THE EFFECTS OF SHORT VIDEO MARKETING ON CONSUMER'S PURCHASE INTENTION – A CASE OF FLORASIS CORPORATION, LTD.

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ABSTRACT

With the development of the internet and smartphones, short videos have become a popular product in today's society. This paper aims to study the effects of short video marketing on consumers' purchase intention. The objectives of this paper are: 1) to investigate the dissemination of short video marketing, and whether short video marketing has positive effects on consumers' perceived value; 2) to analyze whether purchase intention has positive effects on purchase intention; 3) to provide effective suggestions for Florasis Corporation and other enterprises on short video marketing strategies.

This paper uses quantitative research methods, based on the S-O-R theory and the ELM theory model, introducing the perceived value variable to study the effects of short video content marketing on purchase intention. A total of 330 valid questionnaires are be collected through a survey questionnaire.

This paper makes conclusions through data analysis that: short video marketing with the content of three dimensions, namely functional content, entertainment content, and emotional content, have a positive effect on perceived value, and perceived value has a positive effects on consumers' purchase intention. Based on the conclusions, this paper proposes the following management suggestions for enterprises: 1) comply with the trend of the times and pay attention to the content selection of short videos; 2) Adopt reasonable marketing measures targeting different consumer groups; 3) Pay attention to consumers' perception of transformation.

Keywords: short video marketing, content marketing, perceived value, purchase intention

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DECLARATION

I, Jingnan Zhao, hereby certify that the work embodied in this independent study entitled "The Effects of Short Video Marketing on Consumer's Purchase Intention - A Case of Florasis Corporation, Ltd." is a 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 of Study

The rapid development of China's Internet technology and the introduction of relevant national policies have contributed to the development of the short video industry. With the commercialization of 5G networks, mobile Internet speed restrictions have been lifted, further enhancing the smooth viewing experience of short video online users. The rapid development of technologies such as artificial intelligence and cloud computing has prompted short video platforms to increase the immersive experience of consumers in short video application scenarios while precisely targeting consumer needs.

Social media takes advantage of diversity in meeting consumer demand while making them dependent on this form of entertainment. The China Internet Network Information Center released a statistical bulletin in 2021, in which short video users have reached 880 million people, with the rapid rise of short videos; it is becoming the new favorite of social media and enterprise marketing with its characteristics of "short time", "rich information" and "effective combination of graphics and sound". The current trend of content marketing as a carrier, through the frequency of advertising, cash patterns, etc., is highlighted in the eyes of consumers, which does not win consumers to stop, real effective short video content marketing should be able to convey the brand value and make consumers emotional resonance (Xu et al., 2022). Therefore, those hard advertising messages that interrupt consumers' entertaining experience and immersive thinking invested by enterprises in short video platforms are more often met with disgust and resistance, while those contents that drive consumers' emotions and make them interested and valuable are more likely to be accepted and searched by consumers, and even generate communication behavior. Therefore, content marketing that shares and delivers valuable product or brand information through short videos is gaining more and more attention, which requires companies to grasp the quality of content when investing in marketing advertising, so that consumers can think and resonate through video messages, and achieve an immersive experience that combines senses and emotions into one.

Content marketing is a way to establish a long-term and stable relationship between consumers and a brand or product from the company, and then further motivate consumers to purchase. Therefore, only when companies invest in quality content can hit the pain points to cause emotional resonance, the value perceived by consumers can be effectively transformed, and ultimately enhance the consumer's willingness to buy products or services is the feedback and proof that content marketing has achieved the publicity effect (Kim & Lee, 2014).

Florasis Corporation, Ltd. was founded in Hangzhou, China, in 2017, and its main products are tailored to the skin characteristics and makeup needs of oriental women, providing makeup products suitable for use by oriental women. Florasis Corporation, Ltd. has grown rapidly in recent years and has started to use short video marketing to market itself as a representative cosmetic brand company in China. The

marketing model is also respected by the public, and the company's marketing and operations are moving toward a state of rapid development. Based on this, this paper explores the relationship between short video content marketing and Florasis Corporation, Ltd.'s consumer purchase intention from the consumer's perspective, combined with the consumer's perceived value, in a multi-dimensional manner (Pocha, 2004).

1.2 Problems of Study

Under the impact of the Internet on modern business activities, enterprises are attempting to improve their profit through various marketing methods. Short video marketing, as a new method of content marketing, is undoubtedly a popular trend nowadays. But there is a lack of studies on short video marketing as theoretical guidance for enterprises, and they do not know how to prepare efficient short videos for content marketing.

So the new challenge faced by enterprises is whether short video marketing can affect consumers' purchase intention, and how to develop effective short video content marketing strategies to achieve higher quality and more efficient dissemination of short videos, in order to improve enterprises' business efficiency

1.3 Objectives of Study

In order to solve the problem mentioned above, this paper takes Florasis Corporation, Ltd. and its products on the with effective marketing strategies, as well as provides new insights into short video marketing for academics.

The study aims to analyze whether Florasis Corporation, Ltd.'s short video marketing strategy is effective in increasing consumers' perceived value of its products and, consequently, their purchase intentions.

So these objectives are studied as follows:

1. To investigate the dissemination of short video marketing, and whether short video marketing has positive effects on consumers' perceived value.
2. To analyze whether purchase intention has positive effects on purchase intention.
3. To provide effective suggestions for Florasis Corporation and other enterprises on short video marketing strategies.

1.4 Scope of Study

The main object is respondents who have not purchased products from Florasis, using a random sampling questionnaire survey method, in order to measure the changes in perceived value brought by short video advertisements.

An online questionnaire survey was been taken after watching a short video advertisement, using the Questionnaire Star. The online survey lasted for 3 months. Combined with the sample calculation formula, the research sample size needs to be

at least 300, excluding 17 unreasonable questionnaires, and 330 valid questionnaires. The invalid questionnaires include those with less than 60s of answer time and those with missing answers. Therefore, the final questionnaire recovery efficiency was 91.67%.

The variables studied include Short Video Marketing, Perceived Value, and Purchase Intention, combined with Stimulus-Organism-Response Theory and the ELM Model. The study aims to analyze whether Florasis Corporation, Ltd.'s short video marketing strategy have a positive effect on increasing consumers' perceived value of its products and, consequently, their purchase intentions.

1.5 Significance of Study

From a theoretical point of view, this study takes consumers as the main line of research, combines content marketing features and previous research, and clarifies the content marketing connotation and dimensional division, so as to explore the role of the three dimensions of short video content marketing on the perceived value and purchase intention path. At present, short video content marketing has been paid more attention to, but whether companies can gain consumers' perception and enhance consumers' willingness to purchase by investing in content marketing still needs to be studied more deeply. This paper provides a new perspective on multidimensional content marketing by constructing the path of the role of content marketing multidimensionality on perceived value and purchase intention, and to some extent enriches the theoretical study of the relationship between the three.

