to a brand, leading to repeated purchases and brand recommendations. Various factors influence brand loyalty, including risk propensity, consumer-brand relationships, value creation in brand communities and social influence within those communities. They also mentioned that in the context of social media, research highlights the positive effects of social media-based brand communities and marketing communication on brand trust and loyalty. Within these communities, value creation plays a key role in strengthening brand trust and loyalty. Mishra & Varshney [44] stated that brand loyalty is a key outcome of video content marketing, strengthened by repeat engagement, emotional storytelling, and

personalized experiences. YouTube fosters loyalty through educational content and influencer collaborations, while Facebook enhances it via interactive experiences. AI-powered personalized advertising and retargeting further boost brand recall and long-term consumer engagement by delivering tailored video content. Zeqiri et al. [45] suggested that, a comparative analysis of YouTube and Facebook video ads highlights their distinct advantages and effectiveness in consumer engagement and conversion. YouTube is particularly effective for brand awareness, detailed storytelling, and influencer-driven marketing while Facebook excels in mass outreach, impulse-driven purchases, and viral engagement. Research by Tjandra & Wono [46] mentioned that YouTube ads generate higher recall rates due to long-form, high-involvement content whereas Facebook video ads drive stronger immediate engagement due to auto-play and algorithm driven discovery. The authors Niu et al., [47] showed that 70% of YouTube users research products before making a purchase, indicating higher purchase intent and brand trust. In contrast, Facebook video ads generate 35% higher engagement rates compared to static image ads, but their effectiveness is highly dependent on the first few seconds of the video which is addressed by Mansour & Basal [48]. Facebook and YouTube dominate the Bangladeshi digital landscape. Facebook is the most widely used platform for social engagement and e-commerce promotions while YouTube is growing as a trusted source for product research, influencer marketing and educational content as denoted by Rahman & Hasan [49]. By leveraging social media marketing activities, integrated marketing communication strategies and influencer partnerships businesses in Bangladesh can effectively engage with their target audience and build lasting relationships with consumers, Hossain & Kibria [50].

4 RESEARCH GAP

Previous research on video content marketing focuses mainly on global platforms like YouTube and Facebook with limited studies on their impact on consumer behavior and brand loyalty in Bangladesh. There's a gap in understanding the comparative effectiveness of these platforms in the local market particularly regarding cultural nuances, engagement patterns and qualitative factors such as consumer trust and long-term loyalty. Additionally, insights into how different professional demographics in Bangladesh perceive video ads, along with the role of socio-economic factors, remain underexplored. This research aims to bridge these gaps offering a comparative analysis of video advertising in Bangladesh.

5 METHODOLOGY

5.1 Research Design

This study employs a qualitative research approach to explore the impact of video content marketing on consumer preferences and brand loyalty in Bangladesh. A qualitative design was chosen to gain in-depth insights into consumer perceptions, experiences and engagement with video advertisements on YouTube and Facebook. By using qualitative data, the study aims to understand the underlying motivations and attitudes of consumers toward these digital marketing strategies.

5.2 Sampling Technique

A purposive sampling method was used to select respondents who have direct exposure to YouTube and Facebook advertisements. This sampling strategy ensured that participants had relevant experiences and could provide meaningful insights into the effectiveness of video content marketing on these platforms. The diversity in the sample group helped in understanding varying perspectives across different demographics, industries and levels of digital engagement.

5.3 Data Collection Method

The data for this research were collected through in-depth interviews with 50 respondents from diverse professional backgrounds. The respondents included university teachers, business executives, entrepreneurs, marketing professionals, students, and various other stakeholders who interact with video advertisements on YouTube and Facebook. This method allowed for a comprehensive understanding of consumer experiences and opinions, capturing rich and nuanced insights that would be difficult to achieve through quantitative surveys.

5.4 Data Collection Procedure

Each respondent participated in a one-on-one semi-structured interview. The interviews were conducted face-to-face and virtually depending on the convenience of the participants. Open-ended questions were used to allow respondents to express their thoughts freely ensuring that valuable qualitative data were gathered. The role of video advertisements in fostering brand loyalty among Bangladeshi consumers.

5.5 Data Analysis Technique

Thematic analysis was employed to analyze the collected qualitative data. The responses were transcribed and categorized into recurring themes and patterns that emerged during the interviews. The data were coded based on key themes such as ad engagement, storytelling effectiveness, credibility, brand recall and purchase behavior. This method enabled the study to extract meaningful interpretations and provide an in-depth analysis of consumer perceptions toward YouTube and Facebook video advertisements.

