

The Influence of Marketing Content on Viewers' Purchase Interest (YouTube Content: Artist-Made Collection by SEVENTEEN Season 1 Making of Log – JEONGHAN)

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Abstract

The development of marketing strategies in the digital era has shifted from traditional approaches toward more interactive and transparent content marketing. This research examines whether marketing content influences viewers' purchase interest through the YouTube video Artist-Made Collection by SEVENTEEN Season 1: Making of Log – JEONGHAN. SEVENTEEN, as a globally popular K-pop group, employs content-based marketing strategies to promote their merchandise, with members like Jeonghan actively involved in the creative process. This research uses a quantitative method by collecting data from 100 respondents who have watched the video. The analysis was based on marketing communication theories and consumer purchase interest, utilizing the AIDA approach and the 4C concept. The results of the study show a significant positive correlation between marketing content and purchase interest, with a correlation coefficient of 0.717. Furthermore, regression analysis indicates that the marketing content variable contributes 51.5% to explaining the variations in consumer purchase interest. These findings confirm that content-based marketing strategies are effective in capturing audience attention and encouraging purchasing decisions.

INTRODUCTION

Developments in marketing at this time are advanced, so the approach that needs to be taken cannot always use the old way. One of them is content marketing, where this marketing approach strategy focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a predetermined audience and ultimately drive actions to profitable customers. Unlike traditional advertising that often appears, content marketing aims to inform the audience and certainly be useful and engaging, thus building a relationship with them over time. This strategy is effective in the digital era where audiences are no longer fixated on ads and want content that provides real value (Content Marketing Institute, 2023).

Marketing promotion in the technological era certainly follows the flow of developments both in terms of content, media used, and distribution patterns. One of the media that is widely used for content marketing in this era is YouTube, a platform that frees users to upload content in the form of videos that can be spread around the world (DeLisa 2015; Gerhards 2019; Holland 2016; Kumar 2019). The content marketing industry sector by looking at the potential for promotional places on the YouTube platform which has a large number of users, and is a source both as a search engine and the largest in that area after Google, of course will definitely

use this platform as one of the places to spread promotions and sources of information both in looking at target audiences and competition (Insight, 2024).

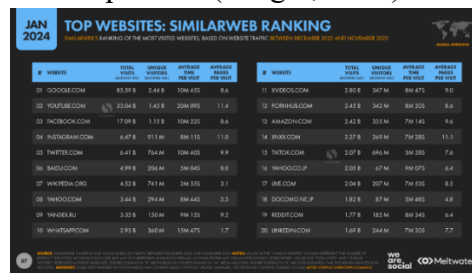


Figure 1. Top Website
Source: Global Media Insight

Looking at the side as a regular user and viewer, this platform has a wide range of uses, as users we can not only watch but also upload videos, comment within this platform. And back to the side that wants to try to build a business, YouTube in fact can also generate or use for users. All users have the same opportunity, and can use it for both entertainment and business. Based on data from We Are Social (Meltwater, 2024), it can be seen that the internet is mainly used to find information for all ages, which of course this can be one of the important points why promotion by uploading on the internet is important to reach the target audience (Dal Yong 2017).

It can be seen that in this platform, there is a lot of content dissemination both from marketing, learning, entertainment events, and many others. From the marketing side itself, for the ideal video duration to be used on this platform, which is 6 to 8 minutes, the shorter the better, where viewers prefer to see and hear the main points rather than lengthen the content (Miley, 2022). One of the waves that at this time has a big shock in the world of marketing or promotion is around Korean Pop (K-Pop) artists. Korean artists use this platform as a channel to help them reach their target audience around the world (J. Kim et al. 2022; S. Kim et al. 2021; Park et al. 2023; Tan et al. 2020). And the effect on Korean artists both as artists who produce works has a big contribution in helping brands raise their name or use the name of Korean artists in merchandise releases so that fans of the artist know and are interested in buying them.

Seventeen is one of the South Korean artists who is currently climbing the popularity ladder under the agency Pledis. On May 13, 2023, it entered the Billboard Artist 100 by occupying the number 1 seat as a music artist in the United States (Zellner & Trust, 2023). Seventeen's members are actively involved in the creation of their music, choreography, and merchandise products. One of them, "The Artist-Made Collections by Seventeen", showcases creativity and a personal touch in product design, and provides unique and exclusive products for fans. Jeonghan, a member of Seventeen, is widely seen for his contribution to this collection that attracts the attention and interest of the audience (Weverse Magazine, 2024). It can be seen that the products produced from "The Artist-Made Collection" are the result of the direct involvement of each member from the concept, planning, and design process, so that each product produced becomes a product that has a unique style with more personal results. It was announced on August 21, 2023 that Seventeen participated in the release of "The Artist-Made Collections by Seventeen" (Abiog & Turija, 2023).