From a practical point of view, the Internet era, where information is changing at a very fast pace, has brought a boon to the marketing promotion of enterprises. However, the promotion of branding is necessarily limited by a short period of publicity and momentum. Therefore, in the advertising of short videos, it is necessary to ensure the quality output of content to be beneficial for enterprises to obtain benefits (Liu et al., 2022).

This paper examines the practical implications of content marketing for corporate promotional development by constructing a short video content marketing-perceived value-purchase intention model.

2. Literature Review

2.1 Short Video

In April 2011, Viddy was the first to launch a short video application in the United States (O'Cuana, 2013), followed by Twitter in 2013, and the short video social application in China is slightly later than that in Europe and the United States, but the definition of the concept of short video by scholars is still in a state of confusion, with no clear definition. Short videos are creative videos that are 30 seconds or less in length, are popular and interesting, and incorporate social elements. According to a report on the short video industry published on the Internet by Ariadne Consulting (Ariadne, 2006). Short videos are of variable length, generally less than 300 seconds in length, and use mobile smartphones as a carrier to record the content expressed by users, which can be shot and video produced instantly (Graham et al., 2008), and finally released on social media to achieve a new form of social sharing through video. Short video is an innovative form of information dissemination, with a duration of less than 300 seconds. This kind of video has the characteristics of efficient dissemination speed, diversified communication methods, and convenient social interaction, which allows users to create and share instantly on social media platforms. Short videos are videos that take up users' fragmented time and are easy to spread and share information in seconds (Blanton, 2014).

With the widespread popularity of short video entertainment in China, short videos are leading the trend of social media development by simple video production, vivid content, dynamic playback, and diversified mobile scenarios, delivering visual impact and meeting users' needs for entertainment and communication in fragmented time, slowly developing into an important marketing channel in the industry nowadays. A short video is a way to deliver information and content in a fast, simple, vivid, and interesting way (Reis et al., 2020). Short videos are more and more popular and concerned by consumers in the mobile Internet era because of their short length, vivid content and easy acceptance by consumers. Nowadays, short videos have become a mainstream online entertainment and marketing method. Based on this, this paper will define a short video: a short video is an innovative form of video in which the creator shoots in real time on the cell phone in seconds and then edits and embellishes the video before uploading and sharing it on the social platform for all people to watch and browse.

2.2 Short Video Marketing

Short video has penetrated into all walks of life through development, integrating visual, audio, motion and picture, which is an effective supplement to traditional graphic advertising. Therefore, short video marketing is in full swing.

Short video marketing is a marketing method to promote and sell products or services by producing and publishing short videos. Short video marketing can take advantage of the characteristics of short videos to attract the attention and interest of the target audience through lively and interesting video content and the delivery of

valuable information, thereby increasing brand awareness and product sales (Addo et al., 2022). Short video marketing is often distributed using social media platforms and short video applications, which can provide companies or individuals with a wide audience and help them quickly build their brand image and promote their products or services (Chen et al., 2020). The advantages of short video marketing include the ability to deliver information quickly and visually, ease of production and sharing, and relatively low cost, making it widely adopted in the mobile Internet era.

The impact of social media marketing on consumers' perceptions of brands includes the fact that social media marketing can increase brand awareness and image, and promote consumers' willingness to buy. Scholars have studied the current state of research on short video advertising and proposed directions for future research. It is found that short video advertising can improve the effectiveness of advertising by increasing the interest of ads and adapting to users' interests and preferences (Huang, 2021). In terms of the impact on brand awareness and purchase intention on social media, brand content can increase brand awareness and image, and increase consumers' purchase intention. The effect of brand personality and brand identity on brand loyalty. Brand personality and brand identity can increase brand loyalty, which in turn promotes consumers' willingness to buy. Short video marketing has a significant positive impact on brand awareness and sales, while factors such as brand personality and brand identity can further enhance consumers' willingness to buy (Horowitz, 2017). In the scholars' study, the perspective of Jitterbug short video to analyze the book marketing model, proposed through editors, publishers as the main body to promote, topic hype to increase exposure, and through the summary of the problem to reflect on the proposed precise positioning, the introduction of traffic, active interaction, training team as a way to grasp the innovative channels of short video marketing. The core of short video with marketing is the combination of content and marketing, that short video and mobile marketing is the current new trend in marketing (Li & Li, 2021).

In summary, the marketing of short videos and short videos is still focused on the concept, characteristics, model exploration and strategy research, and there is still a lack of empirical research on short video content marketing. To explore different forms of content marketing means combined with short video marketing so that the most efficient delivery and reception of marketing information between enterprises and consumers is completed. Therefore, this paper discusses the study of short video content marketing on consumer purchase intention.

2.3 Content Marketing

2.3.1 Concept of Content Marketing

After the concept of content marketing was formally introduced in 1996, it gradually received more and more attention from Western scholars and was subsequently applied to the field of marketing and communication, and since then there has been a gradual increase in the number of research discussions related to content marketing. Pulizzi & Barrett argue that content marketing is a comprehensive term that encompasses all forms of marketing that

involve the creation or sharing of content to attract current and potential consumers (Pulizzi & Barrett, 2009). Content marketing can be seen as a process of value transfer that can bring value to consumers by providing them with content that is relevant, interesting, and informative to the brand, thereby influencing purchase intentions. Tsiakali states that content marketing focuses on the consumer value experience, which is the reciprocal transfer of valuable information between consumers, thereby enriching community life while helping companies become leading companies in the industry (Tsiakali, 2018).

Järvinen & Taiminen points out that content marketing focuses on the formation and output of content that is published and promoted by companies to create interactions and messages among consumers (Järvinen & Taiminen, 2016). Pikuła-Małachowska points out that content marketing is the marketing communication of companies through three media: film and television, video production, and microblogging (Pikuła-Małachowska, 2017). Heidingsfield uses various forms of media and channels to deliver messages to consumers (Heidingsfield, 1947). Wilcock emphasizes that content marketing focuses on communication and interaction with consumers and is dedicated to creating and delivering relevant and valuable content to specific consumer groups (Wilcock, 2017). Content marketing is the internal review of a company's promotional program, which will be delivered to consumers with product and brand information through different media, and which causes interaction between consumers through the appeal of the program itself.

From the different descriptions of scholars, it can be seen that content marketing is a new type of publicity that is different from traditional marketing, it is not through the imposition of advertising and other information to consumers, but through the release of valuable soft information, so that people can generate positive emotions and eliminate aversion, so as to achieve the purpose of marketing publicity.