5.6 Ethical Considerations

Ethical considerations were strictly followed in this study. All respondents were informed about the purpose of the research and their consent was obtained before conducting the interviews. Participants were assured of the confidentiality of their responses and their identities were anonymized in the reporting of the findings. The research adhered to ethical guidelines to ensure transparency, integrity and respect for participant privacy.

6 FINDINGS OF THE STUDY

This section presents the key insights gathered from the responses of 50 participants regarding their perceptions of YouTube and Facebook video advertisements. The findings highlight variations in consumer engagement, effectiveness and purchase intent influenced by advertisements on these platforms. Respondents' opinions were analyzed based on their exposure, preferences and overall impact of video ads on their decision-making process. The following table 1 summarizes the respondents' feedback based on their designation and perspectives on YouTube and Facebook ads.

Table 1 Comparative Opinions on YouTube and Facebook Ads Across Different Professions

Respondent Serial No.	Designation	Opinions on YouTube Ads	Opinions on Facebook Ads
1	University Teacher	YouTube ads are engaging and provide in-depth product information. Skippable ads allow selective engagement making it less intrusive.	Facebook ads are frequent but often feel intrusive. However, their personalized targeting makes them effective for impulse buying.
2	CEO	YouTube ads build strong brand credibility through storytelling. Long-form ads work well for high-involvement products.	Facebook ads are great for quick conversions but lack depth in storytelling, making them less effective for long-term brand recall.
3	Online Entrepreneur	Video ads on YouTube create an immersive experience, and product reviews drive consumer trust.	Facebook ads target specific audiences well but sometimes feel repetitive, reducing engagement over time.
4	Startup Founder	YouTube ads work better for detailed product demonstrations and credibility. Tutorials and influencer collaborations are highly effective.	Facebook ads are excellent for reaching niche markets but lack depth, often leading to quick but not sustained engagement.
5	University Graduate	YouTube's algorithm recommends ads based on user preferences, making them more relevant and engaging.	Facebook ads sometimes feel like spam. However, they are effective for discovering new brands and promotional offers.
6	Digital Marketer	YouTube ads create stronger brand awareness. They allow in-depth engagement through reviews, which helps long-term recall.	Facebook ads are effective for immediate engagement but have a shorter attention span compared to YouTube ads.
7	Business Consultant	YouTube ads are more convincing for high-end products since users are already in a content-consuming mindset.	Facebook ads work well for local businesses and impulse purchases but are often skipped due to ad fatigue.
8	Retail Store Owner	YouTube ads provide detailed insights, making them suitable for brand storytelling.	Facebook ads are effective for targeting customers within specific locations but may lack credibility.
9	Freelance Graphic Designer	YouTube ads create emotional connections through storytelling and influencer marketing.	Facebook ads are interactive but can sometimes feel forced due to excessive retargeting.
10	University Student	YouTube's long-form content helps understand products better, leading to more informed decisions.	Facebook ads often interrupt scrolling and are ignored unless they are highly engaging.
11	IT Professional	YouTube ads offer in-depth knowledge and influence consumer choices through testimonials and detailed product reviews.	Facebook ads are good for brand awareness but lack depth, leading to less engagement.
12	E-commerce	YouTube ads work well for tech	Facebook ads drive traffic effectively but

