

The Impact of Video Marketing on SDG Awareness among Youth

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Abstract

The Sustainable Development Goals (SDGs) provide a comprehensive global framework to address pressing social, economic, and environmental challenges. Achieving these goals requires widespread public awareness and active participation, particularly among youth, who represent a critical demographic for long-term sustainable development. In recent years, video marketing has emerged as a dominant digital communication tool, especially among young audiences who increasingly consume information through video-based platforms such as YouTube, Instagram, and short-form video applications. This study examines the impact of video marketing on awareness and understanding of the Sustainable Development Goals among youth.

Video marketing combines visual storytelling, audio elements, and emotional appeal, making complex global issues more accessible and engaging. Sustainability-related videos can simplify SDG concepts, present real-world examples, and inspire action through compelling narratives. The study adopts an empirical approach to analyze how exposure to SDG-focused video content influences youth awareness, interest, and attitudes toward sustainable development. Primary data are collected from young individuals who regularly engage with video content on digital platforms.

The findings indicate that video marketing significantly enhances SDG awareness among youth by improving comprehension, recall, and emotional connection with sustainability issues. Videos that incorporate storytelling, relatable examples, and visual impact are found to be particularly effective in communicating SDG themes. The study also highlights that repeated exposure to sustainability-focused video content increases curiosity and willingness to learn more about global development challenges.

The research contributes to academic literature by linking video marketing practices with sustainability education and youth engagement. From a practical perspective, the findings provide insights for educators, policymakers, and organizations seeking to leverage video

marketing as a strategic tool for promoting SDG awareness. Overall, the study underscores the potential of video marketing to play a transformative role in engaging youth and advancing sustainable development goals.

Keywords: Video marketing, sustainable development goals, youth awareness, digital communication, sustainability education, social media, visual storytelling.

Introduction

The Sustainable Development Goals (SDGs), introduced by the United Nations as part of the 2030 Agenda for Sustainable Development, represent a global commitment to addressing critical challenges such as poverty, inequality, climate change, and environmental degradation. Achieving these goals requires not only policy-level interventions but also widespread public awareness and active participation from all sections of society. Among various demographic groups, youth play a particularly important role, as they are future leaders, consumers, and change agents who will shape the trajectory of sustainable development.

In the digital era, the way information is consumed and shared has undergone a significant transformation. Traditional forms of communication such as print media and static online content are increasingly being replaced by dynamic and interactive digital formats. Video marketing has emerged as one of the most influential communication tools, especially among young audiences who prefer visual and audio-based content. Platforms such as YouTube, Instagram, and other video-sharing applications have become primary sources of information, entertainment, and learning for youth.

Video marketing refers to the use of video content to communicate messages, promote ideas, and influence audience perceptions. Its effectiveness lies in its ability to combine visuals, sound, storytelling, and emotional appeal, making information more engaging and memorable. For complex topics such as the SDGs, which encompass multiple dimensions and abstract concepts, video marketing offers a powerful medium to simplify information and present it in an accessible manner.

Youth engagement with sustainability issues is often influenced by how information is presented. Text-heavy reports and policy documents may fail to capture attention, whereas short, visually appealing videos can spark interest and encourage learning. Video content showcasing real-world

sustainability challenges, success stories, and youth-led initiatives can foster emotional connection and enhance understanding of SDG objectives.

Despite the growing use of video marketing for sustainability communication, limited empirical research examines its specific impact on SDG awareness among youth. Understanding this relationship is essential for designing effective communication strategies that resonate with young audiences. This study aims to examine the impact of video marketing on SDG awareness among youth by analyzing how video-based content influences knowledge, perception, and interest in sustainable development. The findings provide valuable insights for educators, development organizations, and policymakers seeking to leverage digital media for sustainability education.

Literature Review

The literature on sustainable development emphasizes the importance of awareness and education in achieving the Sustainable Development Goals. Researchers argue that public understanding of sustainability challenges is a prerequisite for meaningful participation and behavioural change. Youth awareness is particularly significant, as young individuals are more adaptable to new ideas and play a crucial role in shaping future societal norms.

Digital communication has been widely studied as a tool for enhancing sustainability awareness. Scholars highlight that digital platforms enable wide dissemination of information and facilitate interactive learning experiences. Among various digital formats, video content has gained prominence due to its high engagement potential. Studies suggest that video-based communication improves information retention and comprehension compared to text-based content.

Research on video marketing indicates that visual storytelling and emotional appeal are key drivers of audience engagement. Videos that present narratives, real-life examples, and relatable characters are more likely to capture attention and influence attitudes. In the context of sustainability, videos showcasing environmental challenges, social initiatives, and community impact have been found to raise awareness and empathy among viewers.