To sum up, this paper defines content marketing as a marketing method that is posted on social media by consumers with the ultimate goal of increasing their willingness to buy, delivering brand information, and triggering interaction among customers.

2.3.2 Content Marketing Dimension Division

A review of the literature reveals that scholars in the literature on content marketing have made various classifications of its dimensions according to different purposes and research perspectives.

Table 1 Content Marketing Dimension Division

Dimension	Scholars	Dimension division
Two-dimensional	Stevenson & Swayne, 1984	Valuable content, Entertainment-oriented content
Three-dimensional	Panitz & Bayou, 1993	Knowledge-based content, Entertainment-based content, Emotional content
	Odongo, 2016	Intellectual content, Entertainment content, Emotional content,
Four Dimensional	Mazurek-Łopacińska & Sobocińska , 2018	Intellectual content, Entertainment content, Emotional content, Interactive content
	Nguyen & Park, 2022	Functional information, Entertaining information, Social interaction, Self-actualization needs
Five-dimensional	Hyun-Seok Oh & Hongsik J. Cheon, 2018;	Functional content, Entertainment content, Interactive social content, Interactive brand content Self-actualization content

According to the form of the division: dialogue, storytelling and customer interaction and participation in the three dimensions, content marketing is divided according to content type and summarized in the following five dimensions: functional content, entertainment content, emotional content, interactive content, and self-fulfilling content (Hyun-Seok Oh & Hongsik J. Cheon, 2018).

Some scholars also divide content marketing into two dimensions: informational content and entertainment. Stevenson & Swayne found that based on SOR theory and information dual processing theory, 447 valid data were collected from questionnaires and analyzed and discussed using SPSSPRO and Amos. The study found that in the content marketing process, both informational content and emotional content could make the interaction (Stevenson & Swayne 1984).

Mazurek-Łopacińska & Sobocińska's study found that three forms of content marketing connect with the brand through visual descriptions of the brand (Mazurek-Łopacińska & Sobocińska, 2018).

Nguyen & Park research is based on social currency theory and use and satisfaction theory, by selecting data information from four different brand publics and using content analysis to conclude that functional information, entertainment information, social interaction, and self-actualization needs are satisfied in content marketing, which helps to promote brand

communication and consumer purchase (Nguyen & Park, 2022).

Panitz & Bayou's study found that functional information, entertaining information, and brand interaction promote brand identity based on 337 valid data collected through the questionnaire, and the study also found that knowledge-based content, entertainment-based content and emotional content all positively influenced consumers' purchase intention (Panitz & Bayou, 1993).

By combing the literature and scholars on the division of content marketing dimensions, and based on this paper is the study of short video marketing combined with content marketing, and finally according to the promotional characteristics of short videos on content marketing to make three dimensions of the division of the way: functional content, emotional content, entertainment content (Odongo, 2016).

Functional content refers to the effective and practical information content that consumers can obtain from the short video about the products they need;

Entertainment content refers to information content that can relax consumers, feel relaxed and easy to attract consumers;

Emotional content refers to the information content that can move the heart and cause emotional resonance through the content conveyed by product marketing.

2.4 Perceived Value

"Perceived value" is a marketing concept that was first introduced by American marketers Holbrook and Hirschman in a 1982 article. The concept argues that consumer satisfaction is not only related to the actual performance of a product or service but also to the consumer's perception of what he or she experiences with the product or service (Hirschman & Holbrook, 1982). Thus, perceived value refers to the overall perception and experience that consumers receive from the product or service they purchase, including practical, emotional, and aesthetic aspects (Zeithaml, 1988). This concept is important for the understanding of marketing and consumer behavior and has become a core concept in marketing. Since the emergence of the concept of perceived value, scholars have defined it in different ways through research.

Perceived value has always been an important element in marketing, and different scholars have different research perspectives on perceived value, so different insights on the dimensions of perceived value are presented in the research process. Perceived value is divided into different dimensions (Zeithaml, 1988). Some scholars divide perceived value into functional value and emotional value. The three-dimensional division of perceived value divides perceived value into usefulness, riskiness, and trustworthiness. Meanwhile, other scholars divide perceived value into four and five dimensions, which include affective value, functional value, social value, cognitive value, and conditional value (Mwencha et al., 2014).

Through a review of the literature on perceived value, scholars have conducted rich antecedent and outcome studies on perceived value. Zeithaml found that consumers' willingness to purchase products and services increases with the perceived value they receive from a psychological perspective (Zeithaml, 1988). The study based on the technology acceptance model, found that different dimensions of perceived value, perceived

usefulness, perceived ease of use, and perceived entertainment, had a significant impact on the purchase intention of ecotourism consumers by conducting an empirical analysis of the findings. Mwencha et al. explored the driving role played by perceived value in consumer purchase behavior from three perspectives: product, service, and social, respectively, and found that high perceived value helps increase customers' willingness to spend on the Internet (Mwencha et al., 2014).

Through more and more scholars' research on it, the concept of customer perceived value has been more improved. From the definitions made by different scholars on customer perceived value, it can be extracted that perceived value has significant characteristics such as practicality (Lee & Liang, 2019), dynamism and subjectivity. In summary, customer perceived value is defined in this paper as the subjective perception of the value of the company's products and services, with the consumer as the main body.

2.5 Purchase Intention

Willingness first appeared in the field of psychology, and then was applied and defined in management. It is a psychological cue that precedes the occurrence of the next behavior, a mental act that precedes a physical act. Eagly & Chaiken point out that willingness is a psychological term different from attitude, which can also be described as motivation before the occurrence of a behavior, a purposeful and planned motivation of an individual or group to achieve a subsequent behavior (Eagly & Chaiken, 1997).

Purchase intention is the degree to which a person is willing to perform a purchase behavior in a given situation. It is a comprehensive concept that is influenced not only by individual factors (such as individual cognitive and emotional characteristics, beliefs and attitudes, etc.) but also by various social, cultural and market factors (Cha, 2015). The level of willingness to buy depends on the combination of many factors. Consumers' willingness to buy is usually formed in a state of equilibrium between consumer demand and resource situation (Paul & Rana, 2013). If the consumer demand is fully satisfied or the individual resources are not sufficient to meet the purchase demand, then the consumer's willingness to purchase will be reduced (Sakalli, 2018). Conversely, if consumer demand is strong and individual resources are sufficient, then consumers' willingness to buy increases. Purchase intention is of great importance in the market economy. For companies, understanding consumers' willingness to buy can help them better develop product strategies, sales strategies and marketing strategies, and increase the market share and brand influence of their products. For consumers, knowing their purchase intention can help them make more informed consumption decisions and avoid overconsumption and waste (Hyun-Seok Oh & Hongsik J. Cheon, 2018). Therefore, the study of purchase intention has received extensive attention and research.