	Business Owner	products and tutorials, which drive purchase decisions.	often result in lower conversion rates.
13	Influencer	YouTube ads help create credibility especially through influencer marketing and detailed product demonstrations.	Facebook ads are effective for brand promotions but may seem intrusive when repeated frequently.
14	Marketing Executive	YouTube is better for awareness and long-term engagement. Its ad format allows detailed storytelling.	YouTube is better for awareness and long-term engagement. Its ad format allows detailed storytelling.
15	Homemaker	YouTube ads influence purchasing decisions by offering detailed reviews and personal experiences.	Facebook ads are great for discovering new products but sometimes feel repetitive.
16	Travel Blogger	YouTube ads, especially travel vlogs with brand promotions, feel more natural and engaging.	Facebook ads work well for event promotions and discounts but don't create strong brand loyalty.
17	Content Creator	YouTube's storytelling approach builds trust, making it effective for premium brands.	Facebook ads are more about quick sales and work well for budget-conscious consumers.
18	Social Media Manager	YouTube ads provide better conversion for informative products. Skippable ads maintain engagement levels.	Facebook ads' retargeting strategy is strong but sometimes feels overwhelming.
19	Startup Investor	YouTube ads help brands establish trust and authority through well-produced content.	Facebook ads are best for startups looking for immediate reach but may lack brand loyalty in the long run.
20	NGO Worker	YouTube's video storytelling is ideal for social campaigns and awareness programs.	Facebook ads are effective for fundraising campaigns but sometimes feel like clutter in the news feed.
21	Government Officer	YouTube ads provide clarity and allow better consumer education.	Facebook ads are effective for mass engagement but lack trustworthiness.
22	Financial Analyst	YouTube ads give in-depth explanations, making them suitable for financial products and services.	Facebook ads work for impulse-driven decisions but may not be as effective for long-term financial products.
23	Mobile App Developer	YouTube ads with product walkthroughs enhance trust in tech products.	Facebook ads are excellent for app promotions due to precise targeting.
24	Sales Manager	YouTube ads drive brand credibility, making them effective for B2B marketing.	Facebook ads are great for B2C businesses but sometimes feel too promotional.
25	Media Journalist	YouTube's ad placement ensures relevance, enhancing engagement.	Facebook ads sometimes feel misleading, reducing trust in certain brands.
26	Advertising Specialist	YouTube ads offer high engagement and better storytelling for branding purposes.	Facebook ads work better for quick sales and discount-driven promotions.
27	Public Relations Manager	YouTube ads create emotional appeal, which enhances consumer trust and long-term brand loyalty.	Facebook ads work best for short-term engagement but lack emotional depth.
28	Restaurant Owner	YouTube food vlogs with ads increase foot traffic and trust among customers.	Facebook ads are useful for promotions and discount offers but don't always build long-term loyalty.
29	Mobile Shop Owner	YouTube unboxing videos influence customer decisions significantly.	Facebook ads create awareness, but customers still prefer YouTube reviews before purchasing.
30	Research Scholar	YouTube ads allow in-depth content consumption and aid in rational decision-making.	Facebook ads are good for instant brand recognition but not always reliable.
31	Fashion Designer	YouTube influencer endorsements increase brand credibility in the fashion industry.	Facebook ads help reach the target audience quickly but lack the engagement depth of YouTube.
32	IT Consultant	YouTube is ideal for tech-related ads because it provides comprehensive explanations.	Facebook ads provide good reach but often feel like spam.
33	Marketing Lecturer	YouTube's video ads create better consumer learning and understanding of	Facebook ads work well for engagement but often fail to leave a lasting impression.

		brands.	
34	Banker	YouTube ads are well-structured and more informative, making them ideal for financial products.	Facebook ads feel more intrusive and are often ignored unless highly relevant.
35	YouTuber	YouTube ads allow content creators to integrate promotions seamlessly into videos.	Facebook ads are good for instant visibility but often fail to retain audience interest.
36	Event Organizer	YouTube ads, especially live-streamed promotions, create more buzz and credibility.	Facebook ads are effective for promoting events but sometimes get lost in the clutter.
37	Customer Service Executive	YouTube ads are preferred for customer education and trust-building.	Facebook ads generate quick engagement but don't always lead to strong brand loyalty.
38	Gym Owner	YouTube fitness influencers drive engagement and increase membership sign-ups.	Facebook ads work well for special offers and discounts but don't always convert into long-term memberships.
39	Photographer	YouTube ads give detailed brand insights, making them effective for high-involvement products.	Facebook ads work for instant promotions but lack the depth required for premium branding.
40	Small Business Owner	YouTube ads offer credibility and a strong consumer connection through video testimonials.	Facebook ads are cost-effective but sometimes feel generic.
41	College Student	YouTube ads provide better details, especially for educational products and services.	Facebook ads often interrupt scrolling and are skipped unless they are visually appealing.
42	Supply Chain Manager	YouTube ads effectively communicate product value, which is crucial for B2B buyers.	Facebook ads work well for promotions but are not always trustworthy.
43	Radio Host	YouTube ads are great for storytelling and deeper engagement.	Facebook ads work for viral content but have a shorter lifespan.
44	Actor	YouTube ads feel more authentic, especially when done through influencer collaborations.	Facebook ads work well for product launches but often lack engagement.
45	HR Professional	YouTube ads allow detailed branding, making them effective for employer branding strategies.	Facebook ads are good for job postings but don't build long-term engagement.
46	Economist	YouTube ads contribute to informed decision-making by offering long-form content.	Facebook ads work well for product discovery but often lack credibility.
47	Food Blogger	YouTube food ads influence restaurant choices through detailed visual storytelling.	Facebook ads are useful for promotions but don't create the same trust as YouTube.
48	Software Engineer	YouTube ads are great for tech tutorials and software demonstrations.	Facebook ads work well for social engagement but don't offer detailed information.
49	Political Analyst	YouTube ads provide detailed messaging, making them effective for public awareness campaigns.	Facebook ads are good for quick engagement but don't always lead to strong trust.
50	Entrepreneur	YouTube ads create brand loyalty by providing detailed and high-quality content.	Facebook ads drive quick conversions but may not always sustain long-term brand engagement.

