

The Effect of Short Video Advertisements on Consumers' Purchase Intention

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Abstract. With the rapid development of the Internet, short video advertisements, a new way of selling has appeared in the public's view. Some researchers have found that under this short video marketing mode, short video advertisements have a certain influence on consumers' purchase intention, however, the formation mechanism and influence range behind it still lack a unified explanation. This paper collects data is based on a social platform questionnaire published between November 20 and November 21, 2023, and uses the AIDA model to analyze the data and then investigate the relationship between short video ads and consumers' purchase intention. The research in this paper found that consumers more favor products with novel content, high cost-effectiveness and good reputation through short-video delivery, and consumers are more willing to pay for publicity; while the over-exaggerated publicity, clichéd content and too long time of short-video advertisements will have a negative impact on consumers' willingness to buy.

Keywords: Short video advertisement; consumer; purchase intention.

1. Introduction

In recent years, with the widespread use of social media, enterprises have paid more and more attention to advertising investment in social media [1]. With the rapid development of the Internet, short video advertising, a new type of sales method, has appeared in the public's view. Some researchers have found that under this short video marketing mode, short video advertisements have a certain influence on consumers' purchase intention, however, the formation mechanism and the scope of influence behind it still lack a unified explanation. Therefore, this paper collects questionnaire data and analyzes the data to explore the relationship between short video ads and consumers' purchase intention. It was found that short videos with creative content are more likely to increase consumers' purchase intention, but some respondents said that some short video advertisements have exaggerated propaganda behavior that can't promote consumption but hurts consumers' purchase intention.

2. Research Implications

The rise and development of social media has not only caused a great impact on traditional sales methods and sales revenue. Through the study of video ads, this paper can further understand the influence of video ads on consumers' purchase intention, so that enterprises can better understand the psychology of consumers and ads can reflect the characteristics of enterprises. The study understands the impact of corporate characteristics on corporate revenue from different dimensions, fundamentally solves the problem of the disconnect between consumer psychology and corporate communication, and expands the psychological aspects of marketing, and lays a good foundation for future research on consumer psychology and corporate performance. This study enriches and expands the research on the impact of product videos on consumers, with the intention of better-applying video advertisements to life, helping consumers to better understand the products, and thus further inspiring consumers' willingness to consume to seize consumer psychology and prescribe the right medicine. The limited cost further increases the consumer's willingness to buy. In the video process, from the

internet word of mouth, the perceived value of regulating the willingness to buy, the smooth marketing and sale of the product, this mode of consumption with the online interaction, the online mode of consumption on the consumer's real life, increase authenticity, to cultivate loyal users to enhance the brand awareness.

3. Research Content

3.1. Theoretical Foundations

3.1.1 Differential threshold

"Human perceptibility to changes in stimuli exists in a certain relationship to changes in the amount of stimuli. There is a certain relationship between human perception of stimulus changes and changes in the amount of stimulus. Psychophysical research shows that the stimulus changes from the original intensity to the minimum perceptible difference is a constant proportionality constant rather than an absolute difference, and this relationship can be expressed as follows: $\Delta S/S=K$, where S is the original stimulus value, ΔS is the minimum perceptible difference to S, and K is a constant of proportionality, also known as Weber's fraction." "People call the above relationship Weber's Law, which suggests the possibility that if the values of K and S are known, it can be predicted how much change is needed in the original stimulus value to be perceived ($\Delta S=K \cdot S$) "The higher the intensity of the original stimulus, the higher the difference sensory threshold, and the greater the minimum perceptible difference. This reminds us that, before the advertisement is launched, if the average Weber score of consumers can be calculated through pre-testing, then the minimum stimulus value that will cause them to feel the difference can be effectively budgeted, and then carry out the economic media scheduling strategy concerning this data, which will achieve twice the result with half the effort.