SEVENTEEN released their products by dividing them into 3 Seasons. September 2023 will be the starting point for season 1 carried out by S.Coups, Jeonghan, Joshua, and Jun. With this research focusing on the release of one of its members, Jeonghan, on August 22, 2024 on the WEVERSE and YouTube accounts SEVENTEEN released a teaser video with a duration of 39 seconds which shows the lineup for the Season 1 members brainstorming in the selection of ideas, type of product, design, use, and naming. This teaser certainly caught the attention of SEVENTEEN's fans and subscribers and is waiting for the next update. After the release of the teaser, the object to be researched is the release of the product from Jeonghan, on August 23, 2023, an individual brainstorming video titled "[Artist-Made Collection by SEVENTEEN] Season 1 has been released. Making of Log – JEONGHAN" which lasts 9 minutes and 10 seconds. In previous research conducted by Ismail (2023), we looked at how in marketing there is a competitive market so that video or content marketing has an important role in digital marketing. This study looks at how big the influence of video marketing is on consumer behavior. And the results show how consumers prefer short and engaging videos (less than 2 minutes), where the content and duration of the content have an influence on consumer behavior and buying interest. With the conclusion drawn, effective marketing videos can provide timely information, increase consumer evaluation, and have a positive effect on purchasing decisions (Romi, 2023).

This video is one of the strategies to build curiosity further, where showing the process and communication to the audience, especially the fans, can attract them to be curious and wait for the release of the product that Jeonghan himself has agreed to the form of his product demo. In previous research conducted by Priyanka (2023), marketing on social media has a significant influence on consumer behavior. In this case, one of these social media is YouTube, consumers rely on review content that shows product demonstrations in their purchase decisions. It is also stated that in order to build trust consumers must have transparency, and the marketing done on these platforms can influence consumer behavior both in trust, loyalty, and even sales (Ranawat & Saini, n.d.).

Traditional marketing in content marketing on this media platform, with the ideal duration that has been previously explained, maintaining the audience's attention is an important factor to see the message and information conveyed and build trust in the transparency of the process is also an important point, seeing how the video to be researched has a duration of more than the ideal number and this marketing content, has achieved the goal of taking attention and increasing interest buy. Thus, marketing communication becomes an important factor in this, According to Vargo and Lusch, the main issue of marketing communications is that they have the potential to provide added value, and achieve this through the development of the right customer relationships. Marketing communication can allow organizations to share understanding, and some argue that it creates opportunities for value creation. And above all marketing communication must be an audience-centered activity (Fill, 2011).

Content marketing itself is also a factor in helping advertising to overcome challenges from the perspective of consumers who have a skeptical view, although in the meantime content marketing gently persuades prospects and helps buyers and the public (Maczuga et al., 2014). And depending on how the approach is approached, it can be objectively defined in a more concise way into three categories namely, sales increase, customer loyalty, and brand

recognition. Content marketing is indispensable to attach their image and how the brand positions to the consumer's mind. Content marketing is an umbrella of general terms (information, inspiration, or entertainment) with customer needs at any stage of either the buying cycle or the customer journey (Solomons et al., 2022). This study was conducted to see if content marketing effectively affects viewers in YouTube Artist-Made Collection by SEVENTEEN Season content. 1 Making of Log – JEONGHAN.

This study aims to analyze the influence of content marketing on viewers' purchase interest in the YouTube video "Artist-Made Collection by SEVENTEEN Season 1 Making of Log – JEONGHAN." Based on the theoretical framework and research gaps, the proposed hypotheses are: (1) there is a positive and significant relationship between content marketing and viewers' purchase interest; and (2) content marketing makes a significant contribution to explaining the variation in viewers' purchase interest. This study enriches content marketing scholarship with empirical evidence on the effectiveness of creative process transparency-based content in the K-Pop entertainment industry context, filling the literature gap on artist merchandise marketing strategies that remain limited, and serving as a foundation for developing content marketing models that consider personal involvement and transparency as important variables. This study provides scientific evidence for agencies and brands to optimize content marketing strategies based on transparency and artist involvement, serves as a guide for marketing practitioners in designing effective behind-the-scenes content that builds purchase interest, and offers a reference for the entertainment industry in developing structured, data-driven merchandise marketing strategies.

