

Exploring the Influence of Video Forms on Consumer Behavior

-- Taking Unpacking Video as an Example

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Abstract. At present, e-commerce platform has become the main channel for people to shop, which has produced great economic value. Among them, consumer behavior is the key factor to improve the economic effect of e-commerce platform, and short video marketing, as an important marketing method to promote consumers' consumption at present, has a significant influence on consumers' consumption behavior. In the new era, people have become more and more inclined to watch videos to get information or relax themselves. However, the massive information makes attention become the scarcest resource in this era, and short video applications led by Tik Tok stand out. This article takes unboxing evaluation short videos as the research object, and conducts empirical analysis on the four dimensions of short video content marketing, namely informative content, authentic content, interesting content, and emotional content, with trust and perceived value as mediating variables, and consumer purchase intention as dependent variables. The results showed that the marketing dimension of evaluation based short video content had a direct impact on purchase intention, with trust and perceived value playing a partial mediating role between the two.

Keywords: Video Format; Consumer Behavior; Unboxing Video.

1. Introduction

China currently has the largest number of Internet users (1.011 billion) and the most active social media environment in the world. According to the survey, more than 600 million people visited social media regularly in 2017, from video sharing platforms such as TikTok and Youku to social media platforms such as WeChat and Sina Weibo [1]. Among them, social media platforms are growing at an alarming rate, attracting millions of new users from different platforms. Short video is a social platform with no more than ten seconds, with smart phone as the main medium, free from time and space constraints, high public participation and convenient dissemination, and it is also one of the tools for users to share socially [2]. From the formal point of view, short videos are similar to traditional TV and other media communication advertisements, but they have low production costs and diversified contents, which can more easily interact between the audience and advertisers [3].

On e-commerce platforms, the presentation of short video information can not only provide users with a smooth and realistic viewing experience, but also shorten their purchase time. Compared to other marketing methods, content marketing can establish a close emotional contract relationship with users by influencing their emotions, thereby narrowing the distance with consumers; By enhancing consumer interaction and participation, we aim to cultivate customer trust in the brand and ultimately achieve the goal of generating product stickiness. Evaluation type short videos are a category of short video marketing promotion [4]. Due to their objective, accurate, and personalized evaluation and recommendation, consumers can quickly and centrally grasp product characteristics in the complex product information, thereby shortening purchase decisions and saving time and cost of searching for products. Therefore, they are highly popular among fans. The clothing evaluation short videos are an exceptionally popular sub field in this category, and are also a type of short videos that young and fashion-conscious women pay close attention to [5].

Because online shopping clothing can't be tried on in person like a physical store, and you can't feel the material and fabric of clothing, there will inevitably be many phenomena of stepping on thunder, and the appearance of short videos of clothing evaluation can provide consumers with more accurate suggestions on buying and wearing [6]. Therefore, it is necessary to study the characteristics

of products promoted by posts in order to clarify the influence of the activities intention of influencers on consumers' buying behavior in the context of sponsored posts. We will pay special attention to the influence of different product types (search vs. experience products) on consumers' attitudes and behaviors [7].

Based on this, this article will explore the internal mechanism of the impact of influencers' activity intentions on consumer purchasing behavior. The research results will help marketers and social media influencers enhance the marketing effectiveness of sponsored posts. This study will explore the relationship between social media influencers' activity intentions and consumer purchasing behavior through online experiments, as well as the mediating role of consumer perceived invasiveness. It also considers the moderating effects of product types (search-based products vs. experiential products) and social and structural bonding strategies.