Several studies focus on youth engagement with digital media, noting that young audiences prefer short, visually rich, and interactive content. Social media platforms dominated by video content have become primary channels for information consumption among youth. Research

indicates that repeated exposure to sustainability-related video content can positively influence attitudes and encourage pro-social behaviour.

However, existing literature also highlights gaps. Many studies examine digital marketing or sustainability communication independently, without specifically analyzing video marketing as a distinct medium for SDG awareness. Additionally, empirical studies focusing on youth as a target group remain limited. There is also insufficient evidence linking video marketing exposure to measurable levels of SDG awareness and understanding.

The present study addresses these gaps by empirically examining the impact of video marketing on SDG awareness among youth. By integrating insights from digital marketing, sustainability education, and youth engagement literature, the study contributes to a more comprehensive understanding of how video-based communication can support sustainable development objectives

Research Gap

The existing literature on Sustainable Development Goals (SDGs) emphasizes the importance of awareness and education as foundational elements for achieving sustainable development. Parallel research in digital marketing highlights the growing dominance of video content in influencing attitudes, perceptions, and behaviour, particularly among youth. While several studies examine digital media and sustainability communication broadly, significant research gaps remain at the intersection of video marketing, SDG awareness, and youth engagement.

Firstly, much of the current research focuses on general social media or digital marketing without isolating video marketing as a distinct and powerful communication medium. Video marketing possesses unique characteristics such as visual storytelling, emotional appeal, and high recall value, which differentiate it from other digital formats. However, limited empirical studies specifically analyze how video-based content influences awareness and understanding of SDGs.

Secondly, existing studies often address sustainability awareness at a general population level, with insufficient focus on youth as a distinct demographic group. Youth exhibit unique media consumption patterns, preferences, and learning behaviours, making it essential to study their responses separately. Thirdly, many studies are conceptual in nature and lack empirical evidence linking exposure to SDG-focused video content with measurable awareness outcomes.

Additionally, the relationship between video marketing characteristics (such as storytelling, visual impact, and frequency of exposure) and SDG awareness remains underexplored. This study addresses these gaps by empirically examining the impact of video marketing on SDG awareness among youth, thereby contributing to sustainability communication and digital marketing literature.

Research Methodology

The present study adopts a structured research methodology to examine the impact of video marketing on awareness of Sustainable Development Goals among youth. A **descriptive and analytical research design** is employed to understand exposure patterns to SDG-related video content and to analyze its influence on awareness and understanding.

The study follows a **quantitative research approach** to ensure objectivity and reliability of findings. The target population consists of young individuals aged between 18 and 30 years who regularly consume video content on digital platforms such as YouTube, Instagram, and other video-sharing applications. A sample size of **240 respondents** was selected using the **convenience sampling technique**, considering accessibility and time limitations. The sample included students and young professionals from diverse educational backgrounds.

Primary data were collected through a **structured questionnaire** administered online. The questionnaire was divided into two sections. The first section captured demographic details such as age, gender, and frequency of video consumption. The second section included perception-based statements related to exposure to SDG-focused video content, level of SDG awareness, understanding of SDG themes, and interest in sustainability issues. A **five-point Likert scale**, ranging from “Strongly Disagree” to “Strongly Agree,” was used.

The independent variable of the study is **video marketing exposure**, measured through frequency of viewing, content quality, and storytelling appeal. The dependent variable is **SDG awareness**, measured through knowledge, recall, and perceived understanding of SDG concepts. Data analysis was conducted using descriptive statistics, correlation analysis, and regression analysis. Ethical considerations such as voluntary participation, informed consent, and confidentiality were strictly maintained.

Data Analysis and Results

The data collected from 240 respondents were analyzed using descriptive and inferential statistical techniques to examine the impact of video marketing on SDG awareness among youth. The analysis aimed to assess exposure levels, awareness patterns, and the strength of the relationship between video marketing and SDG awareness.

Descriptive statistics revealed that a majority of respondents regularly consume video content on digital platforms, with most reporting daily or frequent engagement. Sustainability-related videos were commonly encountered through social media feeds and video-sharing platforms. The mean scores for statements related to awareness of SDGs were above the neutral level, indicating a moderate to high level of familiarity with SDG concepts among respondents exposed to video content.

Correlation analysis was conducted to examine the relationship between exposure to SDG-focused video marketing and awareness levels. The results indicated a strong positive correlation, suggesting that increased exposure to sustainability-related videos is associated with higher awareness and understanding of SDGs. Respondents who frequently viewed SDG-focused videos demonstrated better recall of SDG themes such as climate action, quality education, and gender equality.

