

From Attention to Trust: Brand Image Building Via Short Videos, Short Videos, Story Telling and Podcast of Selective Sport Brands

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Abstract—The paper will look at how some of the top brands in the sportswear industry such as Nike, Adidas, and Puma are utilizing short videos, storytelling and podcast as means to turn consumer attention into long-term trust and a strong brand image. Short videos in the digital age attract instant attention with attractive visuals, music promotion, and they generate emotional associations with the storytelling by emphasizing the motives of motivation, innovation, sustainability, and social responsibility. By ensuring that they use real conversations and more information on the brand, podcasts also improve credibility, which will boost customer relationships. The research paper concludes that the inclusion of regularly, emotionally- focused, and value-based digital content strategies are important tools in determining the development of positive brand perception, growing engagements, and creating a long-lasting brand loyalty.

Index Terms—storytelling, long-term trust, social responsibility, brand perception

I. INTRODUCTION

Brand communication has taken the digital age technology as an interactive and content-based platform as opposed to conventional advertisement. Storytelling, short videos, and podcasts are now a potent means of communicating with consumers and building brand image. Nike, Adidas, and Puma among the leading sportswear brands actively engage the digital content to gain the attention, build emotional relationships, and get the favor of consumers in the long term. This paper aims at the comprehension of the effects of these content formats in brand image

construction, consumer perception, consumer loyalty, and consumer trust.

II. SCOPE OF THE STUDY

The given paper is aimed at discussing how digital content strategies (including short video, storytelling, and podcasts) play a role in brand image creation and building trust in major sportswear brands, including Nike, Adidas, and Puma. It examines the ways these brands leverage short-form video platforms and audio to win the attention of consumers, achieve emotional resonance and impact brand perception. Some of the aspects that the study entails include content elements (visual quality, music, storyline, influencer presence, and brand message), audience engagement, brand recall, and trust formation. It is confined to the digital media communication and not the traditional way of advertising. The study mainly takes into account the consumer reactions and interaction trends in the modern digital setting, which offers a perspective on how the integrated content strategies enhance long-term brand commitment and competitiveness.

III. OBJECTIVES OF THE STUDY

- To examine how short video content influences consumer attention and initial brand perception of Nike, Adidas, and Puma.
- To identify the differences and similarities in digital brand-building strategies used by Nike, Adidas, and Puma.

IV. REVIEW OF LITERATURE

Schivinski & Dabrowski, 2021: It will investigate the impact of on-line material produced by the brands on the equity and consumer perception. The short videos have generated numerous brand recognition and preliminary attention. Stories about the tales increased the attachment to the brands on the emotional level. The study concluded that more trust was created with genuine content queries. The consumers who received the exposure to the narratives

	No. of Respondent	Percentage
After repeated viewing	28	24.8
Immediately	21	18.6
Never	8	7.1
Occasionally	42	37.2
Rarely	14	12.4
Total	113	100.0

were reported to have strong brand association. The use of short videos and stories as equity drivers is justified in the research. Tafesse & Wien, 2021: The study focuses on the effects of different types of social content on engagement. The most tentatively acquired consumer interest was on the short video formats. The narrative posts improved emotional response and attachment. The audio types like podcast snippets were

also useful in extended attention. They improved this perception of the brand by integrating formats. It was discovered that trust was formed through emotional involvement.

V. RESEARCH METHODOLOGY

Descriptive and analytical research design is used to study consumer perceptions and compare brand strategies. Primary Data: Collected through structured questionnaires. Sampling Method: Convenience sampling, Sample Size: 115 respondents, Sampling Unit: Consumers familiar Sport Brands Nike, Adidas, and Puma.

VI. ANALYSIS AND INTEPRETATIONS

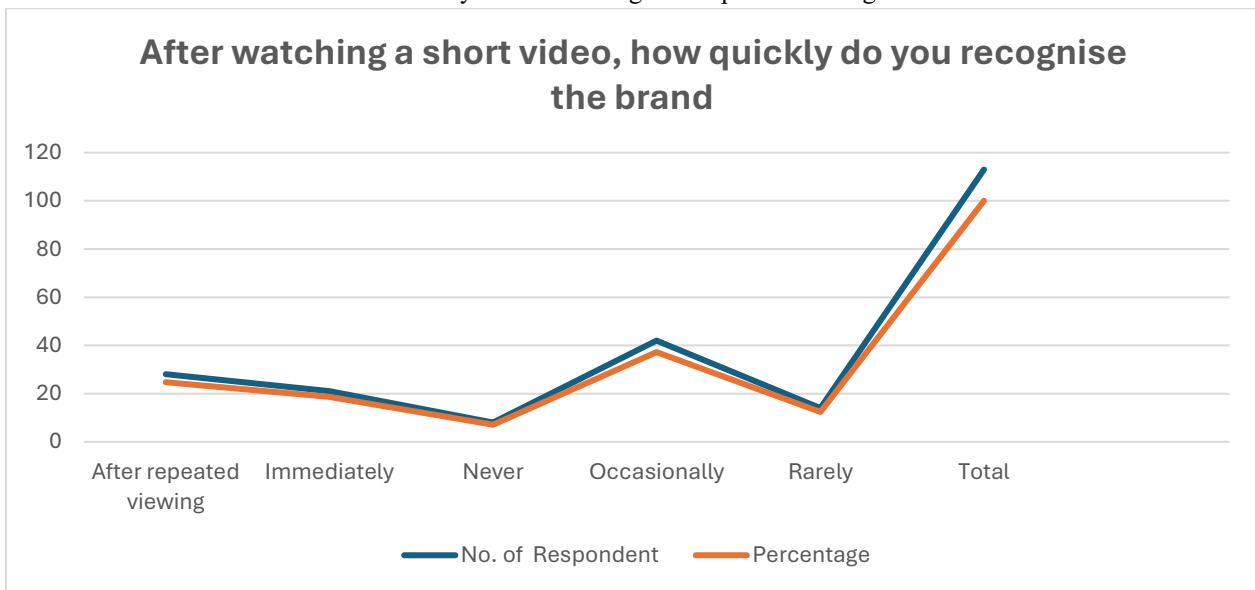
6.1. After watching a short video, how quickly do you recognise the brand?

