

The interplay of image and text semantic relevancy on video consumption

Deqing Rong

University of Warwick

Zizhou Peng

University of Greenwich

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Abstract

In the evolving landscape of social media, the advent of advanced features in emerging platforms has sparked a pivotal question of paramount importance: What features contribute to heightened consumer engagement with creative content? Understanding the specific attributes that foster increased consumer interaction with creative content becomes integral for both scholarly inquiry and strategic marketing endeavors. This study addresses this critical gap by investigating the nuanced impact of semantic relevancy between images and text on consumer content selection—a key facet in comprehending the intricate dynamics of consumer engagement. Notably, the research reveals that heightened coherence between visual components of a thumbnail image and accompanying textual title substantially amplifies video views, emphasizing the profound influence of congruent visual narratives. Conversely, an excessive alignment between textual components of an image and the accompanying text is found to negatively impact consumer selection, suggesting a potential saturation effect. This nuanced finding sheds light on the intricate interplay between content features and consumer engagement in the contemporary social media landscape, offering valuable insights for academics and practitioners navigating this dynamic terrain.

Subject Areas: *Advertising, Consumer Behaviour, Information Processing, Information Systems*

Track: Methods, Modelling & Marketing Analytics