

The Influence of Short Video Advertisements on Consumers' Purchase Intention

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Abstract. With the rapid development of the Internet and the rise of mobile short videos, advertisers have turned their attention to online video advertising. Short video advertisements attract more and more companies to carry out marketing activities through mobile short videos due to their interactive, vivid and mandatory features. Short video advertisements have become the best choice for more companies, so when using short video advertisements to push out content, they should be more aware of each consumer's different purchase intentions. This article investigates the impact of short-video advertisements on consumers' purchase intentions using affective cognitive theory and cognitive mediation theory. The study found that the magnitude of short video bandwagon offers is large enough to make consumers think of taking advantage of them. The odds of purchasing are increased because of supporting a favorite anchor. Watching the same advertisement for a long time will leave a deep impression and increase the chance of purchase. In the era of big data, the database analyzes consumers and pushes products with a high probability of purchase. Finally, the article also gives some recommendations for advertisers and short-form video software providers based on the research.

Keywords: Short video advertising; purchase intention; cognitive mediation theory; affective cognitive theory.

1. Introduction

With the continuous development of society and technology, many things in people's lives have been replaced by mobile phones. Most representative of which is selling products through short video advertisements. And these short video advertisements will undoubtedly have an impact on consumers' purchase intentions. This new way of sale is different from the traditional push marketing model so people should quickly understand the advantages and disadvantages of this way of sale. In this way, it can help people avoid losing money and gain more benefits. As advertisements become more prevalent and more frequent with the help of short videos, the temptation to advertise becomes stronger and stronger. In this case, many people will buy impulsively, severely underestimate their spending power, or buy more than they need. People waste a lot of money and time. The negative effect has spread among young people. So, people urgently need to understand this advertising model. In this way, people can benefit from short video advertisements and avoid wasting unnecessary money and time. In the current study, traditional push marketing is so well understood that people are no longer motivated or strongly influenced by the promotion. Also, people have learned that movie advertisements cover the purpose of sales through visual art. Most people can easily identify the product placement of a movie and do not pay too much attention to it. The current research mainly focuses on the advantages and disadvantages of short video itself, related legal issues and future development trend [1, 2]. So, this study aims to help people understand the new type of short video ad sell, and what short videos can do to willingness to buy and what influences people.

For research, the topic is the influence of short video advertisements on consumers' purchase intention. The main research method is to read literature, academic journals, news and other written reports to obtain information. The research will first explain the cognitive theory and analyze the influence of short video advertising on consumers combined with the theory. Next, the research will

analyze which factors will affect consumers' purchase intention. Next comes the impact of short video advertisements on consumers' purchase intention. The research going to focus on these three things. The last two points will be the main research content. The research will also make some recommendations through research.

2. Affective Cognition Theory

This is a theory in psychology that asserts the emotions arise from the evaluation of stimuli or situations. It is believed that the generation of emotion is affected by environmental events, physiological conditions and cognitive processes, among which the cognitive process is the key factor to determine the nature of emotion. This theory was first proposed by the American psychologist M. R. Arnold (M. R. Arnold) in the 1950s. This theory believes that the stimulus situation does not directly determine the nature of emotion, from the emergence of stimulus to the generation of emotion, to go through the evaluation and evaluation of the stimulus, the basic process of emotion generation is stimulus, scenario assessment emotion. The same stimulus situation, because of its different evaluation, will produce different emotional responses.

The results of the assessment may be considered "beneficial", "harmful" or "irrelevant" to the individual. If it is favorable, it will cause positive emotional experience and attempt to approach the stimulus. If it is "harmful", it causes negative emotional experiences and attempts to avoid stimuli. If it is irrelevant: people ignore it. Subsequent researchers have found that two factors are essential for specific emotions. First, the individual must experience a high degree of physiological arousals, such as increased heart rate, sweaty hands, stomach contraction, shortness of breath, etc. Second, individuals must cognitively wake up to changes in physiological states. Emotion is the product of interaction between human and environment. In emotional activities, people accept the impact of environmental stimuli on themselves and adjust their responses to stimuli. Emotional activities must be guided by cognitive activities. In this case, people can understand the importance of stimulating events in the environment and choose the appropriate and valuable combination of actions, namely the action response. Emotions are a person's perceived harmful or beneficial response to an environmental event. In emotional activities, people need to constantly evaluate the relationship between stimulus events and themselves. Specifically, there are three levels of evaluation: primary evaluation, secondary evaluation and reevaluation.

Preliminary evaluation refers to whether a person confirms the interest relationship between the stimulus event and himself, as well as the degree of such relationship. Secondary evaluation refers to the adjustment and control of people's reaction behavior. It mainly involves whether people can control stimulus events and the degree of control, which is a kind of control judgment. Reappraisal refers to people's evaluation of the effectiveness and appropriateness of their emotional and behavioral responses, which is actually a kind of feedback behavior. Therefore, the research can simply conclude that watching short video advertisements is a Preliminary evaluation, through which people appear a feedback behavior, that is, to buy products.