METHOD

The research method used in this study was the quantitative method, and the population used is the viewers of the content "Artist-Made Collection By-SEVENTEEN Season 1. Making of Log-JEONGHAN" on the SEVENTEEN YouTube account with a total sample of 100 respondents. With the sampling technique used, namely simple random sampling with the criteria of having watched this research object. The researcher used a Google Form distributed to respondents who had watched Artist-Made Collection By-SEVENTEEN Season 1. Making of Log-JEONGHAN, with four choices, namely, very positive with a value of 4, positive with a value of 3, negative with a value of 2, and very negative with a value of 1 (Sugiyono, 2013). The theory used for each variable is as follows:

1. Konten marketing (X), dengan menggunakan teori 4C (Solis, 2010) yang di dalamnya ada a) Context, how we frame our stories, b) Communication, the practice of sharing our story as well as listening, responding, and growing, c) Collaboration, working together to make things better and more efficient and effective, d) Connections, the relationships we forge and maintain.
2. Buying interest (Y), using AIDA theory (Widyastuti, 2018) which contains, a) Attention, being aware of the existence of the product, b) Interest, processing the information obtained, c) Desire, determining the attitude for the product you like, d) Action, making decisions about the product.

RESULTS AND DISCUSSION

The instrument test was carried out by testing validity and realism first with the results of a total of 30 respondents. Based on the variable (X) of marketing content, there are two instruments that are declared invalid. Which in the two instruments does not produce a number greater than r of the table (0.361). The r of this table is obtained with the formula $n-2$, $30-2=28$, and it can be known that r table is at the 28th distribution, which is 0.361. In the results of the validity test of the variable (Y) buying interest, a validity test was also carried out by looking at the comparison between r calculation and r table. There is one instrument that is declared invalid with r count of 0.248 less than 0.361. And as for the results of the reliability test, there are two variables that show that the two variables, namely Content Marketing and Buying Interest, have a high Alpha Cronbach value, 0.841 and 0.908, respectively, with the number of N items 14 and 15, respectively.

The normality and linearity testing is carried out as a prerequisite before conducting further analysis. The data used was from 100 respondents obtained after conducting previous tests.

Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters^{a,b}	Mean	0E-7
	Std. Deviation	3.28593770
Most Extreme Differences	Absolute	.134
	Positive	.096
	Negative	-.134
Kolmogorov-Smirnov Z		1.337
Asymp. Sig. (2-tailed)		.056

a. Test distribution is Normal.

b. Calculated from data.

The results can be seen in the table above which was processed using the Kolmogorov-Smirnov one-sample test. and obtained an Asymp value. Sig. (2-tailed) 0.056, which is above the general significance level of 0.05 which indicates that the residual data is normally distributed.

Table 2. Results of the Linearity Test
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
BUYING INTEREST* CONTENT MARKETING	Between Groups	(Combined)	1328.382	13	102.183	10.048	.000
		Linearity	1134.049	1	1134.049	111.511	.000
		Deviation from Linearity	194.333	12	16.194	1.592	.109
	Within Groups		874.608	86	10.170		
	Total		2202.990	99			

In the linearity test, it is necessary to look at the relationship between "Buying Interest" and "Content Marketing". Based on the results shown in table 2, the total variance (combined)

in buying interest explained by content marketing is very significant, evidenced by an F value of 10.048 and a p-value of less than 0.001. This shows a strong relationship between variables.

Table 3. Correlation Analysis Results

Correlations			
		CONTENT MARKETING	BUYING INTEREST
CONTENT MARKETING	Pearson Correlation	1	.717**
	Sig. (2-tailed)		.000
	N	100	100
BUYING INTEREST	Pearson Correlation	.717**	1
	Sig. (2-tailed)	.000	
	N	100	100

After the prerequisite test was met, the correlation analysis was carried out, the test results showed a Pearson correlation coefficient of 0.717 which showed that when content marketing is effective, consumer buying interest also tends to increase. This means that there is a strong positive linear relationship where the better or more attractive the marketing content presented, the greater the consumer's interest in the product. This coefficient ranges from -1 to 1, where values closer to 1 or -1 indicate a stronger relationship. The statistical significance of this relationship is reinforced by a p-value of 0.000. This very small p-value indicates that the probability of this relationship occurring by chance is less than 1%. In other words, the observed relationship really reflects the real relationship between content marketing and buying interest.

