# Research on the Influence Mechanism of Vibrating Short Video on Young People's Consumption Behavior

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**Abstract.** With the continuous upgrading of IT and the growth of social media, short video has become one of the important ways for the public to get information in their daily life, and it also promotes the change of traditional marketing. With the increasing improvement and perfection of short video platform products and functions, the value of short video traffic has been continuously upgraded and fission, and it has gradually changed from pure entertainment at the beginning to potential cash flow such as planting grass and bringing goods. High-quality short video content has brought more business opportunities and dividends, and the short video industry has gradually been seen and paid attention by more enterprises, becoming the key area of enterprise marketing investment. As a new network marketing model, short video is developing vigorously, which has a great influence on the consumption behavior of young consumers. This paper discusses the consumption characteristics of young people, analyzes the influence mechanism of short vibrato videos on young people's consumption behavior, and puts forward some countermeasures to guide young people to establish a correct consumption view.

**Keywords:** Short Video; Tik Tok; Consumer Behavior; Internet Marketing.

## 1. Introduction

With the advent of the mobile Internet era, facing the information bombing and fragmented information dissemination, the audience's role has gradually changed from passive acceptance of corporate marketing information to active search and acquisition of valuable content in massive information. Short video has become a new popular culture and social language based on its low threshold, strong participation and strong connection extensibility [1]. From the visualization of artistic expression to the visualization of daily life, visual culture has become an indispensable part of social and cultural life. Visual form, as the main form of expression and output, has become the normal environment that wraps up the public life, and visual media has occupied the personal daily living space [2]. These user portraits of different ethnic groups provide the possibility for precision marketing [3]. Short video marketing refers to the stage of letting consumers know about products and then buy them through short videos [4]. Re-examining the consumption of young people's short videos in the context of visual culture shows that short videos not only meet the needs of today's young people's visual socialization, but also give them the right to speak in cultural production and dissemination [5].

From the technical point of view, the rise of short video is the product of the interaction between Internet technical support and visual culture. From the tool level, the popularity of short videos caters to the needs of young people's rapid content consumption and the trend of rapid change of popular elements [6]. From the media level, short videos give young people a new dialogue mode and interaction space. Young people are the main body of short video consumption. The so-called short video consumption refers to the experience stage of self-empowerment, self-entertainment and self-discovery by seeking information, meaning and fun through short videos in the interface of visual technology and Internet technology [7]. Short video marketing will have a direct impact on consumers' purchasing decision-making psychology and behavior, so it is necessary to fully understand the impact of consumers' purchasing decisions and conduct in-depth research and analysis to ensure the good growth of short video marketing [8-9]. This paper discusses the consumption

characteristics of young people, analyzes the influence mechanism of short vibrato videos on young people's consumption behavior, and puts forward some countermeasures to guide young people to establish a correct consumption view.

## 2. The Rise of Vibrato Short Video

The consumption behavior mode integrated with e-business short video is different from the previous consumption behavior mode. From the product level, short videos are more intuitive than pictures and words, and carry more information. Moreover, short videos are easy to incite emotions and resonate with users, thus guiding them to consume. It is a short video social software in Tik Tok. It has led the trend of the Internet new media era with its simple production, vivid and interesting content, visual forms and diversified mobile usage scenarios, and has also become a hot marketing channel in various industries. According to the characteristics of the target users in Tik Tok, the products are constantly polished around the core functions of the products, and efforts are made to make video loading and playing smoother, making video shooting simpler and more interesting, and enhancing the user experience. When consumers browse short videos, they can connect the video scene with the shopping scene by clicking online behaviors such as "buy-buy-turn-back". Consumers can jump between content-commodity-content in the form of seamless docking, thus realizing behavior transformation.

Tik Tok mobile short video has gradually become a new world for users to share life with its more friendly, flexible and intelligent features. Tik Tok's novel communication mode and humanized interactive experience have attracted more and more users. At the same time, e-business short videos also collage virtual scenes with real scenes to promote their integration and symbiosis.

