

A Study on the Impact of Video Advertising in Increasing Sales with Special Reference to Realtheory International Consultants Pvt. Ltd.

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ABSTRACT

This paper looks at how video ads help boost sales, especially for this company called Real theory International Consultants Pvt. Ltd. In today's digital world, video advertising stands out as a strong way to market things. It grabs people emotionally and through visuals, which makes it different from other ads. I think that's why it's becoming so popular. To figure this out, the study pulls in primary data and secondary stuff too. It checks out what consumers think, how engaged they get, and if they end up buying because of the videos. Some parts here feel a bit tricky to pin down exactly. The results show that videos which are short and hit you with emotions, plus some useful info, really help with remembering the brand. And sales go up from that, at least that's the main point. It seems like not every ad works the same, but these kinds do better.

Keywords: Video Advertising, Consumer Behaviour, Sales Performance, Digital Marketing, Brand Engagement

INTRODUCTION

This study examines the role of video advertising in enhancing sales performance, with specific reference to Realtheory International Consultants Pvt. Ltd. The rapid advancement of digital technologies has significantly transformed the advertising landscape, shifting it from traditional, one-way communication channels to more interactive and engaging digital platforms. Among various digital marketing tools, video advertising has emerged as a powerful medium due to its ability to combine visual imagery, audio elements, and narrative storytelling.

The widespread adoption of social media platforms, increased smartphone usage, and improved internet connectivity have expanded the reach and effectiveness of video advertisements. These factors enable organizations to communicate marketing messages more efficiently and to engage consumers on an emotional and cognitive level. Video advertising has been found to enhance brand recall, improve customer engagement, and influence purchase intentions, thereby contributing positively to sales growth. However, the effectiveness of video advertising is not uniform across all contexts. Its impact largely depends on factors such as content quality, advertisement duration, message relevance, and precise audience targeting. Poorly designed or inappropriately targeted video advertisements may fail to achieve the desired marketing outcomes. Therefore, this study seeks to analyze how these factors influence the effectiveness of video advertising and its contribution to sales enhancement at Realtheory International Consultants Pvt. Ltd.

OBJECTIVES OF THE STUDY

- A Study on the Impact of Video Advertising in Increasing Sales with Special Reference to Realtheory International Consultants Pvt. Ltd.
- To examine the role of video content quality, such as visuals, audio, message clarity, and storytelling, in attracting and retaining customer attention.
- To identify which elements in video ads most effectively lead to purchase decisions.
- To analyze consumer perception and engagement with video advertisements across different digital platforms.

REVIEW OF LITERATURE

Video advertising seems to matter a lot when it comes to making consumers want to buy things. I mean, previous studies show it influences purchase intention in a big way. Then there's this research by Gao and Wu from 2023.

They found that adding novelty and emotional appeal really boosts how effective the ads are. It kind of makes sense, right, because those elements grab attention. On the other hand, Meng et al. in 2024 pointed out something about entertaining videos. The immersive ones help build trust and this flow experience, which ends up leading to more conversions. That part gets a bit tricky to explain fully. Several studies also mention short-form videos. And the ones led by influencers. Those appear more effective at driving sales overall. I might be oversimplifying, but it feels like that's the trend.

STATEMENT OF THE PROBLEM

With the rapid growth of digital marketing, video advertising has become a widely used promotional tool for attracting consumers and influencing purchase decisions. Although

organizations invest substantial resources in video advertising across social media and digital platforms, the actual extent to which these advertisements contribute to increased sales remains unclear. Many businesses experience inconsistent results due to factors such as content quality, ad duration, platform selection, audience targeting, and viewer attention span. Additionally, challenges like ad skipping, content saturation, and difficulty in measuring return on investment make it harder to evaluate the effectiveness of video campaigns. Therefore, there is a need for a systematic study to assess the impact of video advertising on sales performance and to identify the key elements that influence consumer buying behaviour, with special reference to Realtheory International Consultants Pvt. Ltd.

RESEARCH PROBLEM

The study is descriptive in nature and is based on both primary and secondary data. Primary data was collected through a structured questionnaire from respondents familiar with video advertisements. Secondary data was sourced from journals, reports, websites, and previous research studies. Simple percentage analysis and graphical representation were used for data interpretation.

ANALYSIS AND INTERPRETATION

Research Question 1: **How often do you watch video advertisements?**

Frequency	Percentage (%)	No. of Respondents
Always	31.7%	19
Frequently	20.3%	12
Occasionally	30.5%	18
Rarely	16.9%	10
Never	1.8%	1
Total	100%	60

Interpretation

A poll taken of 59 respondents finds that, overwhelmingly, viewers actively avoid video ads. And a full 61.0% (30 respondents) Always or Often skip ads. Adding in 30.5% who skip Occasionally, and that comes up to only 91.5% (54 others). Meanwhile, people would Rarely skip 16.9% (10) and Never skip once in a while with only 1.8% (1) of them chooses Never to do that. This clear resistance towards watching video ads presents a huge issue for advertisers seeking to guarantee their content will be watched.