Sakalli also considered willingness as an important factor before a person acts, and it is a critical step that needs to be attended to before the behavior will occur (Sakalli, 2018). As scholars have studied willingness, this psychological term has been gradually applied to the field of marketing, Paul & Rana (2013) believe that

willingness to buy refers to the likelihood that a customer will choose a company's product and then make a consumption behavior. Dodds, based on Fishbein's view, point out that willingness to buy is the likelihood that a product will be consumed in the future. In summary, this paper defines purchase intention as the probability or likelihood of consumers' willingness to consume a product or service (Dodds et al., 1985).

2.6 Stimulus - Organism - Response Theory

Stimulus - Organism - Response (S-O-R theory) is a theory developed from SR theory, a learning theory of the cognitive school, which was later introduced into marketing by Belk (Belk, 1975).

S refers to the external stimulus variables, that is, the variables that have an impact on consumers' psychological changes and behavioral intentions. In the marketing environment, stimuli can include external factors such as the environment, marketing strategy, product or service quality, etc. In this paper, it is defined as the sensory stimulation that short videos bring to viewers.

O refers to internal organismic variables or process variables, which are variables that refer to the psychological activity of an individual in response to external stimulation (Belk, 1975). In this paper, it is defined as the perceived value changes that short videos bring to consumers.

R refers to actions due to internal psychological activities. In this paper, it is defined as a change in purchase intention caused by a change in perceived value after watching a short video of product cognition.

SOR theory can be used to explain the effect of advertising on consumer behavior. Advertising as an external stimulus causes internal changes in consumers, such as cognition, emotions and attitudes, which affect their purchase behavior and brand loyalty. SOR theory can be used to explain various behaviors and responses in interpersonal interactions. External stimuli (e.g., topics, situations) elicit internal responses, such as emotions and attitudes, in individuals, which affect their interactions with others (Belk, 1975; Douglas Svotwa & Makanyeza, 2020).

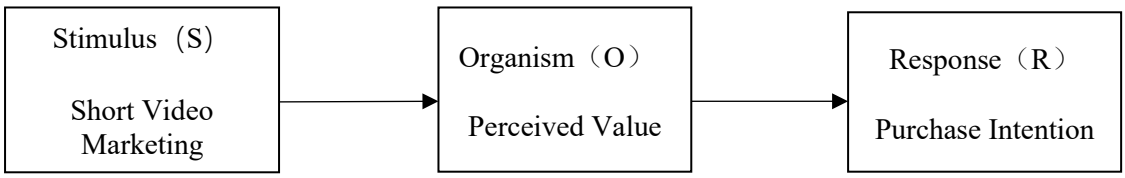

Figure 1 S-O-R Theoretical Modle

The SOR theory has been adopted by many scholars in the study of the influence of consumer purchase intentions. In this paper, we study the impact of different content marketing approaches, an external stimulus, on consumers' perceptions of

the stimulus and thus their cognitive emotions, on their purchase intentions. This paper will be based on this theoretical model for the rest of the study.

2.7 Elaboration Likelihood Model

The Elaboration Likelihood Model, also referred to as the ELM model, was developed by American psychologists Petty & Cacioppo and originated in the field of psychology. If the consumer is highly involved, deeply informed or consciously thinking about the product, the resulting attitudes and intentions will be a lasting predictor of the consumer's future behavior as a result of the experience (Cacioppo & Petty, 1980). If consumers have little or no information about the product, their attitudes will be affected by the reliability of detailed information and emotional stimulation, and they will make decisions based on their habitual behaviors in a relatively short period of time. So the product purchase will affect the consumer's willingness to buy, if the product purchase increases, it means that consumers are through an in-depth understanding of the product, will think about whether the product meets the expected standards to make a purchase decision, will not make a purchase under the impulse, and the opposite product purchase, consumers will make a purchase decision based on the immediate perceptual behavior.

ELM model also proposes some other concepts, such as attitude ambivalence, cognitive elaboration, credibility, and self-efficacy, which are all closely related to information processing and attitude change. ELM models are widely used in marketing and advertising to help marketers and advertisers better understand the cognitive processes and attitude changes of audiences, and thus design more effective marketing and advertising strategies (Cacioppo & Petty, 1980).

2.8 Conceptual Framework

Short video output of high-quality and diverse content to help consumers fully understand the product information at the same time, increase consumer pleasure and curiosity, promote consumer perception of product value, reduce the heart of the product concerns, thus driving consumer desire to increase the possibility of making purchase decisions.

In addition, the degree of consumer understanding of the product will also affect the content marketing communication effect, high degree of understanding of consumers in order to avoid the deviation of information access affects the purchase experience, such consumers usually in the purchase behavior before the consumption of the product from different channels to carry out a comprehensive and multifaceted understanding of these channels to obtain information, which includes the short video platform, consumers through the viewing of short videos to These channels include short video platforms, where consumers watch short videos to learn about products in a dynamic form to help them make purchase decisions.

This study constructs a model of the impact of short video content marketing on consumers' purchase intention based on a full understanding of the Stimulus - Organism - Response Theory, and Elaboration Likelihood Model. The model focuses

on the relationship between the three variables and the hypotheses based on the literature review. Through the literature review, the research dimensions of Marketing Contents are Functional Content, Entertaining Content, Emotional Content; the research dimensions of Perceived Value are Perceived Usefulness. The correlation between each variable was clarified through theoretical analysis and model construction, and the conceptual framework was finally determined, as shown in Figure 2.

