

Influence of Social Media Short Video Marketing on Consumer Brand Attitude

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Abstract: More and more people favor short videos due to their short duration, high entertainment value, ease of production and sharing, increased network speed, and coverage of mobile terminals. Short video marketing has become the primary marketing tool for businesses owing to their strong interaction, high promotion efficiency, low cost of marketing, and positive user experience. In this context, optimizing the effectiveness of short videos for marketing has gained a lot of attention. Specifically, this study examined the influence of social media short video marketing on consumer brand attitude. This study employed three independent variables, one intermediate variable, and one dependent variable, totaling five variables. The three aspects of short video marketing—interesting content, scenario-based experiences, and user participation were also assessed. The dependent variable is brand attitude, while the mediator is brand perception. 385 people who used short videos from Beijing participated in this study. After analyzing with SPSS, the study revealed that interesting content, scene-based experiences, user participation, and interaction positively affect brand attitude. Likewise, brand perception acts as an intermediary between short video marketing and brand attitude.

Keywords: Short video marketing, Interesting content, Scenario-based experience, User participation interaction, Brand attitude, Brand perception.

1. Introduction

With the expansion of mobile terminal coverage and the improvement of network speed, short video is favored by many people. According to data from the Statistical Report on the Development of Internet in China [1], the number of short video users in China has exceeded 1 billion in 2022.

The short video content is usually rich and refined, so it adapts to fast-paced life. Also, the mode of the vertical screen is in line with the habits of mobile users and the application of artificial intelligence technology such as face recognition makes the short video more entertaining and interactive. Compared with plain text, internet users prefer video formats with rich content, vivid images, short time, and large amounts of information.

The huge user base and popular format have led many enterprises and brands to use short videos to promote their brands, products, services, and corporate culture. However, short video users accounted for 94.8% of all Internet users in 2022 (as of December 2022, the number of Internet users in China reached 1.067 billion). The short video traffic dividend has peaked, and stock competition is now prevalent in the industry. Enterprises and brands must improve the effectiveness of short video marketing to have the opportunity to stand out.

Compared with traditional media marketing, short video marketing has the characteristics of low marketing cost, high promotion efficiency, strong interaction and good experience. Enterprises can quickly make short videos with information about the brand, product, service, concept and other content. By watching these short videos, consumers can obtain information and attribute information about brands and products, and deepen consumers understanding of brands and products. This therefore improves brand recognition and awareness. If the information brands and products transform

through short videos can meet the consumers' requirements, it will generate positive attitudes among consumers. By interacting with consumers on the short video platform, brands can shorten the distance with consumers, enhance consumers' trust, and improve brand influence, credibility, and popularity. The scene-based experiential marketing method makes it easier for consumers to feel the value and advantages of products and stimulates consumers' desire to try brands or products. Contrarily, if the short video content cannot meet the needs of consumers, it will affect the brand negatively.

In this manner, the researcher determined the types of short video content that can affect consumers' brand attitudes positively. Most studies today look at how buying intentions or actions are affected by the content of short video marketing. However, there is not much research on how these videos affect people's feelings about brands.

1.1. The Objective and Model of the Study

In order to examine the influence of short video marketing on consumer brand attitude, the paper adopted the relationship model developed by Liu et al. [2-1]. This model applied short video marketing of social media as the independent variable, brand perception as a mediator variable, and brand attitude as a dependent variable. The short video marketing was divided into three dimensions: interesting content, scenario-based experience and user participation interaction.

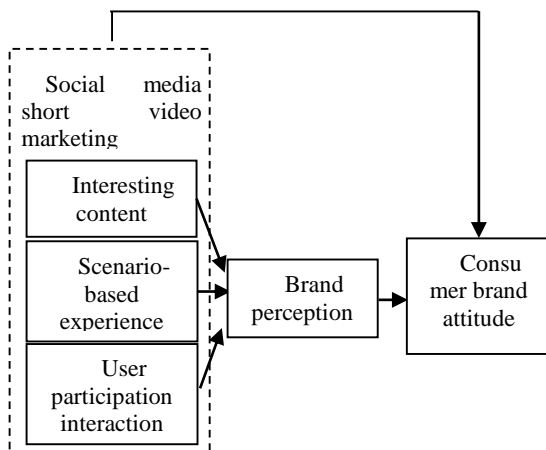


Figure 1. Research model

Consumer brand attitude, the dependent variable, is the consumers' overall evaluation of the brand. The attitude could be positive or negative, last for a long time and could be changed if people gain new experience or reflections.