3. Factors Affecting Consumers' Willingness to Buy

Short-video social media is becoming a major advertising tool in the digital age [3]. The analysis of factors influencing consumers' willingness to buy is carried out through cognitive mediation and affective cognitive theories [4]. As the subject of consumption, the consumer's consciousness will be influenced and controlled by the external environment to a certain extent. With the development of new media era, short videos as a new type of integrated media are also challenging the original consumption form.

3.1. Lower Price

The first factor to consider is the price of goods in short videos. Due to the development of the fusion media industry, many businesses will be internally linked with such short video platforms, through the revenue generated by short video traffic to generate certain reimbursement to businesses, so that businesses can sell goods at an appropriate price reduction to stimulate the consumer's impulse to spend, and the operators of short videos can also achieve win-win cooperation through this kind of publicity.

3.2. Influencer Effect

Secondly, influencer can also be a factor that influences consumer choice. Early studies have shown that celebrity publicity can influence customers in any way [5]. The growth of the Internet has made bloggers an emerging profession, and most influencers' income comes mainly from working with brands. Big data promotion can drive users to influencers who are more in tune with their preferences, and influencers with greater influence can attract consumers to spend money, for example, by inserting advertisements in posted works or endorsing such products. Consumers may be tempted to buy because they like the influencer, or they may be tempted to buy because the ad is a high-quality blend of product and storyline.

3.3. Repeatedly Brush to Advertisements or Live

In addition to this, the presence of advertisements stimulates the generation of consumption. When the consumer's view of a product is repeatedly advertised, the buyer's subconscious mind is somewhat controlled. When swiping to the live feed, many consumers will impulsively place orders when the person with the goods has exaggerated claims. For example, merchants use limited time to create a sense of scarcity, and merchants indicate that the live stream is now a great offer.

3.4. Big Data Era

Finally, in the era of big data, the database push is based on the analysis of big data and recommends products or videos due to individual preferences. Short video activism strategies have become an innovative competitive repertoire for Chinese consumers, and Jitterbug has become a database for real-time updates of the Chinese competitive repertoire [6]. And through the cognitive intermediary theory, it can be acknowledged that people have a preference for a certain way of processing information, but individuals are often unaware of the existence of this preference, through data analysis, more recommended buyers will like the goods, thereby increasing the buyer purchase rate. In general, big discounts, favorite bloggers with goods, repeatedly seeing the goods and big data push which are factors that attract consumers' desire to buy.

4. The Influence of Short Video Advertising on Consumers' Purchase Intention

4.1. Low Prices Encourage Consumers to Take Advantage

Products sold through short video advertisements are often cheaper than similar products sold in physical stores. This way of short video promotion can reduce the cost of store leasing, so the price can be cheaper than in physical stores. This is definitely beneficial for consumers, who can buy more goods with less money. But in the midst of a sharp contrast in prices, the idea of taking advantage can also appear in the consumer's psyche. Many consumers will think that since the price is cheap to buy more, may not be so cheap in the future. When this idea occurs, many consumers lose control of their spending power, such as buying cheap goods too often and buying too many items at a time. In this case, consumers usually buy more than they need. And that's exactly what short video advertisements want to see. Their strategy is to make small profits and sell fast. Imagine that an item sells for \$10 in a store, only \$6 in a vlog AD, and two for \$10. In this case, the vast majority of consumers will choose to buy two. Similarly, consumers are more likely to make impulsive purchases.

4.2. Online Celebrity Bloggers Stimulate Consumers' Psychology of Comparison or Authority

With the development of technology, vloggers have become a new way of selling. It is known that vloggers will have some fans, and fans will buy goods because of their love for the blogger. But the promotion of the blogger generally lets the fans actively purchase. Followers with high spending power usually buy products to support the blogger, while followers with low spending power usually do not buy in bulk. And watching vloggers promote products is a way to see the blogger experience. This combination of experiential sales is welcome, as it makes the true features and performance of the product more clearly known to the user. It can bring intuitive feelings to people watching videos and enable consumers to experience the advantages and performance of products more deeply, which can attract users' attention and stimulate their purchase desire. Therefore, the full integration of experiential marketing and short video can not only enhance the interest in experiential marketing, but also give full play to the advantages of network marketing, and promote the marketing effect to the maximum [7]. So, the consumer experience of vloggers is excellent. This is an effective way to make consumers want to buy more.