Source: Author's Survey

6.1 Discussion on Findings

The findings of this study highlight significant differences between YouTube and Facebook video content marketing in shaping consumer preferences and brand loyalty in Bangladesh. Based on insights from 50 respondents across various professions, YouTube emerges as a preferred platform for brand credibility, in-depth engagement, and long-term brand recall, whereas Facebook proves effective for short-term promotions, targeted marketing, and quick conversions. This divergence in perception reflects the fundamental differences in consumer behavior, ad engagement, and platform utility for businesses operating in Bangladesh's digital marketing ecosystem. One of the key themes observed in the responses is that YouTube ads are highly engaging and informative allowing brands to establish trust and credibility through detailed content, influencer collaborations, and product reviews. Respondents such as university teachers, business consultants, and IT

professionals emphasized that YouTube ads provide long-form content that educates consumers about a product's features, benefits, and user experiences. This type of storytelling-based marketing aligns well with high-involvement product categories, such as electronics, financial services, and educational platforms, where consumers need extensive information before making a purchase decision. The ability to integrate product demonstrations, testimonials and expert reviews makes YouTube an ideal platform for long-term engagement and brand loyalty. Additionally, YouTube's skippable ad format was generally well-received as it allows users to choose whether to engage with an ad, reducing ad fatigue and increasing voluntary engagement rates. This user-centric approach ensures that consumers interact with ads more willingly, leading to higher brand trust and recall. On the other hand, Facebook ads were seen as highly effective for quick conversions and promotional campaigns but were often perceived as intrusive and repetitive. Many respondents, including startup founders, small business owners, and digital marketers, noted that Facebook's highly specific audience targeting allows businesses to reach niche consumer segments efficiently. The platform's sophisticated retargeting algorithms ensure that ads are displayed to users based on their past interactions increasing the likelihood of immediate engagement. However, ad fatigue and overexposure were major concerns, as multiple respondents mentioned that Facebook ads sometimes appear too frequently, making them easy to ignore. Unlike YouTube, which fosters brand storytelling, Facebook ads are generally short-form and promotional leading to instant but often temporary engagement. A comparative analysis of the platforms reveals distinct advantages and limitations. YouTube ads excel in building trust and credibility particularly for products that require consumer education and in-depth explanation. Facebook ads, on the other hand, are more suitable for businesses focusing on direct sales, flash promotions and localized outreach. This fundamental difference means that brands should choose their advertising strategies based on their marketing objectives. For instance, businesses looking to increase brand awareness and build long-term relationships with consumers should prioritize YouTube ads with influencer collaborations and detailed product demonstrations. Conversely, businesses focused on immediate conversions, event promotions and discount-driven campaigns should leverage Facebook's precise targeting capabilities. Moreover, respondents from academia, finance and research backgrounds expressed concerns regarding the credibility of Facebook ads, noting that they are often associated with misleading promotions and exaggerated claims. This skepticism affects consumer trust, making it less effective for brands that require strong credibility and authenticity. In contrast, YouTube's reliance on organic content integration and trusted influencers enhances consumer confidence, leading to higher engagement rates and repeat purchases. This aligns with previous research suggesting that consumers trust brands that offer transparent and informative content rather than relying solely on promotional tactics, Qomariah et al., [51]. Despite Facebook's effectiveness in driving short-term traffic and engagement, its impact on brand loyalty remains limited. Respondents noted that while Facebook ads create high visibility, they often fail to establish deep emotional connections with consumers. In contrast, YouTube's ability to integrate narrative-driven advertisements makes it a more sustainable platform for brand building. For example, YouTube's use of long-form video testimonials, behind-the-scenes content, and expert reviews allows brands to cultivate authentic relationships with consumers resulting in higher brand recall and loyalty. These findings offer several practical implications for digital marketers in Bangladesh. Given the growing importance of video content marketing, businesses should tailor their strategies to maximize the strengths of each platform. For long-term brand building, investing in YouTube ads with rich content and influencer endorsements can yield sustainable growth. Meanwhile, for businesses that prioritize short-term sales, promotional offers, and localized advertising, Facebook remains an effective tool. Additionally, a hybrid strategy that integrates both platforms leveraging YouTube for trust-building and Facebook for quick engagement can optimize overall marketing effectiveness.