2. Exploring the Impact of Video Forms on Consumer Behavior

2.1 Research on Short Video Related to Clothing Evaluation

Short video is a new form of video, which counts in seconds, mainly relies on mobile Internet terminals to achieve instant shooting and beautification editing, and can be uploaded, shared and seamlessly docked in real time on online social platforms. With the popularization of mobile terminals and the acceleration of the network, short and fast spread content quickly gained the favor of audiences and platforms, and achieved the effect of viral spread on social platforms such as Weibo and WeChat [8]. For the related concepts of short videos of clothing evaluation, most scholars have not defined them. The short video of clothing evaluation is a new content type in Tik Tok. Therefore, the short video of clothing evaluation, the research object of this paper, is defined as: short video of clothing evaluation is a vertical field of short video subdivision, which mainly provides some suggestions on buying and wearing for people who are not good at wearing and often trample on buying clothes through short video transmission [9]. Unlike fashion bloggers, clothing evaluation short videos should have sufficient information, authenticity, fun, and emotional content to attract traffic. This can help the audience avoid thunder and learn relevant fashion techniques, thereby stimulating consumers' willingness to purchase. The opening screen advertisement of "Dynamic Lip Makeup Diary" cooperated by Tiktok and Estee Lauder achieved a high click rate of 12.03%. The single page information flow advertisement is the advertisement directly played in the video. Click the "View Details" button at the bottom of the video to enter the promotion landing page [10]. The difference between a single page advertisement and a native advertisement lies in whether the advertiser has a Tiktok account. Because the single page advertiser does not have a Tiktok account, the video does not support comments, sharing, or attention.

Softcom is usually commissioned by advertisers to customize creative videos by online celebrity or short video experts, so as to plant brands. When users watch them, they will subtly accept the marketing information to be spread in the videos, so as to improve their awareness of the brands, thus promoting their purchase behavior. In addition, some studies pay special attention to the promotion of specific product categories. For example, studies focusing on the recognition of food show that food is often promoted by influencers, and these foods are often unhealthy or non-core (that is, high-fat and high-sugar foods). Compared with some core foods, non-core foods are often described too much, while unhealthy products are often labeled with brands, positive descriptions and so on, and become part of marketing activities. In addition, a discourse analysis of some posts posted by online celebrity on Instagram to promote e-cigarettes shows that e-cigarettes are usually associated with an ambitious, exclusive and healthy lifestyle. Under the premise of considering many factors such as price, effect, material and composition, consumers finally produce consumption behavior. Figure 1 is the path of consumer behavior.

From Figure 1, it can be seen that consumers will consider multiple factors when consuming. Many consumers have a preliminary understanding of the product through short videos and discover

whether they need it based on their actual situation. The joyful emotions brought by this product effect can stimulate customers' shopping desire and ultimately lead them to complete their shopping.