3.1.2 Promotional susceptibility

Consumers with high promotional susceptibility get more sense of fulfillment from purchasing promotional products. For low-priced products, consumers with high promotional susceptibility are not sensitive to the relative value of merchandise concessions, and seem to be more likely to ignore the differences between concessions; but for high-priced products, consumers with high promotional susceptibility are very sensitive to the relative value of merchandise concessions, and are more likely to choose concessions with a high relative value.

3.1.3 Impulsive consumption

Impulsive consumption refers to customers the external factors prompted by the purchase of no prior planning or awareness of the purchase behavior, impulsive consumption has no prior awareness, no planning, and the formation of external prompting characteristics. Types are:

3.1.3.1 Pure impulse type

Customers have no desire to buy beforehand, without going through the normal consumer decision-making process, temporary decision to buy. Purchase completely deviated from the normal choice of goods and trademarks, is a sudden behavior, out of psychological reaction or emotional impulse and "on the spur of the moment" or "whim", or "figure novelty".

3.1.3.2 Stimulate impulsively

Customers in the shopping site to see a certain product or some advertising, business promotion, prompted or provoked the customer has not yet met the consumer demand, thus causing the desire to consume, and decided to buy, is the result of the stimulation of the shopping site.

3.1.3.3 Plan impulsively

Customers have some kind of purchase demand but cannot buy. Customers have some kind of purchase demand but did not determine the purchase location and time. Such as learning about a

supermarket to make sales, specifically supermarket shopping, but there is no specific shopping list, and buying "cheap goods" is planned, buy what "cheap goods" is impulsive.

3.1.4 Maslow's hierarchy of needs is a motivational theory in psychology

Maslow's Hierarchy of Needs is a motivational theory in psychology that includes a five-level model of human needs, often depicted as levels within a pyramid. From the bottom of the hierarchy upwards, the needs are physiological (food and clothing), safety (job security), social needs (friendship), respect, and self-actualization. This five-stage model can be categorized into deficiency needs and growth needs. The first four levels are often referred to as deficiency needs (D needs), while the highest level is called growth needs (B needs). 1943 Maslow stated that people need motivation to fulfill certain needs and that some needs take precedence over others.

3.1.5 The AIDA model

The AIDA model is a marketing communication process in which consumers are divided into four successive stages of attention, interest, desire, and action depending on the degree of their reaction from exposure to external marketing messages to the completion of the purchase behavior.

3.2. The Research Hypothesis

Cost-effective products with strong promotional efforts are more favored by consumers through short video delivery, and consumers are more willing to pay for the promotion. However, enterprises exaggerate the promotion of their products or over deliver the advertisements of short videos due to the reason of eagerness to achieve success. This approach does not strengthen the product's recognition in the consumer's psyche. On the contrary, the exaggerated publicity of short video advertisements has a negative impact on consumers' willingness to buy. At this stage, some of the short video advertisements are disconnected from the consumer's willingness and are not innovative, which makes consumers resist short video advertisements. The theory of difference threshold suggests that enterprises can greatly explore potential users by delivering a moderate amount of short video ads, and the moderate amount of ad delivery will increase the presence of the product.

3.3. Research Design

3.3.1 Research samples and data collection

This paper understands consumer psychology using a questionnaire survey, the research object is short video users, the questionnaire survey was issued from November 20 to November 21. The questionnaire distribution platform for WeChat, QQ, Weibo, Xiaohongshu and other major social platforms, cell phone questionnaires for 162, after removing the invalid questionnaires 35 remaining 127 questionnaires, the effectiveness rate of 78.39%, the questionnaire survey, including the advertisement and the user's basic information understanding, through whether users understand the short video advertising, whether to brush the short video to understand the buyer's willingness. Consumers' perceived value will make them have a strong willingness to buy, so the products presented by enterprises in short videos should show the function, quality and service of the products as much as possible, so as to facilitate consumers to better perceive the value of the products and generate purchase intentions [2]. The questionnaire survey includes the understanding of the advertisement and the basic information of the user, and the willingness of the buyer is understood through whether the user understands the short video advertisement and whether he or she swipes the short video.