6.2 Recommendation of the Study

Based on the findings, this study recommends that businesses in Bangladesh adopt a strategic, platform-specific approach to video content marketing to maximize consumer engagement and brand loyalty. YouTube should be leveraged for long-term brand building through high-quality, informative and storytelling-based content, including product demonstrations, influencer collaborations and in-depth tutorials. Since YouTube fosters credibility and consumer trust, businesses dealing with high-involvement products such as electronics, financial services and education should prioritize this platform. On the other hand, Facebook should be optimized for immediate engagement and conversions, utilizing short-form, visually appealing, and interactive content such as promotional offers, flash sales and retargeting ads. Given concerns about ad fatigue on Facebook, brands should monitor ad frequency, diversify creatives, and use interactive formats like carousel ads and polls to maintain audience interest. A hybrid approach that integrates both platforms will be the most effective strategy. Businesses should use YouTube to educate and engage consumers while leveraging Facebook for targeted promotions and quick sales conversions. Cross-platform promotion should ensure consistent brand messaging across different stages of the consumer journey. Additionally, incorporating influencer marketing and user-generated content (UGC) can enhance credibility and consumer trust. Many respondents emphasized the effectiveness of influencer-driven YouTube content, suggesting that brands should collaborate with local influencers and industry experts for better brand positioning. Facebook ads, on the other hand, should focus on transparency and authenticity by featuring real customer testimonials and verified endorsements to counter consumer skepticism regarding misleading promotions. To ensure long-term effectiveness businesses must continuously track ad performance through engagement metrics such as click-through rates, conversion

rates and ad recall, refining their strategies based on data insights. A/B testing different ad formats and messaging styles will help identify the most effective approaches. Furthermore, localizing content for the Bangladeshi audience by using Bangla-language content, culturally relevant themes, and familiar narratives will improve engagement and relatability. Businesses should also align their content strategies with consumer expectations using YouTube for high-involvement product marketing and Facebook for time-sensitive promotions. In conclusion, businesses in Bangladesh should strategically allocate their digital marketing budgets by aligning their advertising approach with platform strengths and consumer behavior. YouTube should be prioritized for trust-building and long-term engagement while Facebook should be used for quick conversions and targeted promotions. A well-balanced combination of these platforms along with authentic content, localized messaging and performance-driven optimization, will enable businesses to enhance consumer engagement, improve brand loyalty and drive sustainable growth in Bangladesh's dynamic digital marketing landscape.

7 CONCLUSION OF THE STUDY

The use of social media and digital marketing has significantly impacted consumer behavior and the way companies engage with their target audience. Social media marketing activities (SMMAs) play a crucial role in influencing consumer intentions such as continuance, participation and purchase decisions. This study explored the power of video content marketing in shaping consumer preferences and brand loyalty, specifically focusing on YouTube and Facebook ads in the context of Bangladesh. The findings reveal that both platforms play vital roles in influencing consumer behavior, with YouTube being more effective for long-term brand building and trust establishment through informative storytelling-based content. In contrast, Facebook ads are more suitable for immediate engagement and short-term promotions due to their targeted advertising capabilities and quick conversion potential. The study underscores the importance of a platform-specific approach recommending that businesses use YouTube for in-depth consumer engagement and Facebook for short-term sales and promotions. A hybrid strategy combining the strengths of both platforms will likely yield the most effective results in enhancing brand loyalty and consumer engagement. A key recommendation from the study is the implementation of a hybrid video marketing strategy where businesses can leverage YouTube for deeper consumer engagement and brand building while utilizing Facebook for targeted, short-term promotions and conversions. This combination allows businesses to achieve a balance between long-term brand loyalty and immediate sales objectives. Furthermore, integrating influencer marketing, user-generated content, and localized messaging was found to enhance credibility and consumer engagement on both platforms, particularly in the Bangladeshi market, where culturally relevant content is crucial. Despite the valuable insights offered, the study does have some limitations. The research was conducted using a qualitative approach relying on in-depth interviews with only 50 respondents, which may not fully represent the broader population of Bangladesh. Additionally, the sample size and selection may have introduced some bias, limiting the generalizability of the findings. Future research could expand the sample size, include quantitative data and examine other social media platforms to provide a more comprehensive understanding of the evolving role of video content marketing in Bangladesh.

