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# **Egyptian Audience's Attitude toward Using of Video Marketing on Social Media and its Impact on Purchasing Behavior: A Study within the Framework of Media Richness Theory (\*)**

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## **Abstract**

Video marketing is one of the most important marketing techniques adopted by institutions, companies, and business owners in the context of digital transformation. The study aimed to provide the necessary and sufficient information about products and services to current and potential target audiences to influence their purchasing behavior toward a product or service. Based on this, the study sought to understand the Egyptian audience's attitudes toward using video in marketing goods and services through social media and its impact on purchasing behavior, examining this within the framework of Media Richness Theory. A sample of 400 individuals who interacted with marketing videos were drawn for the study.

It found that the majority of the sample (92.7%) watched marketing videos consistently, indicating the widespread popularity of marketing videos as part of the daily routine, confirming the success of this type of content in capturing audience interest. Additionally, Facebook emerged as the leading social media platform for viewing marketing videos, with 81.3% of participants preferring it, highlighting its strength in digital marketing. Regarding media dimensions, the importance of using multiple symbols and multimedia was evident, with 82.8% expressing high interest in this aspect.

The study also demonstrated a correlation between viewing marketing videos on social media and respondents' opinions about the benefits of video marketing. It found a correlation between the motivations of the study sample for using marketing videos and their attitudes toward them, as well as a correlation between the motivations for using marketing videos and the impact of these videos on respondents' purchasing behavior. Additionally, the study showed significant differences in the sample's perceptions of media richness dimensions after watching marketing videos, based on gender and socioeconomic status, while no significant differences were found concerning age and educational level.

**Keywords:** Marketing Videos, Media Richness Dimensions, Media Richness Theory.

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(\*)The Paper was received on November 08, 2024, and accepted for publication on December 25, 2024.