



**ANALYSIS OF THE INFLUENCING FACTORS OF SHORT VIDEO
MARKETING ON SOCIAL MEDIA IN CHINA**

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MARKETING ON SOCIAL MEDIA IN CHINA**

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CHANG JIE

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Abstract

This study aimed to improve users' purchase intentions with the help of an analysis of perceived value and guide merchants to achieve effective short video marketing on social media. The research utilized the Stimulus-Organism-Response (S-O-R) classic model as the paradigm, and the methods used included quantitative and literary analysis. The results found that: 1) Perceived use value and perceived trust value had a positive effect on consumers' purchase intentions, while the impact of perceived hedonic value was not evident; 2) Information, social interaction, and video content were important external stimuli for perceived use value and trust value factor. It was suggested that businesses strengthen social content operations, focus on video content marketing, and develop relationships with users' lives that promote consumer purchases. Thus, a positive attitude toward short video marketing on social media could be found by analyzing the perceived value to improve the user's purchase intention.

Keywords: short video, marketing, user purchase intention, perceived value, S-O-R model



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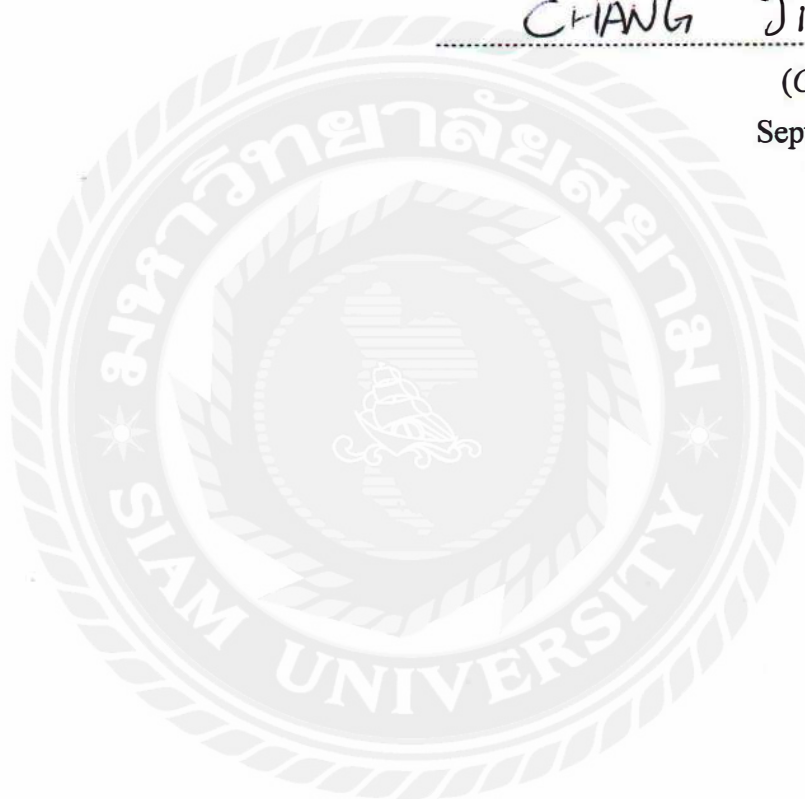
Declaration

I, Chang Jie, hereby certify that the work embodied in this independent study entitled "Analysis on the Influencing Factors of Short Video Marketing on Social Media in China" is result of original research and has not been submitted for a higher degree to any other university or institution.

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1. Introduction

1.1 Background

In the era of Internet development, the revenue scale of the short video marketing industry has grown significantly, and shopping on the short video platform has also become the choice of consumers (Xiao, Wang&Wang, 2019). Take China as an example. From 2015 to 2019, the revenue scale of China's short video marketing industry increased from 270 million dollars to 8.23 billion dollars. The short video marketing model has been optimized and upgraded, the marketing budget of merchants on the short video platform has been improved, and the revenue scale of the short video marketing industry has continued to expand, which is expected to exceed \$25 billion by 2024 (Liu, Gao, Li&Zhang, 2019). Short video has many advantages. First, the scene is more specific. Consumers can not only watch at any time, but also choose not to browse the content they are not interested in, which intensifies the transmission of information. Compared with pictures and texts, businesses or creators of short videos can use more information, display more abundant ways, and sell more intuitively. At the same time, the reasonable organization and effective presentation of information have created more opportunities for transactions (Costa-S á nchez, 2017). Therefore, compared with traditional marketing, the new model of short video is more in line with the needs of consumers and helps businesses achieve their profit goals.