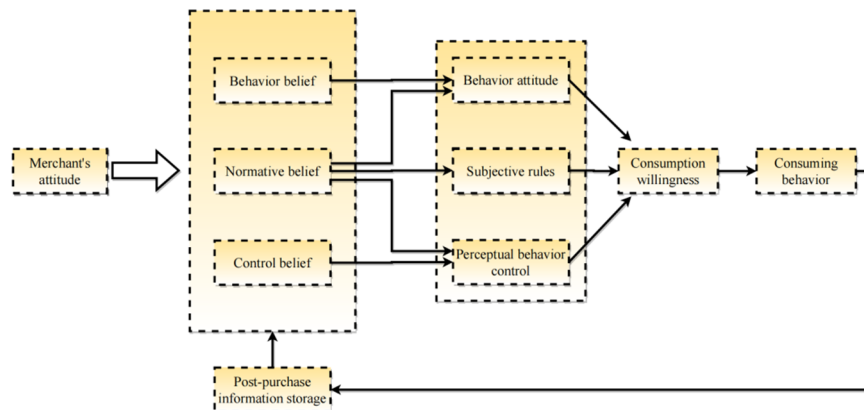


Figure 1. Generation Path of Consumer Consumption Behavior

2.2 Research on Relationship Bonding Strategies

Relationship marketing is a new and old concept. The concept of winning customers' favor and loyalty by satisfying their desires and needs is not unfamiliar to the earliest businessmen. A scholar has quoted a Middle Eastern proverb from ancient trade: as a businessman, it's best to have friends in every town. However, the vigorous development of relationship marketing, which involves establishing a conceptual framework to understand its attributes and study its possibilities, has been slow to develop. Life satisfaction is a subjective evaluation of an individual's quality of life based on internal standards, which naturally includes various aspects such as consumer satisfaction. Although there are currently few articles on content consumption and life satisfaction, this study attempts to transfer relevant literature on product types and satisfaction, assuming that hedonic content consumption produces stronger life satisfaction than functional content consumption. In addition, consumers can see the product in short videos, outlining a rough image in their minds, and then observe the product with external imagination, which is their understanding of the product. Merchants who want to create a short video of their promotional products for consumers to see need to integrate the characteristics and effects of the products into one video content.

Guide consumers to recognize products according to the established direction, so as to further deepen their understanding and expectation of product effects, stimulate consumers' desire to buy, and thus trigger consumers' consumption behavior. As far as the media structure is concerned, most of them are "Internet aborigines", who are familiar with online shopping and even use it frequently. For consumers, if they want to buy a commodity, they will form a first impression through psychological activities such as feelings, and then judge whether they want to buy this commodity through detailed understanding and empirical analysis. Merchants usually show their corporate culture, brand value or commodity attributes by combining short videos with specific content. In this process, due to the strong interactivity and sociality of the short video platform itself, one-to-one and one-to-many communication brings the relationship between enterprises and consumers closer, and users gain higher participation and improve the affinity of enterprises. The comments and sharing from other viewers below the video stimulate consumers' desire to buy, further affecting consumers' purchase decisions. Information must first be filtered through the perceptual structure, and attention should be paid on the basis of contact before further learning. Learning here refers to learning in the psychological sense, that is, the input of information. When attention occurs, consumers begin to understand the information and gradually form an attitude, which determines that the final purchase behavior will happen. Reaction or output factors refer to the attitude change or behavior occurrence of consumers after perception and learning under the stimulation, including three reaction stages: cognition, emotion and behavior. Response refers to consumers' understanding and concern about product information, emotional response refers to the changes of consumers' inner attitudes and

emotions, and behavioral response refers to the changes of consumers' final attitudes towards products, the occurrence of purchase behavior and the tendency to choose brands.

3. A Study on Consumer Behavior based on Unpacking Video

3.1 Research Hypothesis and Scale Design

In recent years, the proliferation of social media sites has expanded the scope of word-of-mouth communication and amplified the impact of peer recommendations. The rise of social media has introduced a new type of peer endorsement, which is social media influencer endorsement. They can now share information one-to-many. Influencers are individuals or groups who establish their own audience through social media platforms and gain fame by publishing text and visual narratives of their personal lives on social media. They are known as "internet celebrities". In the sense of conscious social presence, consumers can perceive the presence of other participants and will communicate with them to learn more about product information and services. This will continuously dispel doubts in their hearts and trigger impulsive purchasing intentions. The intention and purpose of consumers being able to connect with other participants can increase consumer satisfaction and may trigger impulsive purchasing significance. Using AMOS26.0 for testing analysis, the specific coefficient path and significance level are shown in Table 1.

Table 1. Path fitting test

Way			Estimate	S.E.	C.R.	Hypothesis result validation
Purchase intention	←	Informative content	0.73	0.035	***	Sustain
Trust	←	Informative content	0.773	0.152	***	Sustain
Perceived value	←	Informative content	-0.035	0.001	0.071	Sustain
Purchase intention	←	Authentic content	0.563	0.071	0.001	Sustain
Trust	←	Authentic content	0.001	0.623	***	Sustain
Perceived value	←	Authentic content	0.174	-0.035	***	Sustain
Purchase intention	←	Interesting content	0.049	0.174	***	Sustain

The standardized path coefficients of information type to purchase intention, trust and perceived value of clothing evaluation short video content marketing are 0.73, 0.563 and 0.773, and the corresponding P values are all less than 0.001, which shows that it is significant at the level of 0.001 and supports the original hypothesis. The standardized path coefficients of authenticity of content marketing to purchase intention, trust and perceived value are -0.035, 0.174 and 0.001, and the corresponding P values are 0.071, 0.001 and 0.049 respectively, which supports the original hypothesis.