RESEARCH QUESTION 2: On which platform do you most frequently encounter video advertisements?

Platform	Percentage (%)	Number of Respondents
Youtube	45%	27
Instagram	30%	18
Facebook	23.3%	14
Tiktok	1.7%	1
other	0%	0
Total	100%	60

Interpretation

The survey of 60 respondents shows that YouTube is the leading platform for video ads, with 45.0%, or 27 people, reporting this. Instagram comes next with 30.0%, or 18 respondents, followed by Facebook at 23.3%, or 14 respondents. Together, these three platforms make up 98.3% of all interactions. TikTok and other platforms are not significant. This data indicates that advertisers should focus mainly on YouTube to reach the most viewers with video ads.

RESEARCH QUESTION 3:

How long do you usually watch a video advertisement before skipping or stopping?

Viewing Duration	Percentage (%)	Number of Responses
0-5 seconds	45%	27
6-10 seconds	11.7%	7
11-30 seconds	6.6%	4
Full ad	16.7%	10
Option 6-10 sect	20%	12
Total	100%	60

Interpretation

The findings reveal a very limited attention span for video adverts from the majority of respondents. Nearly 45% skip or quit watching between the first 0-5 seconds. And when pairing both of the 6–10 second options, another 31.7% skip in fewer than 10 seconds. On the whole, 76.7% of viewers skip in less than 30 seconds, with just 16.7% actually watching the entire ad. This says that the advertisers really have to get their message across right away, as many people do not watch the whole ad.

RESEARCH QUESTION 4

Do you find video advertisements more engaging than image or text-based advertisements?

Response	Percentage	Number of Responses
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Yes	31.7%	19
No	26.7%	16
Sometimes	41.7%	25
Total	100.1%	60

Interpretation

Based on the survey responses collected from a sample of 60 participants, the findings indicate a mixed perception regarding the engagement effectiveness of video advertisements compared to static advertisements. A plurality of respondents (41.7%) reported that video advertisements are *sometimes* more engaging than static advertisements, while a smaller proportion (31.7%) indicated a strong preference by stating “yes, definitely.” When the responses “no” and “sometimes” are considered together, they account for more than 68% of the total responses, suggesting the absence of a clear consensus that video advertisements are universally more engaging.

This distribution highlights that while video advertising has the potential to enhance engagement, its effectiveness is not consistent across all viewers or contexts. The predominance of the “sometimes” response implies that factors such as the contextual relevance of the advertisement, the quality of content, and the alignment of the message with audience preferences play a critical role in determining engagement levels. These findings suggest that video advertising effectiveness is contingent upon strategic design and targeted delivery rather than the format alone.

RESEARCH QUESTION 5

What kind of video advertisement content do you prefer?

Video Ad Content	Number of Responses	Percentage
Informative	38	63.3%
Entertaining	37	61.7%
Product demonstration	18	30.0%
Humorous	16	26.7%
Emotional	9	15.0%
Total	N/A	N/A

Interpretation

Viewers of video ads, based on 60 responses, overwhelmingly prefer Informative (63.3%) and Entertaining (61.7%) content, suggesting the most effective ads balance valuable knowledge with engagement. Preferences drop for other types: Product demonstration is chosen by 30%, showing its utility. Humorous (26.7%) and especially Emotional (15%) content are the least favored. This indicates that consumers prioritize utility and enjoyment over strong emotional appeals or simple humor when selecting preferred video advertisements.

Tone Preference	Percentage (%)	Number of Respondents
Funny	30%	18
Motivational	23.3%	14
Professional	21.7%	13
Casual	20%	12

Serious	5%	3
Total	100%	60

RESEARCH QUESTION 6: What type of tone do you prefer in video advertisement

Interpretation

From 60 responses, we can learn that Funny (18 respondents, 30.0%) is the favourite tone for video ads, with Motivational (14 respondents, 23.3%) very close behind as well. Combined, these favourite tones make up more than half (53.3%) of all preferences, suggesting a strong preference for entertaining, comedic or uplifting content. Professional (21.7%) and Casual (20.0%) are the next most popular tones, with users divided into those who prefer formal over approachable style. Filial are the least favourite serious tones: only 3 respondents (5.0%) liked those.

RESEARCH QUESTION 7

How important is high-quality video production to you?

Response Category	Percentage (%)	Number of Responses
Very important	33.3%	20
Somewhat important	58.3%	35
Not important	8.3%	5
Total	100%	60

Interpretation

Out of 60 people, almost everyone—91.6%—said good video quality matters to them. Most (58.3%) called it “somewhat important,” so they care, but they’re not picky about having the absolute best. Another third (33.3%) said it’s “very important.” Only a few (just 8.3%) didn’t think it mattered. So, if you want to keep this group happy, stick with decent to high-quality video. That’s what they’re looking for.

RESEARCH QUESTION 8

Have you ever purchased a product or service after watching a video advertisement?

