

A Video with A Viewpoint: How Visual Perspective Shapes Consumer Evaluations and Drives Video Virality

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Abstract

This research explores the impact of visual perspectives (first-person, second-person, and third-person) in short-form video content on consumer engagement, immersion, and video evaluations. Across multiple studies, we demonstrate that first-person perspective significantly enhances feelings of immersion, leading to higher consumer engagement and more favorable video evaluations compared to second- and third-person perspectives. Study 1 analyzes YouTube Shorts data, revealing the effect of visual perspective on video virality (views, likes, comments). Study 2 confirms these effects in a controlled experiment, while Study 3 identifies immersion as a key mediator. Further, Study 4 extends findings to real-world settings using Facebook ad experiments, validating external applicability. These findings highlight the importance of immersion in driving consumer responses to video content and offer actionable insights for marketers aiming to optimize short-form video strategies. By emphasizing the immersive potential of first-person perspectives, this research advances understanding of digital consumer engagement in a rapidly evolving media landscape.

Keywords: Visual perspective, immersion, digital marketing

Intended track: Digital Marketing & Social Media