Overall, the results of this analysis show that there is a significant and meaningful relationship between content marketing and buying interest. This relationship highlights the importance of an effective content marketing strategy in influencing consumer behavior. The need to improve consumer behavior, especially in increasing buying interest as a profit in both the products or services shown. By improving the quality of marketing content, companies can significantly increase consumer buying interest, which in turn can contribute to increased sales and overall business success.

Table 4. Results of Simple Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.837	5.028		.763	.447
CONTENT MARKETING	.991	.097	.717	10.197	.000

a. Dependent Variable: MINAT BELI

Another analysis carried out is a simple regression analysis, which can be seen in table 4 above showing that there is a significant positive relationship between content marketing and buying interest. The non-standardized coefficient (B) for content marketing is 0.991 with a standard error of 0.097, indicating that an increase of one unit in the content marketing variable can increase buying interest by 0.991 units. The standardized coefficient (Beta) is 0.717, which indicates the relative contribution of content marketing to buying interest. The t-value for the

content marketing coefficient is 10.197 with a significance level (Sig.) of 0.000, indicating that this relationship is very statistically significant.

Table 5. ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1134.049	1	1134.049	103.969	.000b
	Residual	1068.941	98	10.908		
	Total	2202.990	99			

a. Dependent Variable: BUYING INTEREST

b. Predictors: (Constant), CONTENT MARKETING

The anova table above shows that the overall regression model is statistically significant. This can be seen from the F value of 103.969 with a significance value (Sig.) of 0.000. A very low significance value (less than 0.05) suggests that this did not happen by chance, and the relationship between independent and dependent variables is significant. This shows that content marketing has a significant contribution in explaining the variation in buying interest.

A high F-value and a very low significance value indicate that this model is effective in predicting buying interest based on marketing content. This emphasizes the importance of content marketing in marketing strategies to increase consumer buying interest.

Table 6. Tabel Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717a	.515	.510	3.303

a. Predictors: (Constant), CONTENT MARKETING

b. Dependent Variable: BUYING INTEREST

From the table above, the R Square value of 0.515 indicates that about 51.5% of the variation in buying interest can be explained by the content marketing in this model. The Adjusted R Square value of 0.510 provides a more accurate estimate considering the number of variables in the model, which also shows a significant proportion of the variability in buying interest described by the marketing content. Overall, these results show that content marketing is a fairly strong and significant predictor of buying interest, explaining more than half of the variation in buying interest.

The relationship between variable X (Content Marketing) and variable Y (Buying Interest) is clear from these findings. Good content marketing, which includes compelling visual elements, adequate information, collaboration, and interactive elements, is able to capture the attention and keep the viewer's interest throughout the duration of the video. This not only increases interest in the product, but also builds an emotional connection with the audience, which in turn increases buying interest. Good content marketing not only attracts attention, but is also able to provide relevant and adequate information to the audience, thereby increasing the desire to buy products and even making the audience find out more and interact on social media, then interact with other content on the product that has been delivered.

CONCLUSION

Based on the results of the research on the effect of marketing content on viewers' buying interest "Artist-Made Collection by SEVENTEEN Season 1: Making of Log – JEONGHAN," it can be concluded that: Variable X (Content Marketing) and Variable Y (Buying Interest) have a linear relationship. It can be seen from the results of the linearity test with a Pearson correlation coefficient of 0.717. Content marketing has a positive and significant effect on the buying interest of viewers of Artist-Made Collection by SEVENTEEN Season 1: Making of Log – JEONGHAN. R Square of 0.515 indicates that 51.5% of the variation in buying interest is explained by the content marketing variable. As suggestions, content creators and brands are advised to develop more behind-the-scenes content that emphasizes transparency and the creative process to build audience engagement and purchase interest. SEVENTEEN's agency and entertainment companies should produce more "making of" content for future merchandise releases, showcasing each member's creative input to strengthen emotional connections with fans. Marketers are encouraged to optimize the 4C aspects (Context, Communication, Collaboration, Connections) in their content strategies. Future researchers are recommended to explore other influencing factors such as fan loyalty and emotional attachment, employ qualitative methods, conduct comparative studies across artists or sectors, and utilize longitudinal designs to measure long-term effects.

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