## 3. The Influence of Short Video Marketing on Young Consumers' Purchase Decisions

### 3.1 Influence on Decision-making Psychology

When consumers have the subjective will to buy goods or services, they will first make use of psychological activities such as feeling and intuition to form a preliminary impression of the goods or services, and then observe and analyze the attributes of the goods through psychological activities such as imagination, memory and thinking, which belongs to the stage of consumers' psychological cognition of goods. Compared with traditional TV advertisements, short video platform has high-efficiency communication effect. Only by having high-quality video content and knowing how to use the recommendation mechanism of the platform reasonably, we can get better communication effect with less cost. After making short videos of enterprise products, services, brands and other information, use relevant platforms to show them in consumers' field of vision. In the stage of browsing, consumers can understand the information and attribute data of goods and services, and then form their psychological cognition of goods according to their own experience, stimulate their desire to buy, and make psychological purchasing decisions.

Tik Tok will make recommendations according to users' viewing preferences and personal browsing habits, so that the content can be conveyed to the target users. As long as the video works have passed the examination, they can be recommended. Because each consumer's social environment and personality are different, they will form different emotions and attitudes in purchasing decisions. Whether consumers can meet their own needs and form a tendency of inner experience or attitude when purchasing goods or services belongs to the emotional stage of consumer psychology, which together with the cognitive process has an impact on purchasing decisions. The interaction of users in social platforms can't be ignored for enterprises. Enterprises can not only improve the activity of users and increase the attention of their accounts by interacting with netizens. Before consumers make a purchase decision, there will be a lot of demand for goods, but if they can't meet all their needs within the same time range, there will be conflicts in purchasing motivation. In

this case, consumers will sort their purchasing motives according to the importance and priority of their own needs, and finally form a deterministic purchasing decision.

### 3.2 Impact on Decision-Making Behavior

Young people are rich in heart, keen, full of fantasy, and brave in creating short videos. Video marketing is characterized by low cost. It mainly promotes micro videos of products and brands in short video platforms, attracts users, enables them to form the attention of product information and brand information, stimulates users' purchasing needs and desires in commodities, and enables them to make purchasing decisions. Usually, after watching the short video marketing content, consumers have an understanding of the information of the goods. If the goods can meet their needs, they will have a positive emotional color, have a pleasant and happy inner experience, enhance their purchasing desire and make purchasing decisions. However, if the products or services in short video marketing can't meet consumers' inner needs, they will have an unsatisfied type of experience, which will have an obstructive impact on consumer decisions. Compared with traditional TV advertisements or advertisements published by the media, short video marketing can effectively reduce the publicity cost and provide more operational space for enterprises in marketing.

In the short video era, content is the king, relying on interesting and eye-catching content, injecting brand information or publicizing brand culture and brand values can help brands quickly enter the market and enter the hearts of consumers. The content production mode of short video shows diversified characteristics, which triggers users to take the initiative to participate in shooting, producing and publishing short videos, and also gives birth to a number of professional content producers and organizations. Vibrating short video platform tries its best to introduce new products to them. A certain product with social popularity will arouse their great interest and desire to buy, and the purchase motivation will also be formed. When consumers need to buy some goods or services, they will search and screen in the short video platform, compare similar goods according to their own needs, know the quality and cost performance, and then choose a product that suits them. On the other hand, the inhibitory effect, that is, the behavior of stopping and interrupting the purchase of goods that do not meet their expected purchase decision goals.

## 4. Short Video Marketing Strategy

### 4.1 Improve Content Quality

In the stage of rapid progress of network information technology, consumers have deepened their cognition on the Internet level, and they are beginning to have a high vigilance against new things derived from the Internet. In the stage of making short videos, it is also necessary to set the video content according to the customer groups corresponding to the products. The stage of short video precision marketing is shown in Figure 1.