Table 1.6.1: What is your brand recognition speed watching a short video (Source: primary data)

INTRE PRETATION

Majority of the respondents (37.2) identify with the brand on occasions where 24.8% identify the brand after repeated viewing. This depicts that brand recall enhances through repeat exposure and not immediately.

Chart 1.6.1: What is your brand recognition speed watching a short video



	No. of Respondent	Percentage
Moderate connection	25	22.1
Neural	31	27.4
No connection	5	4.4
Strong emotional connection	25	22.1
Weak connection	27	23.9
Total	113	100.0

6.2. How does storytelling content make you feel about a brand?"

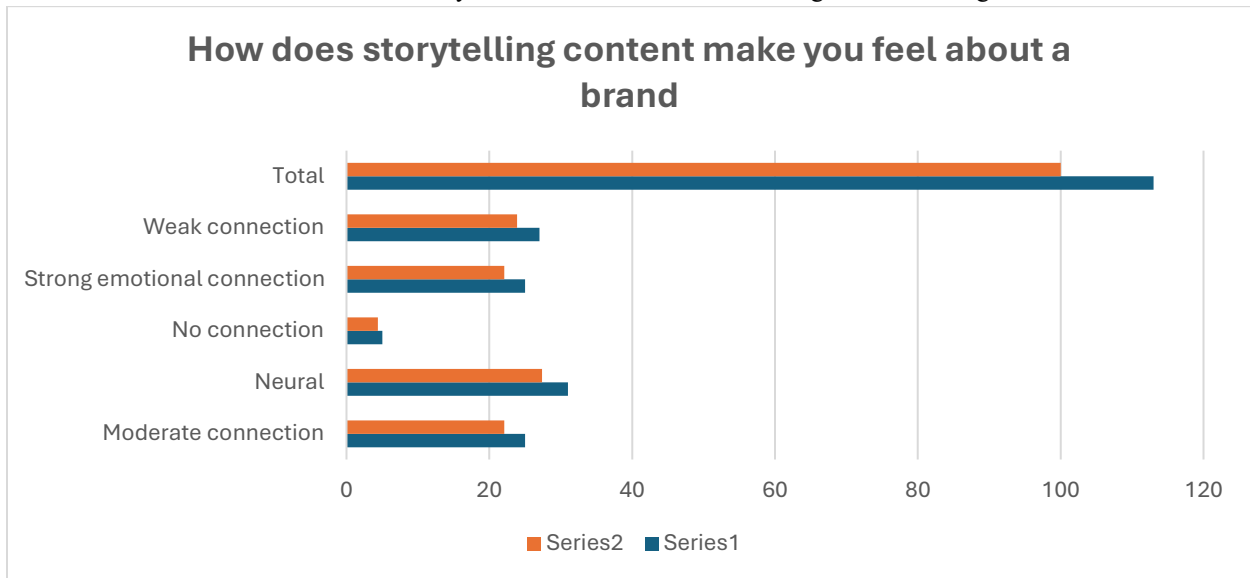
Table 1.6.2: what you feel about a brand when being told something.

(Source: primary data)

INTREPRETATION

Those who are neutral are 31, and those who are somewhat connected are 28.3%. Storytelling produces a moderate emotional effect but not very powerful on all people.

Chart 1.6.2: what you feel about a brand when being told something.



VII. CONCLUSION

The research reaches the conclusion that digital content strategies are crucial to converting consumer attention into a long-term trust and solid brand image. The examples of Nike, Adidas, and Puma strategic application of short videos, storytelling, and podcasts proves that content of interest and value can greatly impact brand perception. Short videos are effective to capture the attention immediately, storytelling helps to create emotional connection and brand personality, and podcasts provides the credibility with real communication. These digital tools can bring the customer loyalty and trust when used regularly because it not only enhances the brand recall and engagement. Thus, the digital content strategy in the competitive sportswear industry has to be properly planned to ensure the brand will be successful in the long run.

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