Figure 1 and Figure 2 show that from the age and gender point of view, 18 to 25 and 40 to 50 years old people use short video software more, also reflects that middle-aged and young people are the main users and consumer groups of short video, and gender point of view, the gender proportion of the use of short video software does not differ much, and it can ensure the authenticity of the data and have the existence of significance.

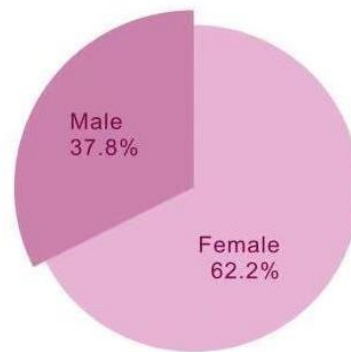


Figure 1. The gender ratio of the respondents to the survey

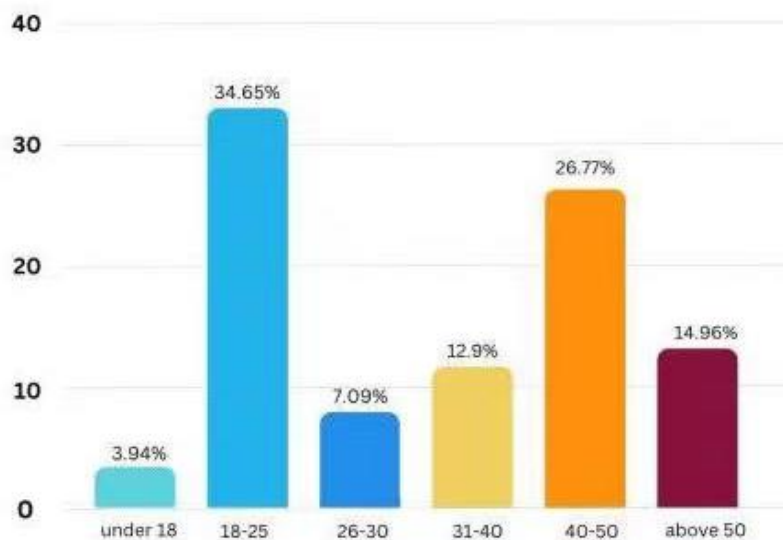


Figure 2. Age composition of research subjects

3.3.2 Data analysis and research

Based on the AIDA model survey analysis, Figure 3 illustrates that short video users prefer to accept cost-effective, good reputation advertising. The sampling survey shows that through promotional activities, special seconds, live benefits, etc., these methods are more likely to enhance the consumer's willingness to buy and demand, based on the theory of impulsive consumption to analyze these data, it can be found that the customer is in line with the planning of impulsive customers have some kind of purchase demand, but did not determine the Purchase place and time. Such as learning short video activities to sell concessions, specifically to the video or live studio, but no specific shopping list, buying some kind of "bargain" is impulsive, and due to the promotional susceptibility, especially in the short video delivery of some of the high-priced goods, high promotional susceptibility of consumers to the relative value of the commodity concessions are very sensitive to the choice of a higher relative value of the concessions. high relative value of concession goods. However, for high-luxury brands, concessions need to be moderate. This is because concessions will reduce their value, lose loyal users, and lose the brand's original positioning.