Brand perception, the mediator variable, is how consumers see and feel about a company or product (here brand). It is how customers interpret and react to messages, experiences, and interactions with a brand.

Short video marketing, the independent variable, is in essence content marketing. The content attributes of short videos play an important role in the establishment and dissemination of the brand. The effectiveness of short video marketing in this study can be measured by three dimensions: interesting content, scenario-based experience and user participation interaction.

Interesting content grabs people's attention because it's new, entertaining, fun, or different. This makes consumers curious and interested, forming a strong connection to the brand. Short videos based on real-life situations provide accurate and easy-to-understand information for consumers. This helps blend consumers with brands naturally. When users actively engage with brands by expressing their opinions, thoughts, and ideas, they build emotional connections and trust with others. This interaction can influence how users feel and think about a brand.

1.2. The Conceptual Framework and Hypothesis

The Input-Process-Output (IPO) Model was the framework adopted in this study. All variables, the three aspects of short video marketing (interesting content, scenario-based experience, and user participation interaction), brand perception, consumer brand attitude, and the respondents' profiles serve as input for the study. In the research process, the researcher creates a questionnaire to gather responses from the participants and then uses a statistical technique to process the information and data. The evaluation phase involves analyzing and interpreting the data. Finally, the paper displays the intended outcome of the study: the effect of short video marketing on consumer brand attitude. Marketers can utilize these findings as guidance for their future short video marketing campaigns on social media.

The study tested the following hypothesis:

Ho1. The dimensions of social media short video marketing do not affect brand attitude.

Ho2. Brand perception does not mediate the relationship between social media short video marketing and brand attitude.

Ho3. There is no significant difference in the assessment of the respondents when grouped according to profile.

2. Literature Review

2.1. Brand Perception

Brand Perception refers to the habitual tendency of consumers to react to a brand in a way of liking or not, which is acquired through learning and strengthening. It is mainly manifested in the overall evaluation of a brand by consumers [2-2]. Brand perception is the foundation for consumers to recognize and understand brands, and can come from various sources, including consumer experiences, marketing communications and/or word of mouth.

Perception is about receiving and organizing stimuli from the external environment. Consumers are exposed to different kinds of stimuli when they make their own choices, those can be newspaper ads, billboards, television and radio commercials, or online ads. By looking at these commercials and being directed by these sensations, consumers create their perception of the commercial and following that, own perception of the brand. Consumers' perception of a brand uses its sensory organs, perceive a brand's brand image, brand culture and brand value, and then form an overall impression of the brand. The way brands are transmitted has a profound impact on consumers' perception of the brand.

As the new carriers of fragmented information, short video belongs to the category of a dynamic display of online products, which can enhance the attention value of the display content and the effective perception of the value of products by consumers compared with static display [4].

2.2. Interesting Content

Interesting content refers to the ability to fully mobilize the customer's emotions, arouse the emotional resonance of the customer, and bring fun to the customer [5-1]. Interesting and funny short video ads can attract attention and stimulate surprise and create pleasure. Hence, the intrinsic motivation (hedonic motivation) of consumers is inspired to share interesting advertising content or take action to buy products [6]. Hedonic attitudes (such as emotion, pleasure and enjoyment) are important to improve brand capability and purchase goals [7]. In online conversations, more interesting products and brands are mentioned more frequently than less interesting ones [8].

Negash found through empirical evidence that interesting content can mobilize customers' emotions, increase customer satisfaction, and influence customer follow-up behavior. When the company publishes interesting content, the customer will interact with the company more easily and happily. It will be easier to generate a satisfactory mood, so as to better provide the company with good ideas [5-2]. If the video is interesting and fits the theme that the user is interested in, the fact that the video is an advertisement can be overlooked by the user [9].