CONFLICT OF INTEREST

The authors have no relevant financial or non-financial interests to disclose.

REFERENCES

- [1] Vashisth, P. Impact of YouTube Advertisements on Young Consumers' Purchase Intentions. *Journal of Business Analytics and Data Visualization*, 2025, 1-11.
- [2] Boté-Vericad, J J. Information-seeking and content creation: The impact of YouTube educational videos on learning practices in library and information science. *Journal of Librarianship and Information Science*, 2025, 09610006241309102.
- [3] Razak, I. Content marketing strategy in increasing consumer interaction on social media. *Journal of Data Science*, 2024, 2(01): 14-21.
- [4] Zhang, S, Wakefield, R, Huang, J, et al. Exploring determinants of consumers' attitudes toward real-time bidding (RTB) advertising. *Information Technology & People*, 2021, 34(2): 496-525.
- [5] Barbosa, B, Saura, J R, Zekan, S B, et al. RETRACTED ARTICLE: Defining content marketing and its influence on online user behavior: a data-driven prescriptive analytics method. *Annals of Operations Research*, 2024, 337(Suppl 1): 17-17.
- [6] Chen, J L, Dermawan, A. The influence of YouTube beauty vloggers on Indonesian consumers' purchase intention of local cosmetic products. *International Journal of Business and Management*, 2020, 15(5): 100-116.
- [7] Munaro, A C, Hübner Barcelos, R, Francisco Maffezzoli, E C, et al. To engage or not engage? The features of video content on YouTube affecting digital consumer engagement. *Journal of consumer behaviour*, 2021, 20(5): 1336-1352.
- [8] Sen, T, Khatun, M, Khan, M A, et al. Customer attitude, buying behavior and satisfaction towards online shopping: An empirical study in some selected areas of Bangladesh. *Archives of Agriculture and Environmental Science*, 2024, 9(1):