1.2 Research Problem

There are many factors that affect consumers' purchase. Short video shopping as a new shopping method cannot maximize consumers' purchase intention. Some consumers trust traditional shopping methods, such as offline or online stores with pictures (Mowat, 2018). At present, there is a lack of relevant research on the impact of short video content marketing on consumers' purchase intention. This article will learn about this. According to the research of Shafiq et al., perceived value is an important influencing factor of consumers' purchase intention, and improving customers' perceived value is crucial for enterprises' operation (Shafiq,

Raza&Zia ur Rehman, 2011). For example, the lack of perfect display of commodity information and the lack of text and detail display make consumers lack of perception of use value, which is the reason why some consumers do not buy (Huang, 2021). Secondly, because there are many businesses selling products on the short video platform, if the content is boring, the sales purpose is too strong, and the lack of entertainment will also affect consumers' perceived value (Yi&Dan, 2021). In addition, Chen et al. also found that in the process of short video platform shopping, the lack of interaction with merchants will also reduce consumers' desire to buy. Like other shopping methods, consumers usually buy in stores they are relatively familiar with or trust (Chen, Yong, Die&Zhen, 2020). Scholars at home and abroad have different views on the dimensions of perceived value. The three dimensions of use value, hedonic value and trust value are the most suitable for this paper, so they will be used as the model of perceived value. The following research questions are proposed in this paper:

1. Analyze relevant factors of commodity information and perceived value;
2. Analyze the relevant factors of video entertainment and perceived value;
3. Analyze relevant factors of social interaction and perceived value;
4. Analyze relevant factors of video content and perceived value.

1.3 Objective of the study

The purpose of this study is to help businesses increase the purchase intention of users of short video marketing. At the same time, it can provide effective help for short video marketing and create consumers' satisfaction with short video marketing. Considering that social media short videos cannot maximize consumers' purchase intention, and that the marketing effect is affected by such factors as visual product information, entertainment, video content, etc., the article aims to improve users' purchase intention based on the analysis of perceived value, and provide guidance for businesses to achieve effective social media short video marketing. To this end, five research purposes are proposed:

1. What are the relevant factors of commodity information and perceived value?
2. What are the relevant factors of video entertainment and perceived value?

3. What are the relevant factors of social interaction and perceived value?
4. What are the relevant factors of video content and perceived value?

1.4 Scope of the study

The method of literature research is in the process of helping social media short video merchants develop short video marketing, so we will learn the correlation between perceived value and user purchase intention. This article is helpful for businesses to understand consumers' views on short video shopping, and analyze how businesses improve the effectiveness of transactions through social short video marketing, which can become a favorable factor in developing short video marketing.

1.5 Research Significance

At present, most enterprises and physical stores have the demand for short video marketing. If they want to do a good job in short video marketing, enterprises need to develop appropriate video marketing plans and strategies according to their own needs. A good job in short video marketing can bring fast exposure and accurate customer flow to enterprise brands and enterprise products, and help enterprises quickly improve customer sources and sales performance (Xu, Wang, Teng&Wang, 2020). For consumers, this new shopping method is more interesting and authentic than traditional marketing (Bhardwaj&Sharma, 2020). Therefore, this paper starts from the perspective of consumers' purchase intention, carries out research on short video marketing, clarifies the influencing factors of consumers' purchase intention, and puts forward feasible suggestions for enhancing consumer satisfaction and for enterprises and businesses to use short video for commercial marketing and brand promotion.

1.6 Hypothesis

When promoting product marketing through short videos, businesses usually design shooting scripts and integration scenarios to show the characteristics and brand image of the product, or simulate the user experience by using tests and displaying advantages. This

marketing method does not directly sell products, but first cultivates users' emotional identity and trust, so that the brand can slowly penetrate into users' hearts, thus stimulating users' willingness to buy (Wang, 2019). Based on this, this paper takes the Stimulus Organism Response (S-O-R for short) classic model as the research paradigm to expand the scope of application of S-O-R model, which is of great practical significance for businesses to carry out targeted marketing activities and improve the conversion rate of consumers.