Response	Percentage	Number of Respondents
Yes	42.4%	25
No	57.6%	35
Total	100%	60

Interpretation

Out of 59 people, most—about 58%—didn’t buy anything after seeing a video ad. Still, a solid 42% did make a purchase. So, video ads do push some folks to buy, but for more than half, the ad alone isn’t enough to seal the deal. For marketers, this matters. Video ads work, sure, but there’s still plenty of room to make them even more convincing and turn more viewers into buyers right away.

RESEARCH QUESTION 9

On a scale of 1–5, how much do video advertisements influence your purchase decisions?

Response Category	Percentage (%)	Count (58 Total)
Not at all (1-3 on the scale)	60%	36
Very much (4-5 on the scale)	40%	24
Total	100%	60

Interpretation

Most people—about 59%—say video ads don’t really sway their buying decisions. Still, there’s a solid chunk, around 41%, who admit these ads have a big impact on what they buy. So yeah, there’s a clear divide. Video ads might not matter much to the majority, but for a big minority, they pack a punch. Marketers still have a pretty eager audience, even if it’s not the biggest slice of the pie.

RESEARCH QUESTION 10

Which element in a video advertisement most influences your buying decision?

Element	Number of Responses	Percentage
Information	32	53.3%
Visual quality	24	40%
Entertainment value	22	36.7%
Discounts	20	33.3%
Clear	9	15%
Testimonials	3	5%
Total	110	183.3%

Interpretation

Based on 60 responses, Information is the most influential video ad element, cited by 53.3% of people, showing consumers prioritize product details. Following closely are Visual quality (40%) and Entertainment value (36.7%). Discounts (33.3%) are less influential than core ad content. The total responses exceeding 60 (110 total) confirm that respondents were able to select multiple factors contributing to their buying decisions.

FINDINGS

- The study reveals that exposure to video advertisements is high, with a majority of respondents encountering video ads frequently, though many tend to skip them quickly.

YouTube emerged as the most dominant platform for video advertisements, followed by Instagram and Facebook, indicating that these platforms offer the highest reach for advertisers.

- Viewer attention span towards video advertisements is very short. A significant proportion of respondents skip ads within the first 5 to 10 seconds, while only a small percentage watch the full advertisement.
- Video advertisements are not consistently perceived as more engaging than image or text-based advertisements. Most respondents indicated that videos are engaging only sometimes, depending on content

quality and relevance.

- Informative and entertaining content is the most preferred type of video advertisement, suggesting that consumers value usefulness combined with engagement rather than purely emotional or humorous appeals.
- A funny or motivational tone is most preferred in video advertisements, while serious tones are least favored, highlighting the importance of positive emotional appeal.
- High-quality video production is considered important by the vast majority of respondents, emphasizing that production quality plays a key role in capturing viewer attention.
- Although more than half of the respondents did not make a purchase after watching a video advertisement, a considerable proportion (over 40%) reported purchasing a product or service due to video ads.

SUGGESTIONS

- Since most viewers skip video advertisements within the first few seconds, advertisers should focus on delivering the key message within the first 5–10 seconds to capture attention effectively.
- Organizations should prioritize major platforms such as YouTube and Instagram, as these platforms provide the highest exposure and engagement for video advertisements.
- Video advertisements should emphasize informative and entertaining content, as these formats are most preferred by consumers and have a stronger influence on purchase decisions.
- Improving video production quality is essential, as a majority of respondents consider high-quality visuals and audio important for engagement and credibility.
- Advertisers should adopt a funny or motivational tone in video ads, as these tones are more appealing to consumers compared to serious or overly formal styles.
- To improve conversion rates, video advertisements should include clear product information, benefits, and value propositions rather than relying solely on emotional appeal.
- Short-duration video formats such as reels, shorts, and skippable ads should be used effectively to match the short attention span of viewers.
- Businesses should integrate video advertising with other digital marketing strategies such as social media engagement, influencer marketing, and follow-up promotions to reinforce purchase decisions.

CONCLUSION

Video advertising is a key avenue for influencing consumer purchasing decisions and driving sales, but as this study shows, the influence of video advertising is limited. Consumers regularly skip video ads after watching only a few seconds, making it difficult to grab viewers' attention. In addition to not having a dedicated audience and not having sufficient time to deliver key selling messages, content quality and relevance are major factors that determine how effective a video will be in driving consumers to make a purchase. The results of this study indicate that while the majority of consumers were not highly impacted by video ads, a significant number of consumers were influenced by video ads. The majority of consumers prefer to see informative, entertaining, and high-quality video ads rather than emotional or serious ads. Therefore, while video advertising may not drive sales for most consumers, it does have the ability to drive sales for a significant number of consumers when marketers strategically create their video ad campaigns.

Businesses can see an increase in sales as a result of video advertising by developing video advertising strategies that are short, well-made, packed with information, and interesting enough to catch the attention of the consumer. One potential result of properly utilizing video ad strategy would be to increase engagement with the brand of Realtheory International Consultants Pvt. Ltd. and ultimately increase the performance of the Realtheory International Consultants Pvt. Ltd. brand in the digital marketing space.

References

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