Further analysis revealed that video characteristics such as storytelling, visual clarity, and emotional appeal positively influenced awareness levels. Respondents reported that videos presenting real-life examples and youth-centric narratives were more effective in explaining complex SDG concepts. This indicates that content quality plays a critical role in enhancing awareness outcomes.

Regression analysis was employed to assess the predictive impact of video marketing on SDG awareness. The regression results confirmed that video marketing exposure significantly predicts SDG awareness among youth. The model showed satisfactory explanatory power, indicating that video marketing accounts for a meaningful proportion of variation in awareness levels.

The results also showed that frequency of exposure and platform engagement moderate the effectiveness of video marketing. Youth who actively engage with video content through likes, shares, and comments exhibited higher awareness compared to passive viewers. Overall, the analysis confirms that video marketing is an effective medium for increasing SDG awareness among youth

Findings and Discussion

The findings of the study highlight the significant role of video marketing in enhancing awareness of Sustainable Development Goals among youth. One of the key findings is that video-based communication is highly effective in capturing youth attention and simplifying complex sustainability concepts. Visual storytelling, combined with emotional and narrative elements, makes SDG-related information more relatable and memorable.

The study finds that exposure to SDG-focused video content positively influences knowledge and understanding of sustainability issues. Youth who regularly consume sustainability-related videos demonstrate higher levels of awareness and curiosity about global development challenges. This supports existing literature suggesting that visual media enhances learning and information retention.

Another important finding is the role of engagement in strengthening awareness outcomes. Youth who actively interact with video content—by sharing, commenting, or discussing it—show greater awareness compared to those who passively view content. This suggests that video marketing not only informs but also encourages participatory learning and dialogue around sustainability issues.

The discussion also highlights the importance of content design. Videos that use real-life examples, youth voices, and action-oriented messages are more impactful than generic informational content. This underscores the need for organizations to tailor video marketing strategies to youth preferences and values.

However, the study also acknowledges challenges. Information overload and short attention spans can reduce the effectiveness of sustainability messaging if videos are poorly designed or excessively promotional. Additionally, not all video content ensures accurate or comprehensive representation of SDGs, which may lead to superficial understanding.

From a practical perspective, the findings suggest that educators, development organizations, and policymakers should leverage video marketing strategically to enhance SDG awareness among youth. Overall, the discussion confirms that video marketing, when designed thoughtfully, is a powerful tool for advancing sustainability awareness and youth engagement

Conclusion

The present study examined the impact of video marketing on awareness of the Sustainable Development Goals (SDGs) among youth, with the aim of understanding whether video-based digital communication can effectively enhance knowledge, understanding, and engagement with global sustainability issues. In an era where young individuals increasingly rely on visual and digital media for information consumption, the role of video marketing in sustainability communication has become particularly significant.

The findings of the study clearly indicate that video marketing is a powerful and effective tool for increasing SDG awareness among youth. Exposure to SDG-focused video content was found to improve comprehension, recall, and overall understanding of sustainability concepts. The visual and narrative nature of video content enables complex global issues such as climate action, poverty reduction, quality education, and gender equality to be communicated in a simplified and relatable manner. As a result, video marketing bridges the gap between abstract SDG frameworks and real-life implications relevant to young audiences.

The study also concludes that content characteristics play a crucial role in determining the effectiveness of video marketing. Videos that incorporate storytelling, real-world examples, emotional appeal, and youth-centric narratives generate higher levels of awareness and interest. Additionally, active engagement with video content—such as liking, sharing, and discussing sustainability-related videos—further strengthens awareness outcomes. This highlights that video marketing not only informs but also encourages participatory learning and dialogue around sustainable development.

From a broader perspective, the study emphasizes the importance of leveraging digital media to involve youth in sustainability discourse. Youth represent future decision-makers and change agents, and fostering SDG awareness at an early stage is essential for long-term sustainable development. Video marketing, due to its wide reach and high engagement potential, offers educators, development organizations, and policymakers an effective medium to connect with youth and inspire responsible attitudes and behaviours.

However, the study also acknowledges certain challenges. Information overload, short attention spans, and superficial content can limit the depth of understanding if video marketing is not designed thoughtfully. Therefore, sustainability-focused video content must balance engagement with accuracy and meaningful messaging.

Despite limitations related to sample size and sampling technique, the study contributes empirical evidence to sustainability communication and digital marketing literature. Future research may explore longitudinal impacts, platform-specific effectiveness, and behavioural outcomes beyond awareness. Overall, the study concludes that video marketing, when strategically and responsibly implemented, plays a vital role in enhancing SDG awareness among youth and supporting the broader agenda of sustainable development

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