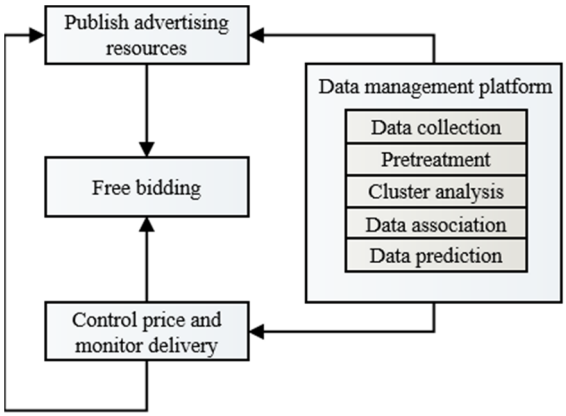



**Figure 1.** The stage of short video precision marketing

Through the interaction with consumers, build a trust relationship, create a good reputation and give consumers a better experience. In the stage of short video quality management, consumers can be invited to score and evaluate, and put forward suggestions on information quality, picture quality and other aspects. At the same time, it is necessary to effectively combine the content and information of consumer evaluation, further improve the production quality of short videos, and provide help for effective marketing.

### 4.2 Improve the Novelty of Short Video Marketing

Cultural participation can enhance social understanding, social cohesion and social development, and help to improve the ability of youth groups to make wise judgments on issues, thus improving the cyberspace environment and promoting youth groups to form an effective social consensus based on rationality, mutual understanding and value identification. In the long run, whether young people participate in cultural activities or not, they will benefit from these better decisions. The precision marketing service architecture based on big data analysis is shown in Figure 2.

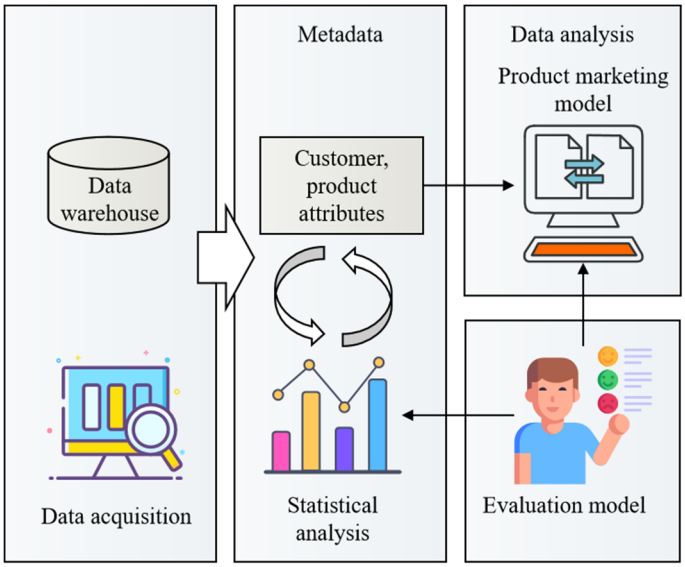



**Figure 2.** Precision marketing service architecture based on big data analysis

In order to enhance the novelty of short video content and information, we can first carry out market research activities, investigate different age groups and types of consumers, analyze the requirements of various consumer groups for short video time, content characteristics and information characteristics, and innovate the content and form of short video according to the needs and characteristics of various consumers. Therefore, we should not only rely on market forces to produce cultural "commodities" at the optimal level of society, but should actively mobilize the strength of youth groups to cultivate young people as the main force of cultural participation and cultural creation.

## 5. Conclusion

If short videos lack novelty and innovation, or blindly increase traffic, it will be difficult to attract more consumers' attention. As a media tool, short videos narrow the digital divide and break the geographical boundaries. A certain product with social popularity will arouse their great interest and desire to buy, and the purchase motivation will also be formed. Both urban youth and rural youth can rely on short videos for cultural sharing. For young participants who actively contribute to the content and participate in the interaction of cultural production, short video is the main medium for social contact among young people, the power support for cultural inheritance and innovation, and provides new social power for young people to carry out cultural production, cultural practice and cultural creation. When consumers need to buy some goods or services, they will search and screen in the

short video platform, compare similar goods according to their own needs, know the quality and cost performance, and then choose a product that suits them.

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