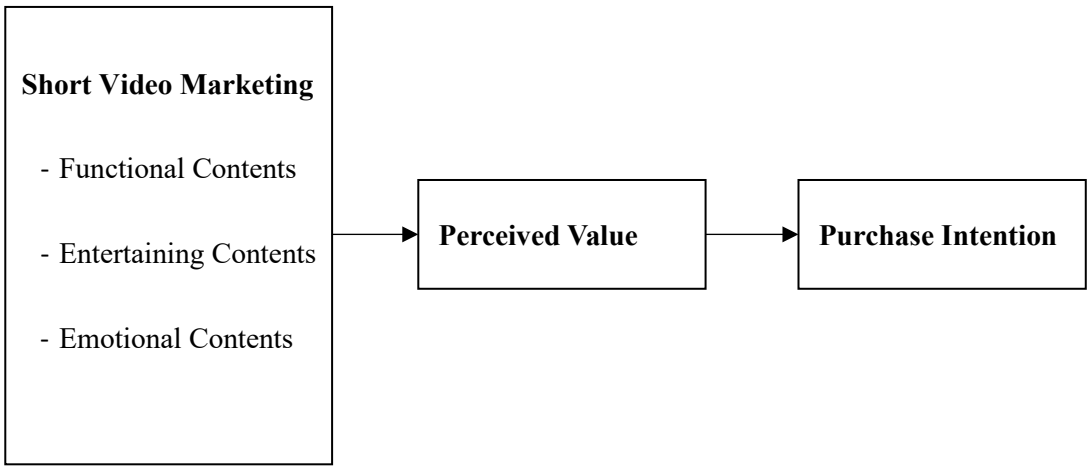

Figure 2 Conceptual Framework

3. Research Methodology

3.1 Introduction

This study uses quantitative research methods. It summarizes the research related to the impact of short video content marketing on consumers' purchase intention. The main research variables in this study were Marketing Contents, Perceived Value, and Purchase Intention. These were found during the literature review that researchers classified the dimensions of each variable differently because of different research subjects and different research contexts. This study conducts research on consumers of Florisis Corporation, Ltd. through a questionnaire survey. The questionnaire is divided into two parts, one part is the basic information of the survey sample and is a control variable. The Likert scale uses a five-point scale as the research scale. The questionnaire will be conducted separately, and sample survey data will be collected and statistically analyzed to summarize the research results.

3.2 Research Design

This study summarizes the research variables related to the impact of short video content marketing on consumers' purchase intention. The main research variables in this study were Content Marketing, Perceived Value, and Purchase Intention, and it was found

during the literature review that researchers classified the dimensions of each variable differently because of different research subjects and different research contexts.

Through literature reading and combing, this study investigates content marketing in three dimensions: functional content, entertainment content and emotional content. Among them, functional content refers to the real and valuable information content that consumers get from short videos and can easily help them make purchase decisions, referring to the scale of Doane (Doane et al., 2015). Entertainment content refers to the content that brings pleasure to consumers and attracts them; emotional content refers to the content that can move people's hearts and cause emotional resonance in short videos. Perceived riskiness refers to the perceived risk and uncertainty of consumers in making purchase decisions during short video shopping (Panitz & Bayou, 1993).

In this study, a quantitative research method was used to study the consumers of Florasis Corporation, Ltd. using a questionnaire. The questionnaire is divided into two parts one part is the basic information of the survey sample, which is a control variable. The first part includes the gender, age, income, and education level of the respondents. The second part about the research hypothesis of the variables survey content. Among them, Content marketing is divided into three research dimensions of Functional Content, Entertaining Content, and Emotional Content, with a total of 10 questions; Perceived Value is divided into Perceived Usefulness. Perceived Value was divided into Perceived Usefulness, Perceived Trustworthiness, and Perceived Riskiness, with a total of 9 items; and Purchase Intention with 6 items. A five-point Likert scale was used as the research scale. The questionnaires will be surveyed separately, and the sample survey data will be collected and counted, and the research findings will be summarized.

3.3 Hypothesis

The impact of content marketing on perceived value was summarized through literature combing during the study. Consumers begin to form consumer perceived value after they have obtained the information they need in the content introduced by corporate marketing.

For the study of the impact of content marketing on perceived value, scholars have explored a large number of literature studies and made arguments for the correlation between the two. For consumers, valuable, practical, relevant and effective content information is more likely to hit consumers' pain points and meet their needs, and requires the content information to be communicated with depth, breadth and detail, which will directly help consumers to perceive the value of the information. Compared with the information content delivered by text and pictures, short videos can occupy consumers' fragmented time to display their marketing content, and can output to consumers in an intuitive and dynamic form, so that consumers can learn about the product information during leisure time, and thus perceive the value of marketing. Websites with entertaining content can reduce the attrition rate of information delivery while attracting consumers, and at the same time increase consumers' pleasure in the shopping process, so they are more likely to make an overall evaluation of the product.

Advertisements that add interest and attraction are more likely to have a positive attitude toward consumers than advertising content that lacks interest (Ajzen & Fishbein, 1975).

Consumers will cognitively transform the valuable, interesting and emotionally stimulating content generated by companies or advertisers to form their own perceived value. Therefore, the following hypotheses are proposed in the context of literature review and modeling:

H1: Short Video Marketing has positive correlation with Perceived Value.

In the second part, based on the SOR theory, consumers' perceptions of external stimuli affect their purchase intentions, and the influence of perceived value on consumers' purchase intentions has been repeatedly confirmed by scholars. The study of a travel APP embeddedness points out that users can perceive that APP interface design is friendly to them(Ajzen & Fishbein, 1975; Lee & Liang, 2019), security assurance, accuracy of APP information communication and timeliness of updates, and can bring users a sense of pleasure will be more helpful to help users make purchase decisions, and finally, through empirical analysis, it is concluded that perceived value has a significant positive impact on purchase intention, and in various consumption situations, consumers In various consumption situations, consumers will make their own judgment and assessment of the usefulness, reliability and risk of products and services based on their own perceptions, and then make corresponding purchase decisions.

Therefore, the following hypotheses are proposed based on the literature review and the summary of related studies:

H2: Perceived Value has a positive corelation with Purchase Intention.

Therefore, the hypothesis for the model is summarized as follows:

Table 2 The summary of hypothesis

NO.	Hypothesis
H1	Short Video Marketing has positive correlation with Perceived Value.
H2	Perceived Value has positive correlation with Purchase Intention.

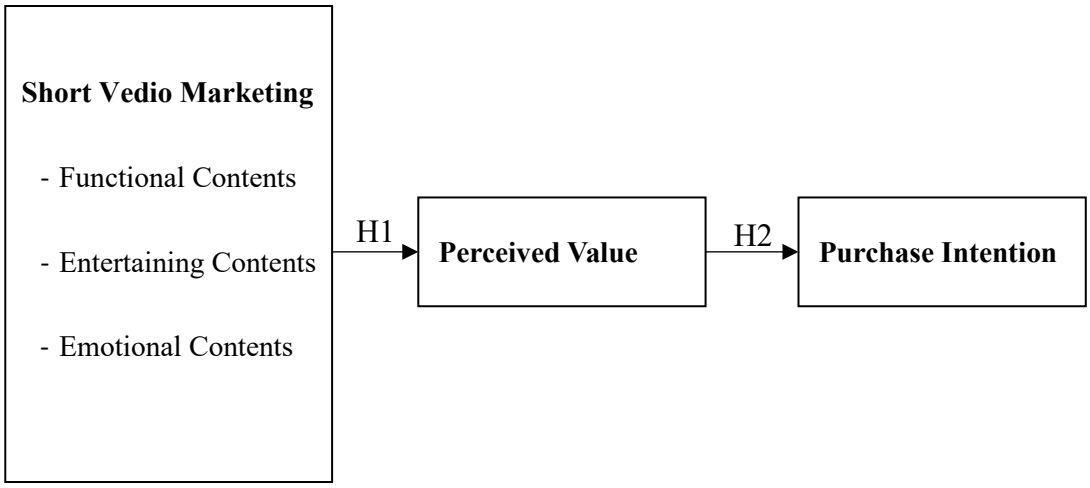

Figure 3 Conceptual Framework Hypotheses

3.4 Data Collection

This paper investigates the study of the impact of short video content marketing on consumers' willingness to purchase, using the questionnaire method, by using questionnaire star to design the questionnaire used in this survey.