Scholars at home and abroad have different views on the dimensions of perceived value. Sheth proposed that the five dimensional model of perceived value is functional value, emotional value, cognitive value, conditional value and social value. Sweeney and Soutar put forward a four dimension model of consumer perceived value: social value, emotional value, price value and quality value based on Sheeth's five dimension value model. Day pointed out in his research that perceived value includes both use effect and hedonism. This dimension division method has the highest adaptability to this study. In addition, considering the importance of trust in online shopping environment, this paper also brings the perceived trust value into the perceived value model, forming a three-dimensional perceived value model.

1.6.1 Commodity Information and Perceived Value

In the short video marketing process, the display of commodity information is the basis. Wei et al. pointed out in their research that commodity information refers to the general term of information, intelligence, data or knowledge about commodities and their production, circulation or consumption. Roggeveen believes that short video is an important way to display product information. Compared with traditional pictures and words, its advantage lies in the dynamic display of products, which enables consumers to perceive the use value of products more intuitively and then decide whether to buy. Mulier et al. believed that in the short video marketing process, the detailed introduction of the appearance, material and use method of the product by the merchants can help consumers understand the product more comprehensively, bring a sense of psychological certainty and security to consumers, thus triggering certain perceived hedonic value, and can increase consumers' trust in the product (Mulier, Slabbink&Vermeir, 2021). Based on the above analysis, the following assumptions are proposed:

Hypothesis H1a: the informational nature of short video marketing has a positive impact on perceived use value;

Hypothesis H1b: the informational nature of short video marketing has a positive impact on perceived entertainment value;

Hypothesis H1c: The informational nature of short video marketing has a positive impact on perceived trust value.

1.6.2 Entertainment and perceived value

Entertainment is also the main reason why the Internet attracts users. By increasing the entertainment of advertising, consumers can feel the value of products and commodities more quickly (Li, Li.). Emotional and interesting content expression can attract users to watch, so that users can feel happy while increasing their sense of trust (Jun, 2019). Based on the above analysis, the following assumptions are proposed:

Hypothesis H2a: the entertainment of short video marketing has a positive impact on perceived use value;

Hypothesis H2b: the entertainment of short video marketing has a positive impact on perceived hedonic value;

Hypothesis H2c: The entertainment of short video marketing has a positive impact on perceived trust value.

1.6.3 Social interaction and perceived value

Social interaction has a significant positive impact on consumers' perceived use value and perceived hedonic value (Yadav&Rahman). The process of interaction and participation is a process of mutual understanding between businesses and consumers, which can effectively enhance the loyalty of users, and is conducive to the cultivation of mutual trust (Dai, Gu). Based on the above analysis, the following assumptions are proposed:

Hypothesis H3a: social interaction of short video marketing has a positive impact on perceived use value;

Hypothesis H3b: social interaction of short video marketing has a positive impact on perceived hedonic value;

Hypothesis H3c: social interaction of short video marketing has a positive impact on perceived trust value.

1.6.4 Video content and perceived value

In their research, Zhang and Liu found that setting video content is an important feature that distinguishes video marketing from traditional marketing. The image sense and scene of marketing can bring users the experience of hypothetical use and increase the probability of purchase. In addition, the place is composed of shooting technology, space and atmosphere, which stimulate the user's perception experience (Zhang & Zong,). Based on the above analysis, the following assumptions are proposed:

Hypothesis H4a: video content of short video marketing has a positive impact on perceived use value;

Hypothesis H4b: video content of short video marketing has a positive impact on perceived hedonic value;

Hypothesis H4c: video content of short video marketing has a positive impact on perceived trust value.

1.6.5 Perceived value and purchase intention

Philip Kotler found that the premise of consumers' purchase behavior is the perceived value of products or services. He first proposed that perceived value is closely related to consumers' purchase intentions. The research results of Monroe and Krishnan show that consumers' subjective feelings about goods in the shopping process directly affect their purchase intentions. Similarly, Zeithaml's research also shows that purchase intention is determined by users' perceived value of goods or brands. Based on the above analysis, the following assumptions are proposed:

Hypothesis H5: perceived use value has a positive effect on consumers' purchase intention;

Hypothesis H6: perceived hedonic value has a positive effect on consumers' purchase intention;

Hypothesis H7: perceived trust value has a positive effect on consumers' purchase intention.