Customers' perception or impression of a product is directly influenced by the interestingness or authenticity of short video content [10]. Some scholars once pointed out that the interestingness of marketing content can arouse consumers' willingness to spread and share more than other characteristics, and the interestingness of content promotes consumers to have a positive image of the brand, and thus to have a positive attitude towards the brand. Rose [11] believes that the key to a good effect of content marketing is that the

information it conveys must be useful and interesting. If neither of them is satisfied, the expected marketing effect will be difficult to achieve.

2.3. Scenario-based Experience

The term "Scene" in movies and TV shows is where the term "scene marketing" first appeared. It alludes to a moment in a theater or motion picture. It is a particular representation of life that occurs in a certain time and space (mostly space), with particular duties or behaviors, or because of the relationships between characters. The value of building scenes lies in providing users with specific services in specific scenes, even predicting the user's next actions, and providing targeted services in advance.

Scene marketing is a marketing activity carried out in a certain scene. Its essence is to meet the real or potential needs of users in a specific scene. In the mobile media era, user information acquisition is highly fragmented. Users' experience in the scene becomes interesting, useful, and happy, thereby generating "empathy" for brands and products [12]. Wang et al. [3-1] also mentioned that the scene mode has a new change - paying more attention to consumer experience in the era of the Internet. Only by constructing from multiple angles, deeply interacting and increasing scene experience can we effectively achieve the expected goal of marketing. Enterprises are increasingly focusing on user experience in the marketing process and attempting to establish deep experiences to improve marketing efficiency. The purpose of deep experience is to let consumers infiltrate the scene, give the most profound sensory contact, and produce psychological touch, emotional resonance and role introduction [3-2]. Consumers can have a specific impression of specific products only after they have experienced it and tried it. This then has a final impact on consumption. The essence of scene marketing is to establish the connection between life and emotion through user experience, generate experience, integrate emotion, and make consumers get real experience and personalized experience through deep experience. Some scholars have found that situational information is helpful to consumers' positive perception of product image. Through the shaping of the scene, consumers' imagination and association can be aroused, and the motivation for appropriate scene layout can be found out, which can better stimulate the needs of consumers. Liu et al. [13-1] found that effective editing of short video scenes can enhance the willingness of consumers to watch the video.

2.4. User Participation Interaction

"Social media have led to a dramatic shift from mass communication to interactive digital communication" [14]. Communication scholar Denis Mcquail pointed out that in the new media era, active questioners, responders and communicators will replace passive listeners, consumers and target users in the traditional media era. When consumers are socially engaged, they may experience the brand by actively participating and interacting with it [15-1].

Persaud [16] pointed out that social media sites facilitate the generation of perceptions and attitudes as well as the formation and maintenance of relationships among users and between users and organizations. All of these factors contribute to a brand's reputation. According to Doorley and Garcia, reputation adds value to the actual worth of a company and is built on performance, behavior and communication. A key component of brand reputation is its

relationship with its public. For a brand to achieve a positive reputation with its public, it must establish a relationship that is two-way symmetrical, or mutually beneficial.

Due to the development and merging of new media technologies, interactivity now most commonly refers to the user's ability "to be both sources and recipients of content and interaction". Interactive brand pages on social media promote contact between customers and brands and affect the generation of favorable impressions of a brand [17]. Sharing a link to the official website of the brand, as well as promoting the sharing and dissemination of knowledge relating to the brand among consumers, can increase interactivity [18]. Marketers can also promote users' involvement through the submission of their statements, sharing feedback, and subscribing to the company website [19], these customer engagement practices are essential in enhancing experiences between brands and consumers [20-1]. The result enhances customers' semantic awareness of product characteristics and brand benefits [21], by facilitating customers to give their feedback to companies, thereby allowing firms to increase the worth of their products and services [20-2].