- 76-84.
- [9] Wooton, I, Cui, Z. THE EFFECT OF ONLINE ADVERTISING ON CONSUMER BUYING INTEREST IN ONLINE SELLING APPLICATIONS WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (Study from Member of United Kingdom Medical Doctor Department). *MEDALION JOURNAL: Medical Research, Nursing, Health and Midwife Participation*, 2022, 3(3): 82-100.
- [10] Agarwal, B, Mitra, D. What drives users' impulse buying behavior in social media advertising? The roles of empathy expression and privacy concerns. *Journal of Marketing Theory and Practice*, 2025, 1-22.
- [11] Wuisan, D S, Handra, T. Maximizing online marketing strategy with digital advertising. *Startupreneur Business Digital (SABDA Journal)*, 2023, 2(1): 22-30.
- [12] Forghani, E, Sheikh, R, Hosseini, S M H, et al. The impact of digital marketing strategies on customer's buying behavior in online shopping using the rough set theory. *International journal of system assurance engineering and management*, 2022, 13(2): 625-640.
- [13] Puwandi, P H, DE, G T, Brasali, N. The factors affecting consumer response towards online video advertisement: YouTube as a platform. *International Journal of Multicultural and Multireligious Understanding*, 2020, 7(2): 375-390.
- [14] Ramadhani, S, Suroso, A I, Ratono, J. Consumer attitude, behavioral intention, and watching behavior of online video advertising on youtube. *Jurnal Aplikasi Manajemen*, 2020, 18(3): 493-503.
- [15] Tafesse, W. YouTube marketing: how marketers' video optimization practices influence video views. *Internet research*, 2020, 30(6): 1689-1707.
- [16] Sen, T, Khatun, M, Khan, M A, et al. Customer attitude, buying behavior and satisfaction towards online shopping: An empirical study in some selected areas of Bangladesh. *Archives of Agriculture and Environmental Science*, 2024, 9(1): 76-84.
- [17] Hasan, M Z, Amin, M R, Haque, M M. Factors Affecting Consumers' Purchase Intention towards Online Shopping Platform Daraz: A Study on Kushtia Region. *Blue Journal, Bangladesh Army University of Engineering & Technology*, 2024, 4(2): 1-16. DOI: <https://doi.org/10.59321/BAUETJ.V4I2.21>.
- [18] Azman, A B, Abdul Majid, M A, Zainozaman, M S, et al. Scroll, Click, Buy: The Impact of Social Media Attributes on Purchase Intentions among Young Adults. *Journal of Information Technology Management*, 2025, 17(1): 99-118.
- [19] Hasan, I, Habib, M M, Tewari, V. Factors affecting the online purchasing behavior for young consumers: A case study. *Journal of Service Science and Management*, 2022, 15(5): 531-550.
- [20] Sadiq, S, Kaiwei, J, Aman, I, et al. Examine the factors influencing the behavioral intention to use social commerce adoption and the role of AI in SC adoption. *European Research on Management and Business Economics*, 2025, 31(1): 100268.
- [21] Hoque, F, Joya, T A, Akter, A, et al. Customer perception on purchasing through Facebook in Bangladesh: An empirical study on Dhaka City. *Academy of Marketing Studies Journal*, 2020, 24(2): 1-14.
- [22] Saad, A T. Factors affecting online food delivery service in Bangladesh: an empirical study. *British Food Journal*, 2021, 123(2): 535-550.
- [23] Shetu, S N. Influence of Facebook on electronic word of mouth (e-WoM) and customers' intention to visit restaurants in Bangladesh-an exploratory study. *European Journal of Applied Business and Management*, 2020, 6(2): 83-97.
- [24] Bednarz, J, Orelly, P. The importance of social media on the FMCG market in Bangladesh. *International Journal of Management and Economics*, 2020, 56(3): 230-242.
- [25] Islam, M M, Hasan, M M, Sayem, M A, et al. Consumers' trust in digital marketing and their perceived experiences: evidence from Bangladesh. *International Journal of Internet Marketing and Advertising*, 2024, 21(1-2): 26-54.
- [26] Kumar, S, Prakash, G, Gupta, B, et al. How e-WOM influences consumers' purchase intention towards private label brands on e-commerce platforms: Investigation through IAM (Information Adoption Model) and ELM (Elaboration Likelihood Model) Models. *Technological Forecasting and Social Change*, 2023, 187, 122199.
- [27] Mardhatilah, D, Omar, A, Septiari, E D. A Literature Review on Persuasive Communication: Utilising Elaboration Likelihood Model to Understand Consumer Engagement on Social Media Platforms. *Journal of Technology Management and Business*, 2023, 10(2): 87-100.
- [28] Li, S, Hong, Y C, Craig, S D. A systematic literature review of Social Learning Theory in Online Learning environments. *Educational Psychology Review*, 2023, 35(4): 108.
- [29] Nguyen, M C, Van Nguyen, L T, Nguyen, M, et al. Can Digital Advertising Content Trigger User Preference Toward Social Media Platforms? The Mediating Roles of Perceived Functional and Emotional Values. In N H, Thuan, D P, Duy, H S, Le, T Q, Phan (Eds.), *Information Systems Research in Vietnam*, 2025, 3, 69-85). DOI: https://doi.org/10.1007/978-981-97-9835-3_5.
- [30] Fan, M, Zhang, C. A study of consumer demand differentiation under different anchor personas in agricultural products content marketing. *Journal of Marketing Communications*, 2024, 1-26. DOI: <https://doi.org/10.1080/13527266.2024.2448190>.
- [31] Yousaf, K, Nawaz, T. A Deep Learning-Based Approach for Inappropriate Content Detection and Classification of YouTube Videos. *IEEE Access*, 2022, 10, 16283-16298. DOI: <https://doi.org/10.1109/ACCESS.2022.3147519>.
- [32] Yu, L C, Hsu, C L, Tsui, Y A. Effect of YouTube unboxing videos on viewers' perceptions and subsequent behaviours.