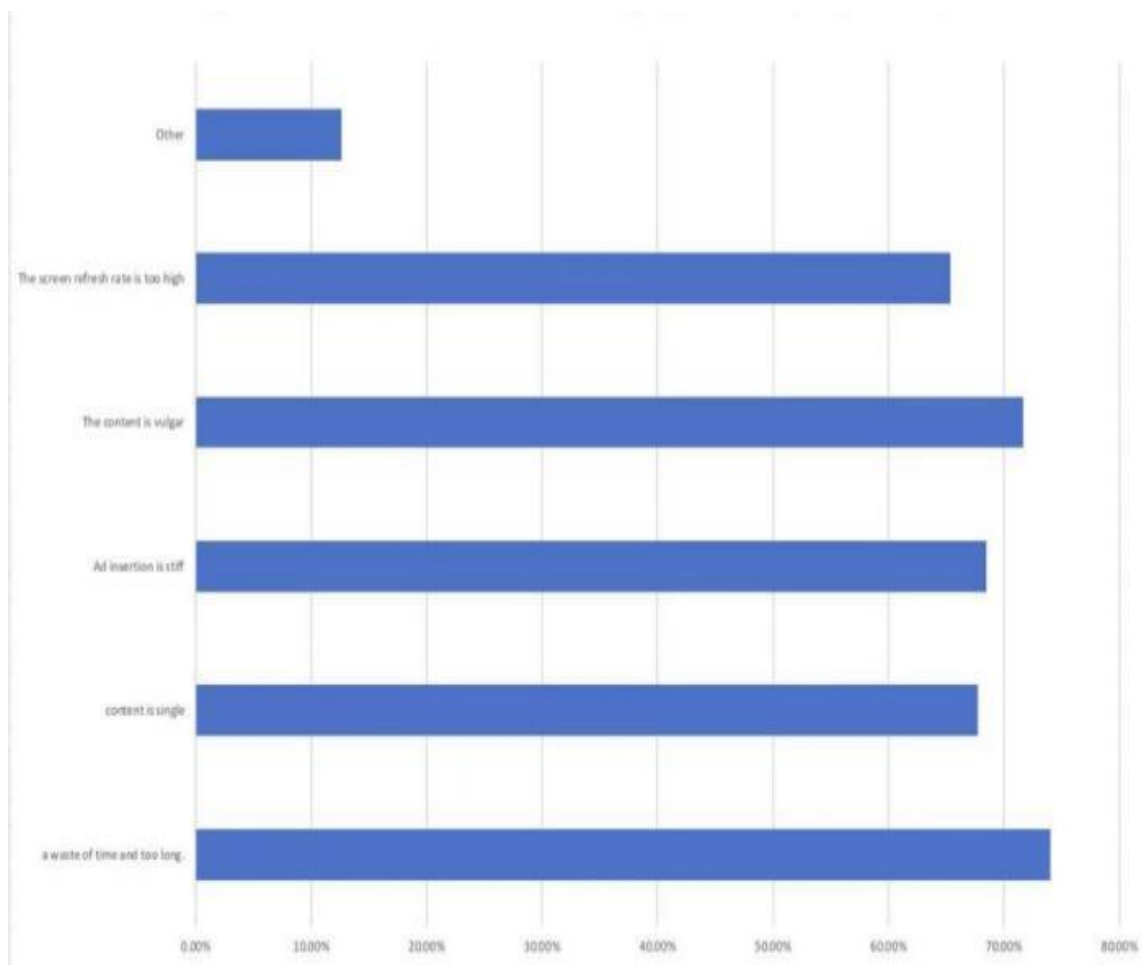


Figure 3. Types of short video advertisements in the survey target scheme

From the aspect of attention in the AIDA model, the delivery of a moderate amount of short video advertisements, so that consumers are initially aware of the existence of the brand and products can attract the attention of consumers. Or buy samples of trial packs to send consumer coupons and other activities, good use of "physical" or "evidence" to allow customers to experience the uniqueness of the product. Enhance the interactivity of short videos to involve customers in the sales process. This step starts with a foundational link to a new user. Thus planting the seed of the brand in the minds of the customers. However, over-delivery can cause serious damage, making consumers averse to the presence of the brand and product and losing brand image.

From the aspect of interest in the AIDA model, short videos with creativity, novel content, and interesting forms are more likely to attract users to watch them, which is a key step in attracting consumers' interest in the product after paying attention. Designing diversified ways to present the product in combination with the story, preventing the single, boring storyline from causing consumer fatigue. You can design a longer plot of continuous broadcasting story, timely implantation of products in the story, sustained attention is conducive to deepen the consumer's impression of the goods, triggering the establishment of the emotional basis of the purchase behavior [3]. In the theoretical basis of impulse consumption in the context of novelty, the form of interesting and more likely to cause purely impulsive customers to have no prior desire to buy, without going through the normal consumer decision-making process, the temporary decision to buy.