2. Literature review

2.1 Short video marketing

Short video began to rise in 2016. In 2018, when it entered a period of rapid development, many users became important traffic entities in their short video software. Many businesses built more short video marketing platforms for users to promote them to become consumers (Short Video Marketing Strategy Report, 2021). In the process of short video marketing, many businesses begin to launch advertisements and implant the content of the goods they sell, which will stimulate consumers' purchase intention (Wang, 2021). On the basis of short video marketing, businesses find a suitable platform to publicize their products and activities they want to promote through the platform, and constantly guide users to consume, thus helping businesses achieve the goal of profitability (Yu, 2020).

2.2 User purchase intention

In the process of short video marketing, it is necessary to consider the differences between each consumer, as well as the many emotions consumers will have during the purchase process. Consumers will pay attention to whether the products they promote have their own needs, and such psychological activities will affect whether consumers buy (Zeng, 2021). Many consumers learned about this product in short videos, found that they have this demand according to their own actual situation, and will face the content in short videos with positive feelings (Jain Rakesh&Chaturvedi, 2018). This happy mood will stimulate consumers' desire to purchase and finally complete the purchase. Based on this kind of psychology of consumers, short video marketing should have marketing strategies and constantly take consumers' emotions as the starting point. If consumers have resistance to the products promoted in short videos, they cannot form a purchase intention (Zhao,&Wang, 2020).

2.3 Perceived value

Perceived value is an important influencing factor for consumers to make purchase decisions, and improving consumers' perceived value is very important for product sales (Zhang&Liu,2017). Many studies have confirmed that there is a significant relationship between consumers' purchase intention and their perceived value. Through the observation of the marketing environment at that time, combined with relevant psychological theories, it is proposed that consumers' perception of the value of a commodity determines whether they will buy the commodity (Xiao, Wang&Wang, 2019). Therefore, at the beginning of product design, enterprises should consider the utility of products to consumers. Su believes that perceived value is a comprehensive assessment of the costs and benefits consumers need to pay when buying a product (Su, 2018). Perceived value is the judgment consumers make on the attributes and functions of products after using them. Perceived value refers to the overall evaluation made by consumers on products or services that meet their specific needs after weighing perceived benefits and costs (Lu&Su, 2009).

3.Finding And Conclusions

3.1 Research methods

This paper uses quantitative research and literature research. In this paper, first of all, through reading a large number of relevant literature on short video marketing, consumer purchase intention and perceived value, to summarize, sort out, analyze and further clarify the research direction of this paper. With the classic model of Stimulus Organism Response (S-O-R) as the research paradigm, under the short video background, explore the factors that affect consumers' purchase intention Then, SPSS26.0 is selected as the data processing tool to analyze and test the hypothesis of the research model. The main analysis process includes reliability and validity analysis and structural model test.

3.2 Questionnaire design

The questionnaire is mainly distributed online. After editing the questionnaire with the questionnaire star, use personal relationships to launch the questionnaire on short video APP such as Tiktok and Kwai, social media such as WeChat, Weibo and Taobao; The type of short video selected for launching is mainly commercial short video; Randomly select reviewers in their comments area to fill in the questionnaire.

Data were collected through questionnaire survey, and the respondents were relatively extensive. In order to ensure the comprehensiveness and effectiveness of the sample, the respondents were covered in different ages, regions, educational backgrounds and occupations.

A total of 405 questionnaires were received after 25 days of distribution and recovery, including 354 valid questionnaires and 51 invalid ones. The invalid questionnaire mainly comes from two sources, one of which is that a filter item is set at the beginning of the questionnaire to determine whether to pay attention to the short video seller bloggers to determine the respondents; The other is to eliminate the answers with high consistency of options, which are filled in randomly by the respondents and are not of research significance.

3.3 Reliability and validity analysis

354 questionnaires were tested for reliability, mainly using internal consistency reliability and combination reliability. The inspection results show that Cronbach's of all variables α The coefficient is between 0.79 and 0.92, which is greater than 0.7, indicating that the measurement scale has good internal consistency. At the same time, the combined reliability coefficient CR of all variables was between 0.81 and 0.94, greater than 0.6, and the combined reliability of the scale passed the test. In addition, the factor loads of all items are greater than 0.7, which further proves that the scale can reliably measure the measured potential variables. The validity is tested by convergence validity, and the AVE of all variables is greater than 0.5, indicating that the variables have convergence validity.