(1) Scale selection and question type refinement. This paper summarizes the questionnaire items used in this study by comparing and summarizing the literature on the variables involved in this study, and making moderate adjustments and improvements according to the content of this study.

(2) Content design of the questionnaire. The questionnaire of this study consists of four contents: title, introduction, basic information and the variables involved in the study. The title of the questionnaire makes it easier for the respondents to understand the purpose of the study; the guide reflects the definition of terms that are not easy to understand and helps the respondents to understand the content of the study.

The respondents of this study were consumers of Florasis Corporation, Ltd. who watched short video advertisements. The main survey content of the questionnaire contains all the combing variables of the literature. Therefore, the survey process was conducted online, using the questionnaire Star. Online collection of questionnaires consumers fills out the questionnaire after watching the relevant short video and can get the corresponding product discounts or offers, so it is easier to distribute the questionnaire and the survey respondents actively cooperate. Combined with the sample calculation formula, the research sample size needs to be at least 300, excluding 17 unreasonable questionnaires, and 330 valid questionnaires. The invalid questionnaires include those with less than 60s of answer time and those with missing answers. Therefore, the final questionnaire recovery efficiency was 91.67%.

3.5 Data Analysis

The first part of the questionnaire was used as the sample into this information statistical rent, mainly to ensure that the sample data are true and accurate. To ensure that the sample data are representative, the main demographic characteristics variables include gender, age, education level, disposable income, etc. According to the results of the survey, 60.90% of the respondents were women and 39. 10% were men, which is more in line with the actual situation that women prefer to shop online. The age group of the respondents is mainly between 20 and 30 years old, accounting for 82.4%, which is consistent with the fact that young people are more receptive to new things and willing to buy products in short videos. A total of 54.9% of the respondents had a disposable monthly income of RMB 1000 to 3000, and 31.6% had a disposable income of RMB 3000 or more, indicating that most of the respondents had certain purchasing abilities.

Table 3 Analysis Results

Analysis results			
Items	Options	Frequency	Percentage
Gender	Male	129	39. 1%
	Female	201	60.9%
Age	Below20	18	5.5%
	20-30	272	82.4%
	31-40	34	10.3%
	40above	6	1.8%
Education	Junior high school	18	5.5%
	Undergraduate	196	59.4%
	Master's degree and above	116	35. 1%
Disposable income	Below 1000yuan	46	13.9%
	1001-2000	124	37.6%
	2001-3000	57	17.3%
	3001-4000	52	15.8%
	More than 4000 yuan	51	15.5%
Total		330	100

3.6 Reliability and Validity Analysis of Scale

3.6.1 Reliability test

For the collected data first need to conduct a reliability analysis, that is, to analyze the reliability and credibility of the data, usually with the help of Cronbach's a value to measure the reliability of the questionnaire, generally speaking, Cronbach's a value of 0.7

or more is acceptable, Cronbach's a value of less than 0.6, it indicates that the questionnaire reliability is not good, need to be re-revised.

Table 4 Distribution of basic characteristics of samples (N = 330)

Variate	Dimension	Cronbach's Alpha if Item Deleted	Cronbach's α	Total Cronbach's α
Marketing Contents	Functional Contents	0.815	0.850	0.896
		0.808		
		0.788		
		0.826		
	Entertaining Contents	0.650	0.768	
		0.673		
		0.749		
	Emotional Contents	0.736	0.794	
		0.741		
		0.683		
Perceived Value	Perceived Usefulness	0.741	0.819	0.913
		0.744		
		0.772		
	Perceived Trustworthiness	0.873	0.901	
		0.851		
		0.851		
	Perceived Riskiness	0.817	0.863	
		0.820		
		0.785		
Purchase Intention	-	0.914	0.922	0.922
		0.905		
		0.904		
		0.911		
		0.905		
		0.907		

From Table 3, it can be seen that the Cronbach's a values for the three dimensions of content marketing are 0.850, 0.76, and 0.794, respectively, and the overall Cronbach's a value is 0.896, which are all greater than 0.7, indicating that the content marketing scale of this study has high reliability. The Cronbach's a values for the three dimensions of perceived value are 0.819, 0.901, and 0.801, respectively, the overall Cronbach's a values for the three dimensions of perceived value are 0.819, 0.901, and 0.863, respectively, and

the overall Cronbach's a values are 0.913, which are greater than 0.8, indicating that the perceived value scale of this study has high reliability. The overall Cronbach's a values for the purchase intention scale are 0.922, which are greater than 0.9, indicating that the purchase intention scale of this study has high reliability; and the overall Cronbach's a values for the product involvement scale Cronbach's a value of 0.785 is greater than 0.7, which indicates that the product involvement scale of this study has a high reliability.

Through the above analysis, it indicates that the settings of each scale in this questionnaire are reasonable.

3.6.2 Validity test and factor analysis

Validity analysis is a test of the validity and degree of validity of the data collected in the questionnaire. The questionnaires used in this study are all well-established scales that have been widely used in previous studies to ensure the content validity of the scales. The final questionnaire used in this paper was tested for accuracy and validity. The KMO test and Bartlett's spherical test were performed before the factor analysis was conducted in the study. Therefore, KMO test and Bartlett's spherical test were performed on the collected data in the study. The tests and analyses were used to ensure that the validity of the research scale met the requirements.

Table 5 Marketing Contents Validity Testing

KMO &Bartlett's test		
KMO		0.904
Bartlett's test	Approximate Chi-square	1545.728
	Df.	45
	Sig	0.000

From Table 4, the results of the KMO and Bartlett's spherical tests for the Marketing Contents scale were 0.904, KOM>0.9, 0.000<0.05, and Bartlett's test reached a significant level, thus meeting the requirements of factor analysis.

Table 6 Perceived Value Validity Testing

KMO &Bartlett's test		
KMO		0.895
Bartlett's test	Approximate Chi-square	1927.480
	Df.	34
	Sig	0.000

From Table 5， it shows that the KOM value of the Perceived Value scale is 0.895, which is greater than 0.8, and the Bartlett's sphericity test is significant, so factor analysis can be conducted. The results of the factor analysis of perceived value can be seen from the table that the factor loading coefficients of each question item of each

dimension of perceived value are greater than 0.8, which indicates that the perceived value scale setting has good validity. It indicates that the validity of Perceived Value scale is good and meets the validity requirements.