3.2 The Influence of Social Presence on Impulsive Purchase Intention

In the live streaming of clothing e-commerce, consciousness, emotion, and spatial social presence are the three analytical dimensions of social presence in this study. At the same time, corresponding research hypotheses are proposed for the impact of these three analytical dimensions on consumers' impulsive purchase intention. Through the analysis of questionnaire data, it is proven that consciousness, emotion, and spatial social presence in the social presence dimension have a significant positive impact on consumers' impulsive purchase intention, some research hypotheses

have been empirically studied. When consumers are in the e-commerce live streaming environment, they will demonstrate the professionalism and reliability of other relevant parties as e-commerce platforms, e-commerce live streamers, and other consumers continuously increase their understanding of their own existence and knowledge. Attract users to purchase recommended products and generate impulsive purchasing intentions.

The path coefficient of spatial social presence and concentration in flow experience is 0.086, $P < 0.001$, which shows that spatial social presence has a significant positive effect on consumers. The path coefficients of spatial social presence, concentration and control are 0.089 and 0.079, respectively, and the P values are 0.031 and 0.559, respectively, $P > 0.05$, which shows that spatial social presence has no significant influence on the generation of user concentration and control. Consciousness and social telepresence in space will positively stimulate flow experience and thus produce impulsive purchase intention. That is to say, in the process of e-commerce live shopping, when consumers watch the e-commerce live broadcast, they feel that they are indistinguishable from the real world through direct or indirect observation or communication with other interested parties, which will continuously weaken the user's alert and alert psychology. At the same time, consumers are very familiar with the e-commerce live broadcast platform and anchor, and they know other consumers' suggestions thoroughly, which is also easy to weaken their distrust. In the process of deeply understanding the e-commerce live broadcast, it is very easy to enter a state of concentration and pleasure, and unconsciously enter a state of flow experience. The sustainable development of e-commerce live broadcast is inseparable from the supervision inside and outside the platform. The e-commerce platform also strengthens supervision, constantly standardizing the behavior of e-commerce platform merchants and e-commerce live broadcast anchors, ensuring the quality of live broadcast content and avoiding excessive publicity. At the same time, protect consumers' rights and interests, and timely handle the information of relevant complaints. Therefore, consumers should control their irrational emotions, reduce unnecessary impulsive purchases, understand the parameters and quality of current products, learn to adhere to their real needs, make scientific and routine purchase decisions, and also reduce the troubles and losses caused by returning goods after purchase.

4. Conclusion

The rise of short video apps has provided new entertainment, learning methods, and quietly changing consumer behavior through various marketing methods for netizens. At the same time, the socialized nature of short video platforms enhances user interaction and enhances user stickiness. Women are far more enthusiastic about shopping than men, so although they are also concerned about the shopping risks associated with using shopping models, they are far less concerned than men. Adults and middle-aged people are more concerned about the shopping risks associated with using new shopping models, which also makes them less enthusiastic about new shopping models. Content marketing has a positive impact on trust. The informational content, authentic content, interesting content and emotional content in the short video content marketing of clothing evaluation positively affect trust; The short video content marketing of clothing evaluation positively affects the perceived value. The informational content, authentic content, interesting content and emotional content in the short video content marketing of clothing evaluation positively affect the perceived value; Trust positively affects consumers' willingness to buy; Perceived value positively affects consumers' willingness to buy; And trust and perceived value play an intermediary role in the influence of clothing evaluation short video content marketing on consumers' purchase intention.

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