Users' participatory behavior is a critical construct to be pursued by brands, as it generates positive brand consequences. This proposition finds support in the area of traditional VBC, where users' participatory behavior is recognized as a vital construct to be pursued by brands, as participation implies that interactions are actually occurring and that value is collectively produced and consumed through the various processes that participation implies. Therefore, as users' participation implies value being consumed, it is justifiable that those involved in the value production (brands) may enjoy associated consequences, with potential impact on users' cognitive perceptions of brands.

Consumer interaction and engagement are critical components in assisting marketers in maintaining long-term customer relationships. Short video marketing provides opportunities for participation that foster trust, goodwill, and commitment to the formation of relationships between individuals and brands. Interaction with present and potential customers enables the companies to have a positive attitude toward the brand [22].

2.5. Brand Attitude

Attitude is a lasting general evaluation of people, objects, advertisements, or issues. It is an achievable, relatively permanent and at the same time purposeful, gradual, more or less intensive, and motivated consumers' intention to react to a particular object. According to the evaluation by Nikolaou [23], attitude could be made toward a particular brand of an organization, which is called "brand attitude". Brand attitude can be characterized as a network of interconnected beliefs and lasting opinions towards a brand: an overall brand.

It is a state of mind that enables a customer to develop viewpoints about a brand based on attributes such as features, durability, serviceability, and performance, as well as experiential benefits. Brand attitude could be formed positively or negatively under the stimuli and is considered to be the most important objective of online marketing. It could last for a long time and be changed if people gain new experiences or reflections [24].

When consumers experience spiritual, material, and temporal compassion, they will develop a positive brand attitude overall, such as liking and trusting the brand [25-1]. If the customer has a relatively positive attitude to a brand and

a relatively favorable attitude to competitive brands, he or she would tend to purchase that brand [26]. An individual's attitude toward specific brands could evoke the halo effect, facilitating positive attitudes toward them [25-2].

The essence of short video marketing is content marketing. Content marketing provides the possibility for companies to communicate quickly to their audiences. Communicating to current and potential customers empowers companies to provide a positive attitude regarding the brand. According to the studies of Mohamad and Afsar [27], content marketing's impact on brand attitude in sports tourism, visitors will identify the sites that perform content marketing more than other sites and will remember them better. Moreover, content marketing memories are maintained by customers through considerable effect on brand attitude.

3. Research Methodology

Descriptive and quantitative approaches were employed in this study. The researcher used a constructed survey questionnaire with the Likert five-point rating scale as the main data-gathering instrument in the study. The questionnaire includes two parts. The first part focuses on gathering information about the people taking the survey, such as their age, gender, education, income, and how much time they spend watching short videos. The second part assesses different aspects related to three dimensions scales of short video marketing, brand perception scale, and brand attitude scale.

Table 1. Social media short video marketing scale

Response Scale	Mean Score	Result	Interpretation
5	4.21 – 5.00	Strongly Agree	Very Influential
4	3.41 – 4.20	Agree	Influential
3	2.61 – 3.40	Neutral/Uncertain	Neutral or do not know
2	1.81 – 2.60	Disagree	Uninfluential
1	1.00 – 1.80	Strongly Disagree	Very Uninfluential

The researcher distributed the questionnaire to various WeChat groups. Those short video users from Beijing, China were encouraged to fill in it. Finally, 385 questionnaires were collected in October 2023. Then, Data analysis employing SPSS began immediately after acquiring the survey data.

4. Results and Discussion

4.1. Profile of Respondents

Table 2. Profile of respondents

Category	Option	Frequency	Percentage
Age	<18	7	1.82
	18-24	67	17.40
	25-34	186	48.31
	35-44	99	25.71
	>44	26	6.75
Sex	Male	189	49.09
	Female	196	50.91
Highest education level	Below bachelor	57	14.81
	Bachelor	205	53.25
	Masters	97	25.19
	Doctor	22	5.71
	Above doctor	4	1.04
Average monthly income	≤¥6000	66	17.14
	¥6001- ¥8000	91	23.64
	¥8001- ¥12000	121	32.43
	¥12001- ¥20000	62	16.10
	>¥20000	45	11.69
Average time watching short videos	≤1h	66	17.14
	1- 2h	157	40.78
	2-3h	121	31.43
	≥3h	41	10.65

The result showed that short video users were primarily between the ages of 25 and 34, making up 48.31%. The second-largest group of users, with a percentage of 25.7%, was those between the ages of 35 and 44.