Table 7 Purchase Intention Validity Testing

KMO &Bartlett's test		
KMO		0.917
Bartlett's test	Approximate Chi-square	1356.083
	Df.	31
	Sig	.000

From Table 6, it shows that the KMO test and Bartlett's spherical test were conducted for the Purchase Intention scale, and the results showed that the KMO value was 0.917, KOM>0.9, significance was 0.000<0.05, and Bartlett's test reached the significant level, so the requirements for factor analysis were met.

4. Rusalt of the Study and Finding

4.1 Introduction

The literature review of this study mainly compares the influence of short video content marketing on consumers' purchase intention and finds that scholars' research on Marketing Contents, Perceived Value, Purchase Intention is relatively abundant. However, there are few studies that combine Stimulus - Organism - Response and other model theories to short video marketing. The dimensions of Short Video Marketing Contents in the study are Functional Content, Entertaining Content, Emotional Content, Perceived Value, Perceived Usefulness. Perceived Usefulness, Perceived Trustworthiness, and Perceived Riskiness were studied more deeply and effectively. In order to further study, the relationship between the three variables and clearly sort out the relationship between the three dimensions of Short Video Marketing and Perceived Value, Purchase Intention, firstly, correlation analysis will be used to understand the correlation between each variable, and then an accurate description will be made through regression analysis.

4.2 Rusalt of study

4.2.1 Correlation Analysis

There is a correlation between the Pearson correlation coefficient (r) of Functional Contents, Entertaining Contents, Emotional Contents, Perceived Value, Purchase Intention and p<0.01. The correlation coefficients between Functional Contents and Perceived Value, Emotional Contents and Perceived Value, Perceived Value and Purchase Intention are less than 0.6 for general correlation and the rest of the correlation behaviors are highly correlated. The analysis shows that the correlation coefficient between each variable is between 0.5 and 0.7, and there is no coefficient more than 0.8 to not have a correlation coefficient lower than 0.5, indicating that there is no linear correlation between the variables in the research model,

and at the same time, there is a suitable correlation that meets the requirements. The correlation between variables indicates that each variable plays a certain role in the model, reflecting the reasonableness of the model construction.

Table 8 Correlation between variables (Pearson correlation matrix)

Variable	Functional Contents	Entertaining Contents	Emotional Contents	Perceived Value	Purchase Intention
Functional Contents	1				
Entertaining Contents	0.633**	1			
Emotional Contents	0.689**	0.621**	1		
Perceived Value	0.531**	0.633**	0.601**	1	
Purchase Intention	0.633**	0.654**	0.547**	0.558**	1

NOTE: *P<0.05, **P<0.01, ***P<0.001

The following conclusions can be drawn based on the table shown:

There is a correlation between the Pearson correlation coefficient (r) of Functional Contents, Entertaining Contents, Emotional Contents, Perceived Value, Purchase Intention and p<0.01. where the correlation coefficients between Functional Contents and Perceived Value, Emotional Contents and Perceived Value, Perceived Value and Purchase Intention are less than 0.6 for general correlation and the rest of the correlation behaviors are highly correlated.

4.2.2 Multiple Regression Analysis

(1) Regression analysis of Short Video Marketing on Perceived Value

The relationship between Short Video Marketing and Perceived Value is studied according to the constructed Conceptual model, which includes control variables, and Perceived Value dependent variables for regression analysis. Also, the regression analysis includes Short Video Marketing and three dimensions of Content, which are Functional Content, Entertaining Content, and Emotional Content. And the regression analysis of each dimension with Perceived Value The regression of each dimension with the perceived value was analyzed.

According to the results obtained from the statistical software SPSSPRO, the R^2 increased from 0.042 to 0.689 after adding content marketing to M2. 0.689, (β=0.820, p<0.001), indicating that the inclusion of content marketing explains 68.9% of the customer's perceived value and content marketing has a significant positive effect on perceived value, and the hypothesis H1 is valid.

After adding functional content in M3, R^2 increases from 0.042 to 0.541, (β=0.718, p<0.001), indicating that the added functional content explains 54.1% of the customer's perceived value, and functional content in content marketing has a significant positive effect on perceived value.

After adding entertainment content to M4, R^2 increased from 0.042 to 0.468, (β=0.666, p<0.001), indicating that the entertainment content added explains 46.8% of the customer's perceived value, and entertainment content in content marketing has a significant positive effect on perceived value.

After adding emotional content to M5, R^2 increased from 0.042 to 0.555, (β=0.728, p<0.001), indicating that the added emotional content explains 55.5% of the customer's perceived value, and emotional content in content marketing has a significant positive effect on perceived value.

Table 9 Regression analysis of marketing content on perceived value

Variable	Perceived Value				
	M1	M2	M3	M4	M5
Gender	-0.051	-0.083	-0.132	-0.053	-0.031
Age	0.034	0.026	0.043	0.028	0.023
Education	0.133	0.012	0.021	0.067	0.035
Disposable income	-0.118	-0.004	-0.056	0.004	-0.038
Short Video Marketing		0.820***			
Functional Contents			0.718***		
Entertaining Contents				0.666***	
Emotional Contents					0.728***
R^2	0.042	0.689	0.541	0.468	0.555
Adjusted R^2	0.030	0.684	0.534	0.460	0.548
F	3.539	143.616	76.351	56.985	80.684

NOT：*p<0.05,** p<0.01,*** p<0.001.

(2) Regression analysis of Perceived Value on Purchase Intention

The relationship between perceived value and purchase intention was investigated by constructing M6 and M7. M7 is a regression analysis based on M6 with the addition of purchase intention respectively. Based on the output of SPSSPRO statistical software, the R^2 increases from 0.022 to 0.664 after adding content marketing in M7, (β=0.818, p<0.001), indicating that the content marketing added can explain 66.4% of consumers' purchase intention, and the perceived value has a significant positive influence on consumers' purchase intention, and the hypothesis H2 is valid.

Table 10 Regression analysis of perceived value on purchase intention

Variable	Purchase Intention	
	M6	M7
Gender	0.046	0.088
Age	0.055	0.021
Education	0.121	0.020
Disposable income	-0.024	0.061
Perceived Value		0.818***
R^2	0.022	0.664
Adjusted R^2	0.010	0.658
F	1.854	127.82

NOT：*p<0.05,** p<0.01,*** p<0.001.