- International Journal of Electronic Business, 2025, 20(1): 50-74. DOI: <https://doi.org/10.1504/IJEB.2025.143054>.
- [33] Ubphapant, J, & Brandão, A. Exploring ageing consumers' usage of content marketing, content typology and online brand advocacy. *EuroMed Journal of Business*, 2024, 20(5): 27-53. DOI: <https://doi.org/10.1108/EMJB-10-2023-0283>.
- [34] Febriyantoro, M T. Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, 2020, 7(1): 1787733. DOI: <https://doi.org/10.1080/23311975.2020.1787733>.
- [35] Xie, Q, Lou, C. I Feel Like Owning It! Exploring the Antecedents of Psychological Ownership and Its Impact on Brand Loyalty in Digital Content Marketing. *Journal of Interactive Advertising*, 2024, 24(1): 48-65. DOI: <https://doi.org/10.1080/15252019.2023.2295258>.
- [36] Gupta, S, Dutt, R. Identifying consumer-based digital content marketing consumption motives: A qualitative study. *Journal of Advances in Management Research*, 2024, 21(4): 584-604. DOI: <https://doi.org/10.1108/JAMR-08-2023-0218>.
- [37] Krishen, A S, Dwivedi, Y K, Bindu, N, et al. A broad overview of interactive digital marketing: A bibliometric network analysis. *Journal of Business Research*, 2021, 131, 183-195. DOI: <https://doi.org/10.1016/j.jbusres.2021.03.061>.
- [38] BFayyaz, M S, Abbasi, A Z, Altaf, K, et al. Not inspired enough: The mediating role of customer engagement between YouTube's perceived advertising value and customer inspiration. *Kybernetes*, 2025, 54(2): 1175-1198. DOI: <https://doi.org/10.1108/K-03-2023-0387>.
- [39] Kethuda, O, Ayoubi, R. Perceived Market Leadership and Customer Engagement for IT Companies in the Enterprise Software Market: Evaluating the Role of Social Media Marketing. *Journal of Business-to-Business Marketing*, 2025, 1-20.
- [40] Ali, F, Suveatwatanakul, C, Nanu, L, et al. Social media marketing and brand loyalty: Exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC*, 2025, 29(1): 114-135. DOI: <https://doi.org/10.1108/SJME-08-2023-0219>.
- [41] Lee, E, Kim, J H, Rhee, C S. Effects of Marketing Decisions on Brand Equity and Franchise Performance. *Sustainability*, 2021, 13(6): 3391. DOI: <https://doi.org/10.3390/su13063391>.
- [42] Kumar, V, Kaushal, V, Shashi. Role of customer perceived brand ethicality in inducing engagement in online brand communities. *Journal of Retailing and Consumer Services*, 2023, 71, 103184. DOI: <https://doi.org/10.1016/j.jretconser.2022.103184>.
- [43] Aljarah, A, Sawaftah, D, Ibrahim, B, et al. The differential impact of user- and firm-generated content on online brand advocacy: Customer engagement and brand familiarity matter. *European Journal of Innovation Management*, 2024, 27(4): 1160-1181. DOI: <https://doi.org/10.1108/EJIM-05-2022-0259>.
- [44] Mishra, R, Varshney, D. The impact of digital content marketing in shaping consumer decision-making for tech gadget purchase. *World Journal of Advanced Research and Reviews*, 2024, 23(1): 688-696. DOI: <https://doi.org/10.2139/ssrn.4964501>.
- [45] Zeqiri, J, Koku, P S, Dobre, C, et al. The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence & Planning*, 2025, 43(1): 28-49. DOI: <https://doi.org/10.1108/MIP-06-2023-0248>.
- [46] Tjandra, A, Wono, H Y. The Influence of Content Marketing on the Loyalty of Valorant Game Users at X-Gate. *International Journal of Environmental, Sustainability, and Social Science*, 2024, 5(1): 125-131. DOI: <https://doi.org/10.38142/ijesss.v5i1.965>.
- [47] Niu, Y, Ma, B, Niu, Y. The role of creative strategies in enhancing consumer interaction with new product video advertising. *Journal of Research in Interactive Marketing*, 2025. DOI: <https://doi.org/10.1108/JRIM-07-2024-0324>.
- [48] Mansour, B S A, Basal, M. The Relationship between Digital Content Marketing Success and Sustainable Consumption Behavior. *American Journal of Industrial and Business Management*, 2024, 14(04): 392-407. DOI: <https://doi.org/10.4236/ajibm.2024.144020>.
- [49] Rahman, M, Hasan, M. Digital marketing transformation in Bangladesh: The role of social media and video content in consumer engagement. *Journal of Marketing and Consumer Research*, 2022, 15, 45-60.
- [50] Hossain, M Z, Kibria, H. Exploring the Evolution of Brand Loyalty in the Age of Social Media. *Journal of Service Science and Management*, 2024, 17(03): 219-247.
- [51] Qomariah, N, Maharani, D R, Susbiyani, A, et al. The Role of Brand Image in Mediating the Impact of Word of Mouth on Purchasing Decisions. In *IECON: International Economics and Business Conference*, 2024, 2(1): 646-656.