Female users constituted 50.9% and the male made up 49%. 78.4% of respondents possessed a bachelor's or master's degree, with the bachelor's degree making up more than half of the total—roughly 53.25%—and the master's degree making up 25.19%.

Those with an average monthly income of 8000 to 12000 RMB made up about 32.43% of the respondents. Respondents earning between 6000 and 8000 RMB were next, making up 23.64% of the total. It means that respondents with an income below 12000 RMB favored watching short videos.

40.78% of those surveyed watched short videos every day for between an hour and two hours. 31.43% of those surveyed watched short videos for between two and three hours.

4.2. Assessment on Brand Perception

Table 3. Assessment on brand perception

Variable	Composite Mean	Interpretation
Brand perception	3.84	Agree

As seen in Table 3, the outcome displayed a composite mean of 3.84 with verbal interpretation of "agree" in terms of brand perception upon watching short videos. It can be obtained that short videos can influence the respondents' perception of brands. This is probably because short videos can make respondents watch the image and quality of a product and know more information, which can deepen their understanding of the product and the brand, thereby influencing the perception to the brand.

4.3. Assessment on Short Video Advertisement

Table 4. Assessment on short video advertisement

Variable	Composite Mean	Interpretation
Interesting content	3.99	Agree
Scenario-based experience	3.76	Agree
User participation interaction	3.67	Agree

Table 4 illustrates the outcome, which shows a composite mean of 3.99 and a verbal interpretation of "agree" for the short videos' interesting content. This indicates that respondents have a favorable view of the interesting content of short videos, in other words, the interesting content of short videos can influence short video advertisements. The fact that short videos have emerged as a significant source of entertainment in light of people's increasingly fragmented time and more diverse and personalized entertainment preferences. Therefore, interesting short videos may get more followers and their attention. Additionally, it also manifested that the effectiveness of short video marketing can be impacted by how fascinating they are.

In terms of scenario-based experience, the results showed a computed composite mean of 3.76 with the verbal interpretation of "agree". It indicates that scenario-based experience can influence the effectiveness of short video advertisements. It is consistent with Liu et al. [13-2] findings that effective editing of short video scenes can enhance the willingness of consumers to watch the video. Since the scenes created in the short videos must be related to the consuming environment or application environment, it is easier for consumers to immerse themselves in it.

In terms of user participation interaction with short videos, the results displayed a computed composite mean of 3.67 with the verbal interpretation of "agree". The outcome shows users feel positively about participating and interacting with brands through short videos, the short video advertisement is influenced. Following Schmitt's [15-2] perspective, when consumers are socially engaged, they may experience the brand by actively participating and interacting with it. Once consumers interact with brands, they may have a deep impression of the brand and feel real. The effectiveness of short video advertisements may be enhanced.

4.4. Assessment on Brand Attitude

Table 5. Assessment on brand attitude

Variable	Composite Mean	Interpretation
Brand attitude	3.83	Agree

As Table 5 illustrates, the results show a composite mean of 3.83 with verbal interpretation of "agree" about brand attitude after watching short videos. Results indicate that the respondents' attitudes toward brands are impacted by the short videos. In addition to brand information, short videos also feature a dynamic brand image. They may provide the audience with additional brand information and pictures so they can comprehend the brands and develop their own opinions about them.