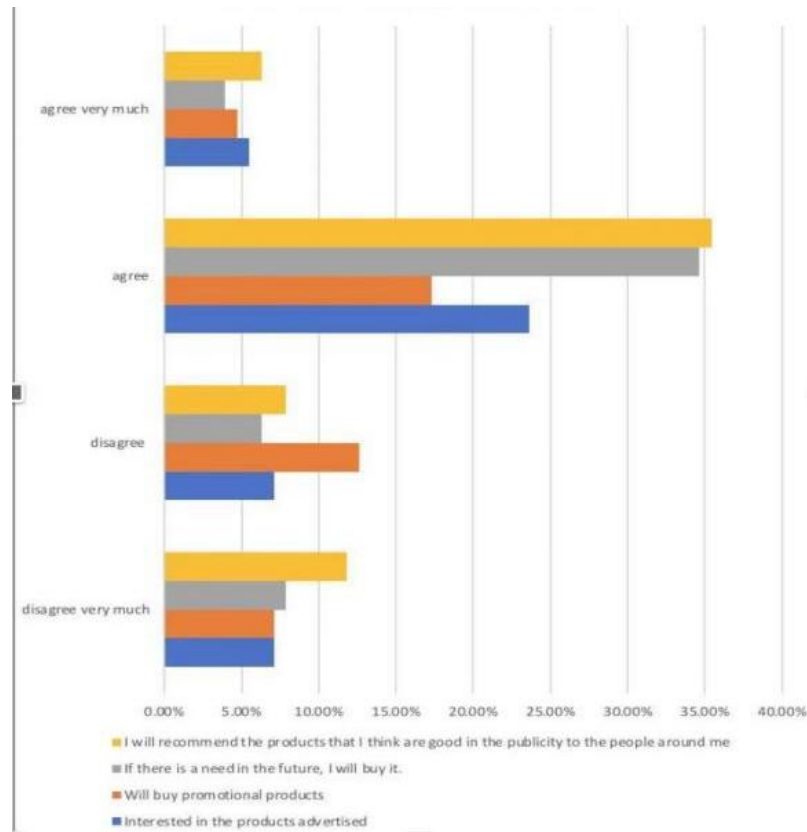


Figure 4. The attitude of the respondents to the products promoted by short videos

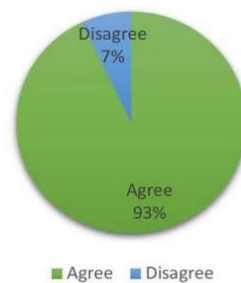


Figure 5. The proportion of the number of people with the existence/no exaggerated publicity of short video advertisements

The purchase is a complete departure from the normal selection of goods and trademarks. It is a sudden behavior, out of a psychological reaction or emotional impulse, and thus a direct order to buy. Figure 4 shows that 38.59 percent of the survey respondents said that if there is a need in the future, they may be able to buy the recommended products and will also recommend good products to the people around them, proving that the short video to a certain extent for the company to explore the potential users, but also proved that the attention and the basis of the validity of the initial link, but in fact, it will also be the enterprise will bring additional economic benefits. However, Figure 5 demonstrates that over-exaggerated propaganda, hard ads, too long, single form, and other factors will reduce the consumer's willingness to buy and willingness to watch, 92.91 percent of the survey respondents said that the short video ads have exaggerated propaganda and other behaviors, which can not promote the consumption of the consumer instead of causing consumer resentment so that a large number of users are more willing to scratch away from the ads. Through the design of short video marketing, this paper bring direct integration of customers and bring direct benefits to short video platforms, brands and merchants. In addition, this paper should also consider how to improve customer indirect integration by promoting [4]. Customer inspiration and ensure the long-term benefits of brands and merchants through recommendation, forwarding, customer knowledge sharing

and other means [5]. This way of inserting advertisements not only does not leave a good impression but also loses the potential market.