3.4 Structural model inspection

In this study, the structural equation model (AMOS 24.0) was used to construct the model and test the research hypothesis. The structural equation model indicators GFI=0.876, RMSEA=0.025, NFI=0.906, IFI=0.913, CFI=0.892, AGFI=0.820 all meet the standard requirements, and the X²/df value is 1.22, lower than the standard value of 3. The hypothesis test results of this study are shown in Figure 1.

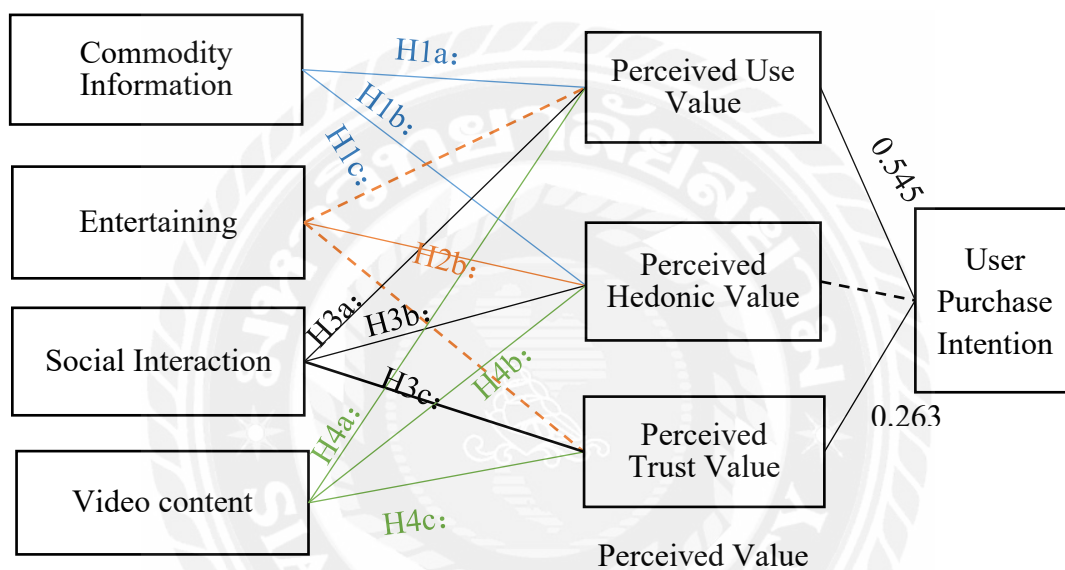


Figure 1

This research takes the S-O-R classic model as the research paradigm and draws the following conclusions through empirical analysis: in the process of consumers' short video shopping through social media, the commodity information, social interaction and video content of short video marketing have a significant positive impact on consumers' perceived use, perceived enjoyment and perceived trust value. Suppose H1a, H1b, H1c, H3a, H3b, H3c, H4a, H4b, H4c are verified; At the same time, entertainment has a significant positive impact on perceived hedonic value. Hypothesis H2b is verified, and hypothesis H2a and H2c are not verified; In addition, perceived use value and perceived trust value have a significant positive impact on purchase intention. Hypothesis H5 and H7 are verified, and hypothesis H6 is not. The final result also has some insignificant paths. Entertainment only affects perceived hedonic

value, while perceived hedonic value has no significant impact on purchase intention. This shows that, when conducting short video marketing, businesses should pay more attention to the display of product information in addition to creating novel and interesting content to attract outdoor users; Moreover, businesses should be good at optimizing video content and stimulate consumers' purchase intention through rich content and close to life touch; In addition, businesses should pay attention to their own brand building, fully strengthen the interaction with users, and promote the transaction rate.

4. Recommendation

Through the research of perceived value, this paper analyzes how to increase the purchase intention of users in social media marketing. The classical model of Stimulus Organism Response (S-O-R for short) is the research paradigm. Summarize, sort out and analyze relevant literature to determine the research direction. By using SPSS26.0 to test the reliability and validity of 354 valid data collected, AMOS 24.0 constructed a structural equation model to verify the model and hypothesis proposed in this paper. The following are specific suggestions: When conducting social media short video marketing, businesses should meet the needs of customers in all aspects, and design video content that conforms to different customers' personalities to trigger extensive interaction and participation of customers. Secondly, they should attach importance to customers' emotional demands and enhance entertainment, so as to improve customers' continuous attention to short videos; And promote customers to actively participate in interaction, and enhance customers' interactive experience and trust value perception

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