4.5. Significant Difference of Short Video Marketing, Perception and Attitude to Brands when Grouped by Profile

Table 6. Difference of short video marketing, brand perception and brand attitude when grouped by profile

Variables	Category	p-value	Interpretation
Brand perception	Age	0.424	Not Significant
	Sex	0.716	Not Significant
	Highest education level	0.731	Not Significant
	Monthly income	<0.001	Significant
	Average time watching short videos	<0.001	Significant
Interesting Content	Age	0.045	Significant
	Sex	0.182	Not Significant
	Highest education level	0.029	Significant
	Monthly income	0.128	Not Significant
	Average time watching short videos	<0.001	Significant
Scenario-based Experience	Age	0.251	Not Significant
	Sex	0.689	Not Significant
	Highest education level	0.733	Not Significant
	Monthly income	0.002	Significant
	Average time watching short videos	<0.001	Significant
User Participation Interaction	Age	0.069	Not Significant
	Sex	0.850	Not Significant
	Highest education level	0.944	Not Significant
	Monthly income	<0.001	Significant
	Average time watching short videos	<0.001	Significant
Consumer Brand Attitude	Age	0.716	Not Significant
	Sex	0.595	Not Significant
	Highest education level	0.853	Not Significant
	Monthly income	<0.001	Significant
	Average time watching short videos	<0.001	Significant

Table 6 shows that, when respondents are classified by age, the sole significant difference is found in the interesting content, with a p-value of .045 below the significance level of .05. It implies that interesting content is significantly influenced by age. Individuals of different ages have varying opinions about what makes short videos interesting.

When grouped by sex, there is no statistically significant difference. It suggests that sex does not affect any variable. Both male and female respondents are similarly affected in terms of the interestingness, scene-based experience, and user participation interaction of short video content, and there is no significant difference in their perception and attitude towards the brand generated by short videos.

When grouped by educational attainment, the significant difference was only noticeable in interesting content. It suggests that a person's level of education affects what they find fascinating. Diverse educational backgrounds have diverse ideas about what makes short videos engaging.

All variables, except for interesting content, showed significant differences when grouped by monthly income.

In terms of brand perception, the results indicate respondents with varying income levels had differing opinions on the brands that are promoted in short videos. Individuals with varied income levels not only have different levels of fundamental knowledge but also have different ways of obtaining information and learning knowledge, which can lead to different perceptions of brands among people with different income levels.

In terms of scenario-based experience, it implies that respondents with differing income levels have diverse thoughts on the scenario-based experiences set in short videos. It is in line with the accepted reality that people with varying income levels have various lives and engage in different kinds of consumption.

In terms of user participation interaction, the evaluation demonstrates that perspectives on the user participation interaction provided in short videos vary between respondents based on their income level. People with differing income levels have varied knowledge, lifestyles, and consumption preferences, which may give rise to different reascent points to the messages conveyed in short videos. Given their respective social statuses, their interactions on social media are clearly different.

In terms of consumer brand attitude, the results display respondents with varying income levels had differing attitudes toward the brands that are generated by short videos. According to the China Private Label Development Research Report 2021, the percentage of people who view brands as "very important" rises along with income levels. The perception of brands among high-income groups is growing more rational. After their income reaches a certain level, people will no longer "reflect their existence through the brand" and will instead have a strong belief in the brand they have recognized, without being superstitious about it. They wouldn't let the operator's mistake or other factors cause them to lose faith in their inherent brand. It indicates that in contrast to comparatively high-income groups, consumers with low incomes are more likely to switch brands.

4.6. The Effect of Social Media Short Video Marketing on Consumer Brand Attitude

Table 7. The effect of social media short video marketing on consumer brand attitude

Consumer Brand Attitude	B	p-value	Interpretation
Constant	0.490	<0.001	Significant
Interesting Content	0.089	0.025	Significant Influence
Scenario-based Experience	0.432	<0.001	Significant Influence
User Participation Interaction	0.369	<0.001	Significant Influence

It is known from Table 7 that short video marketing has a significant influence on consumer brand attitude, as indicated by the p-value of <.001, which is less than .05 threshold significance. The p-values of the three independent variables are all less than .05, indicating that all three dimensions of short video marketing have a significant influence on brand attitude. Because the B is different, their influence on brand attitude differs. The equation of brand attitude is Consumer Brand Attitude = 0.490 + 0.089 * interesting content + 0.432

* scenario-based experience + 0.369 * user participation interaction, and their influence on brand attitude is from strong to weak: scenario-based experience > user participation interaction > interesting content.