4.3. The Herd Mentality and the Desire of Consumers

With the rapid growth of the short video industry, product placement is commonplace. Many vloggers endorse the same product. This means that viewers will see the same AD in many videos while viewing short videos. When the audience repeatedly sees this advertisement, it will be imperceptibly remembered and left a deep impression. As a result, when the audience sees the product advertised at a certain time or place, they will arouse strong curiosity because of the advertisement in their memory. The purpose of this kind of advertising is to impress the audience. It is enough to make an impression. This effect means that customers have been prospects for a long time. That is what this kind of advertising is for. Moreover, this kind of short video advertising has strong communication ability and a relatively wide dissemination range, which is not restricted by time, space and region. At the same time, these advertisements are shorter in length, faster in transmission and easier to understand. Short video advertisements are relatively short in length. As a result, these advertisements have a high refresh rate in the viewer's memory [8].

4.4. Occupying Fragmented Time and Multi-platform Publishing

In contemporary society, people are more and more busy with work and less and less leisure time, on the contrary, more and more fragmented time. In this case, people are more willing to rely on short videos of ten seconds or a few minutes to acquire information knowledge and entertainment time. Therefore, short video advertisements are characterized by short time, audio, video, pictures and text. Make a quick impression on the audience. This way provides users with a better viewing experience in mobile and fragmented time, so that the audience will not be bored, and let the audience in the shortest time.

The production and first dissemination of any short video is completed on the corresponding short video platform. The selection of appropriate short video publishing apps and video websites, such as TikTok, Facebook, etc., determines the scope and intensity of the first dissemination. Therefore, when products are advertised on multiple platforms, the audience scope can be greatly expanded [9].

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sells for \$10 in A store, only \$6 in a vlog AD, and two for \$10. In this case, the vast majority of consumers will choose to buy two. Similarly, consumers are more likely to make impulsive purchases.

5. Suggestion

Even though short video consumption has tended to be perfect, that does not mean it does not have room for improvement and upward mobility. When driving short video consumption, developers should also consider both the consumer base and ad production in depth. For users, a perfect buying experience is what they are looking for.

5.1. Consistent with the Brand's User Group Positioning

When promoting products, Short video ad providers should consider whether the account is consistent with the user group of the brand, and reach a win-win situation with the users. Different products target different customer groups, so different products showcase short videos for different users are definitely different. Men, women, office workers, food, pets, travel and other topics have their own audience groups, analysis of their own brand or IP audience groups naturally can quickly determine the target users, after the product display short video around the target users to build. According to the big data analysis to push the user more needed goods, significantly increases the purchase rate. Advertising can also be costly and ineffective if the target audience is not well managed [6].

5.2. The Untraceability of Advertising Implantation and the Intensity of Exposure

For influencers, advertisements need to be close to consumers' lives. Swipe to the advertisements so that users feel that they are watching short videos and will not close them directly. For example, the content of the video posted by the blogger is more interesting, the placement of advertisements is less obvious, more relevant to the needs of his followers, etc. And there should be a certain degree of exposure intensity to make users have an idea of a potential purchase. Advertisers can increase their profits through exposure [10]. However, it should not be too intensive for the same user, otherwise, it may have a negative impact and make the consumer bored, causing a disadvantage to the business.

5.3. Entertainment or Drama of Advertisements

For the production of advertisements, the entertainment and dramatization of advertisements should be vigorously improved. Short video advertisements can add a human tone to make viewers feel like they are communicating with themselves. And humor or laughter can make the viewer feel more authentic, thus creating a positive emotional connection with the brand. A coherent storyline is also key to being able to engage customers. The advent of the short video era should be reflected in marketing, while also in the improvement of the quality of the short video itself, which should be paid more attention to in order to meet the needs of developers and consumers. The combination of advertising and short video, as a product of quality in the era of integrated media, should continue to improve the quality of advertising to meet the needs of consumers.

6. Conclusion

This article investigates the influence of short video advertisements on consumers' purchase intention based on two theoretical knowledge of affective cognitive theory, mediated cognitive theory. First, this paper empirically analyzes the factors that affect consumers' purchase intention including price offers, favorite bloggers with goods, live atmosphere guidance, repeated swiping to subliminal and database pushing. Secondly, the article analyzed the impact of short video advertisements on consumers' purchase intention. Getting a discounted price will have an impact on consumers, short video bloggers attracting fans to consume and repeated short video advertisements leading to viewers turning into potential consumers' views. Finally, the article offers some suggestions for short video

bloggers and platforms: consider the consistency of user accounts and brand positioning, the intensity of exposure and untraceability of ad placements, and the entertainment and drama of advertisements.

This paper analyzes consumer psychology under the influence of short video, and provides targeted suggestions for bloggers and platforms to improve the quality of short video advertising. This study supplements the gap of domestic and foreign research through comprehensive analysis of research in relevant fields. Short video content marketing of different products may have different effects on consumers' purchase intention. Therefore, the future research can conduct more in-depth analysis on other aspects of short video marketing methods.

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