4.3 Finding

(1) Short video marketing has a positive effect on perceived value

The hypotheses H1 of this study are valid. Based on the above research data, short video marketing has a positive impact on consumer perceived value. This paper also analyzes the impact of three dimensions in short video marketing, namely functional content, entertainment content, and emotional content, on perceived value. The results show that the three dimensions of content contained in short video marketing can bring more information and trust to consumers. Enable consumers to establish a more stable dependency relationship with the brand or product.

(2) Perceived value has a positive effect on purchase intention

Perceived value has a significant positive impact on consumers' willingness to purchase, and the proposed hypothesis H2 holds. In the process of perception, the more consumers feel that the product marketed by the short video is credible and the marketing information is helpful to their understanding of the product, and generate trust and reliance, the more their doubts about the advertising and marketing are reduced and they believe that the product will be consistent with their expectations or have a higher degree of conformity, the more consumers are willing to make strong purchase intentions for the product, and thus are more likely to make purchase decisions.

This study explores the research on the effects of short video marketing on consumer purchase intention. Take short video marketing perceived value and consumer purchase intention as variables, based on S-O-R theory and

through literature review and based on previous related studies, combined with internal consumer purchase behavior theory and fine processing possibility model.

Through empirical analysis, the hypotheses proposed in this paper are all verified, and the specific conclusions are as follows:

5. Conclusion and Recommendation

5.1 Conclusion

Short video marketing with different dimensions of content, i.e. functional content, entertainment content and emotional content all have a significant positive impact on consumers' willingness to buy, and the content marketing of short videos stimulates consumers and is an important factor that drives consumers' purchase intention. Short videos can occupy consumers' fragmented time with concise and efficient content output, which can bring consumers pleasure and increase the fun, and some short video content can describe the story behind the formation of a product or brand to trigger consumers' emotional resonance, thus further prompting consumers to generate purchase intentions and then make purchase decisions.

This paper provides a revolutionary supplement to the content of short video marketing, and the use of empirical Case study is more operable and practical. From the perspective of consumers, this paper innovatively utilizes the three dimensions of content marketing to maximize the advantages of short video marketing. By combining SOR theory and the ELM model, this paper analyzes the impact mechanism of short video marketing on consumer purchase intention from multiple perspectives, providing empirical support for the further expansion of relevant theories.

5.2 Recommendation

As the most efficient and convenient carrier for information dissemination, mobile short videos have been used by many enterprises to promote their products. Through the combination of short video and content marketing, and with the help of this paper's research on consumers' willingness to buy, how can the content marketing of short video be used to add more fire to corporate marketing and win more consumers' favor? This paper proposes the following recommendations for Florasis Corporation, Ltd.'s short video marketing through research findings:

1) Keep up with the trend of the times and focus on short videos as content selection

According to the above findings, all three dimensions of content marketing will have a significant positive impact on consumers' purchase intention. First of all, the choice of social media platforms as much as possible to select multiple platforms for advertising, and companies should be able to train a team dedicated to the operation of short video platforms, real-time monitoring of consumer attention, preferences and other data, timely product or brand problems necessary to make adjustments. Finally, companies can also choose a two-pronged approach, with the help of celebrities, and other opinion leaders with high popularity, in the short video through the story context to push the product to the consumer's vision, reduce consumer resistance to unfamiliar products, through the star effect will increase consumer trust in the brand more.

2) Focus on consumers' perceived transformation

From the research findings, it is clear that perceived value plays a mediating role between content marketing and consumers' willingness to buy. High-quality marketing content can meet consumers' understanding of product information, attractive and bright marketing content can drive consumers to be addicted to it, and marketing content with emotional content can cause consumers' emotional resonance, but these marketing messages should be propagated in a way that is not too subtle and not too straightforward, but in a euphemistic way that can stimulate consumers' perception of value to push, while the marketing content should be appropriate to the company's products, excessive exaggeration and false propaganda will have an impact on consumers' perception of value.

3) Reasonable marketing measures for different consumer groups

In this study, it is found that product short video marketing plays a bridge role between content marketing and purchase intention, so it is an indispensable influencing factor in short video content marketing research. Therefore, enterprises to occupy and larger market, must be the right remedy for the needs of consumers with different degrees of involvement to a greater extent to meet the needs of the product, focusing on the use of short video and the product to achieve effective combination, to seize the fragmented time of consumers to deliver efficient and valuable information, so as to increase the audience and bring greater profits for the enterprise.

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Appendix

Questionnaire

Dear Sir/Madam,

Thank you for your participation in this questionnaire survey. The survey will be conducted in an anonymous manner and your relevant information will be kept confidential. Thank you again for your cooperation.

Part I:

1. Gender? A. Male B. Female

2. Age? A. Below20 B. 20-30 C. 31-40 D 40above

3. Education?
A. Junior high school B Undergraduate C. Master's degree and above

4. Monthly disposable income?
A. Below 1000yuan B. 1001-2000 C. 2001-3000
D3001-4000 E More than 4000

Part II: Please judge to what extent you agree with the following statement, please choose the most appropriate option, and mark the corresponding number "√".

Measuring item	Strongly disagree	Disagree	General	Agree	Strongly agree
1. The content posted in the short video gives me information about the product and the brand.					
2. The content posted in the video gives me a lot of information that is valuable to me.					
3. The content posted in the video gives me a lot of practical information.					
4. The content posted in the video enables me to know the information I want to know.					
5. The content of the video is interesting.					
6. The content of the video is new and exciting.					
7. The content of the video makes me imaginative and curious.					
8. The content of the video is straight to the heart.					
9. The content released in the short video can make me have emotional resonance.					
10. The content posted in the short video makes me empathize with it.					

Part III: Please judge to what extent you agree with the following statement, please choose the most appropriate option, and mark the corresponding number "√".

Measuring item	Strongly disagree	Disagree	General	Agree	Strongly agree
11. By watching short video content, it helps me understand the product					
12. By watching the short video content, I can get the information I need					
13. By watching short video content, it helps me to clarify my needs					
14. The content in the short video is trustworthy					
15. The content in the short video objectively describes the product					
16. The content in short videos is reliable					
17. By watching short video content can reduce my risk of blindly following the trend					
18. By watching short video content can reduce the risk of buying back products that do not match their needs					
19. Watching short video content can reduce the risk of financial risk					

Part IV: Please judge to what extent you agree with the following statement, please choose the most appropriate option, and mark the corresponding number "√".

Measuring item	Strongly disagree	Disagree	General	Agree	Strongly agree
20. I am interested in the products recommended in the short video					
21. I have a high probability of buying the products recommended in the short video					
22. I think the products recommended in the short video are worth buying					
23. I will recommend my relatives and friends to buy the products recommended in the short video					
24. I will continue to pay attention to the product in the short video platform					
25. I am likely to continue to buy the product through the short video platform in the future					

You have completed this questionnaire. Thank you for your support. I wish you a smooth work and a happy life!