4.7. Examination of the Intermediary Role of Brand Perception

Table 8. Influence of three dimensions of short video marketing on brand perception

Brand Perception	B	p-value	Interpretation
Constant	0.518	<0.001	Significant
Interesting Content	0.123	0.001	Significant Influence
Scenario-based Experience	0.454	<0.001	Significant Influence
User Participation Interaction	0.305	<0.001	Significant Influence

It can be seen from Table 8 that the three dimensions of short video marketing have a significant influence on brand perception, due to the p-value being less than .05. The equation of brand perception is brand perception = 0.518 + 0.123* interesting content + 0.454* scenario-based experience + 0.305 * user participation interaction, and their influence on brand perception from strong to weak is scenario-based experience > user participation interaction > interesting content.

Table 9. Influence of brand perception on consumer brand attitude

Consumer Brand Attitude	B	p-value	Interpretation
Constant	0.133	0.048	Significant
Brand Perception	0.962	<0.001	Significant Influence

Furthermore, Table 9 illustrates that brand perception has a significant influence on brand attitude because the p-values are <.001, less than <.05. The equation of brand attitude is consumer brand attitude = 0.133 + 0.962 *brand perception.

The results of Table 8 and Table 9 verified that consumer brand attitude and the three dimensions of short video marketing are mediated by brand perception. Ho2 is taken to be unestablished.

5. Conclusions

Based on the above findings, the following conclusions can be obtained from this study:

- 1) Those between the ages of 25 and 34 made up the most of respondents. The vast majority of those surveyed were women. A bachelor's degree was held by the majority of respondents. The monthly income of most respondents varied from RMB 8001 to RMB 12000. Most of the respondents watched short videos for one to less than two hours per day on average.
- 2) Watching short videos can influence how respondents perceive a brand.
- 3) Short videos including interesting information, scenario-based experience and user participation interaction can grab their interest, enhance their comprehension of brands, and encourage them to share with their social circles.
- 4) Consumer brand attitudes may be influenced by short videos.
- 5) Regarding the interesting content of short videos, respondents with varying ages and educational backgrounds

had different viewpoints. On the other hand, they shared the same opinions regarding the short videos that were featured in scenario-based experiences, user participation, and the perspective and attitude that these videos generated. The characters of the short videos, as well as the respondents' perceptions of and attitudes toward brands, were identical for males and females. The interesting content of the short videos, on the other hand, was not perceived differently by respondents based on their monthly income; however, their perceptions and attitudes toward brands differed, as were the characters of the scenario-based experience and the user participation aspect of the videos. In terms of the duration of time, respondents spent watching short videos, they all had varying views on the characters of interesting content, scenario-base experience, user participation interaction in short videos, and their perceptions and attitudes toward brands.

6) All three dimensions of the short video, interesting content, scenario-based experience, and user participation, can influence the consumers' attitude toward brands.

7) Brand perception mediates the influence of three dimensions of short video marketing on consumer brand attitude.

6. Recommendations

After the conclusions have been drawn, it is recommended to take into account the following suggestions:

1) Short video marketers might consider thinking about refining their audience profiles, preferences, and requirements in order to produce more accurate short videos that attract new followers and enhance their brands' image.

2) Short video advertisements can influence consumers' attitudes toward brands. It is suggested that brands employing short video marketing might emphasize the improvement of their brand image, in addition to gaining new followers. They might focus more on engagement, style, content, etc. to encourage consumers to have a positive attitude toward the brand.

3) Companies that operate multiple brands and utilize short videos for marketing might want to reconsider how they want to position each of their brands and the associated short video marketing strategy. This study tells us that short video advertisements can influence consumers' perceptions, behavior and attitudes, which are all related to the long-life of businesses. It is suggested that marketer may develop multiple short video marketing strategies to enhance their company image and increase sales. During the creation of their short video works, it is suggested that marketers should consider interestingness, life or consumption scenes and encouraging interaction.

4) Future researchers could use this as their basis and conduct a follow-up study applying more short video marketing variables to enhance the relationship between short video marketing and customer brand attitude and to give short video marketers more resources.

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