According to the desire aspect of the AIDA model, when stimulating the customer's desire to buy, the customer needs to believe that he wants to buy this product because he needs it and that the product he needs is exactly the product that the short-video promotional push recommended to him to buy. In the display of commodity information, compared with static graphics, merchants can make more use of short video tools, the use of short video flexible and rich three-dimensional expression of the characteristics of the goods conveyed to the buyer, through the visual impact, to facilitate the use of consumers on the use of commodities, the effect of the use of a certain understanding and expectations based on perceptual and emotional experience, thereby promoting the desire to buy [6]. Therefore, when making a short video, it is important to emphasize the uniqueness of the product in a short period. It is important to draw out the needs of consumers and confirm them, to confirm the features of the product, to promote the features of the product, to explain what benefits the features of the product can bring to consumers, and to make the customers confirm these "benefits".

In the action aspect of the AIDA model, some "emergencies" can be taken to make consumers place orders as soon as possible. Such as "the original price will be restored tomorrow", "only the last activity", and the emergency to make customers feel that they have to buy quickly, can not be delayed, so that customers take early action to buy. To achieve better marketing effects, grass-planting short videos should further empower and empower users, create conditions for diversified communication and expression, and pay more attention to users' value creation activities [7]. And it can create a good word-of-mouth atmosphere, provide good after-sales protection services, and so on. From the public opinion environment and other aspects, stimulate consumers to buy.

Based on Maslow's hierarchy of needs theory, short video ads need to analyze the psychology of consumers and find their own positioning and target customers. Promote the search for one's value in many ways, from the physical to the self-actualization. Different short video advertisements are formulated for different levels of target customers, making short video advertisements more overlap with the psychological needs of consumers. Avoid situations where there is a disconnect between short video ads and consumer needs.

In terms of agricultural products, there are research suggestions to encourage growers of special agricultural products to use new rural e-commerce models such as short videos and live broadcasts. In the context of the development of digital economy, short videos and live broadcasts can allow customers to directly watch the planting and production process of special agricultural products, realize the virtual product experience, and provide new ways to sell special agricultural products, to promote farmers to increase their income [8]. In fact, it's not just agricultural products, but any product pushed by short videos is the same. Increase its sense of superiority and demand for social relations, improve the understanding of warm advertising information, and enhance consumers' willingness to buy products [9]. And the short video advertisement production can be made in different styles from social factors, cultural factors, and personal factors respectively to increase the number of users.

3.3.3 Weakness in research

There are limitations in terms of the age of the study population, the number of study participants is not generalized enough, and the male to female gender ratio of the survey respondents is 61:101, and the gender differences in the study may also have an impact on the willingness to buy.

3.3.4 Suggestions for research

Social media advertising has become one of the most important forms of advertising at present [10]. Be sure to take advantage of this opportunity to successfully promote the product. It is recommended that enterprises use the SWOT model to understand their strengths and make up for their shortcomings, and in terms of publicity, it is more necessary to use creative, innovative content of short videos, and use the AIDA model to understand the consumer's willingness to buy, to avoid the situation of short video advertisement publicity and the consumer's willingness to buy out of touch,

and more appropriate delivery of ads, to plant the seeds in the minds of consumers, and then turn potential users into loyal users.

4. Conclusion

Through the study, this paper finds that short video advertisements have diversified influences on consumers' purchase intention: short video advertisements with creative and novel contents are more likely to attract consumers to watch, and advertisements with high cost-effectiveness and good reputation are more likely to arouse consumers' desire to purchase; on the contrary, exaggerated propaganda, clichéd contents, and too long time will make consumers feel disgusted and reduce their desire to purchase. Therefore, this paper suggests that short video ad publishers should use creative advertisements with good reputation and high cost performance to maximize consumers' interest and increase their purchase intention.

The main contribution of this paper is to explore the relationship between short video ads and consumers clearly and to understand the different impacts of different products on consumers, which is conducive to a better understanding of consumer psychology.

The current study has limitations in the sample of research subjects and the number is not common enough, future research should select a larger sample capacity for research, to produce more accurate data analysis results.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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