

TikTok study on the impact of short video marketing advertising on consumer purchase intention

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Keywords: TikTok short video; marketing advertising; consumer; purchase intention

Abstract: In the process of the rapid development of the Internet, online shopping has gradually evolved into a key channel for People's Daily consumption, the share of B2C electronic commerce market is rising, and the competition between industries is becoming increasingly fierce. For short video marketing advertising, the key lies in how to effectively attract and retain users, improve users' shopping enjoyment, and enhance consumers' purchase intention. Short video, in its intuitive and vivid form, effectively meets the communication needs of users, not only innovates people's leisure and entertainment mode, but also its market promotion potential is increasingly prominent. Due to its diverse content and abundant traffic, short video has been transformed from a simple entertainment application to a comprehensive platform carrying commodity trading and information promotion, breaking the traditional single way of information dissemination, and realizing the smooth connection between online and offline, which has become a key means of content marketing. Short videos are usually short and concise, in just minutes or even seconds, but they can carry a lot of information. Therefore, many businesses have tried to embed marketing advertising methods into short videos, and by enriching the video content, they can subtly influence consumers' ideas, stimulate the purchase intention, and finally promote the consumption behavior.

1. Introduction

The information dissemination speed of the Internet is extremely fast, which has inspired the innovation of many network platforms. Originators make short videos according to their personal ideas, and upload the finished products to the TikTok platform to realize the audience sharing. The short video communication mode has now become the mainstream trend. Short video has emerged since 2016, and witnessed explosive growth in 2018. Many users have become the core of traffic in short video applications. Therefore, merchants have built a rich short video marketing world for them and transformed them into consumers. In the short video marketing strategy, businesses often adopt the "soft advertising" strategy, skillfully integrated into the promotion information, and quietly affect consumers' purchase decisions. With the influence of the short video platform, merchants find opportunities, promote product publicity and activities, and continuously guide consumer behavior, so as to achieve the improvement of commercial profits^[1].

2. The concept of the short video marketing model

Short videos are usually timing in seconds, the core of which is accurate editing of recorded content and sharing through the Internet platform. Among them, TikTok audio-visual media has been widely loved by the public, become a new carrier of information dissemination, promoting the gap interaction between network platforms. With the rapid progress of Internet technology, people are more and more dependent on smart phones, computers and other mobile smart devices for information. Compared with the traditional way of pure text communication, the modern "we media" short video platform presents it with diversified content and carefully edited short films, which not only maintains the attraction of information, but also attracts the attention of the audience due to the exquisite control of the length of time and the interest of the content. The short video mode conforms to the trend of The Times and better meets people's entertainment and information needs^[2].

Short video content marketing is to use the unique charm of short video, integrate innovative audio-visual materials, and realize the promotion through the extensive spread of social media. Although it comes from short video, high-end short video content marketing specifically refers to merchants and brands using short video media to display products to achieve marketing goals. In the Internet era, various applications have their own user groups. It is with the help of these traffic pools for enterprises to promote the popularity of products in the majority of short video users, and gradually stimulate consumers' interest and the desire to buy. Short video content marketing cleverly caters to the young people's pursuit of novelty, and effectively attracts and influences the target audience through the unique text and video design^[3].

3. Analysis of the impact of short video content marketing on consumers' purchase intention

3.1 Emotional influence process

In the marketing of short videos, the uniqueness of consumers and the emotional experience of shopping are the important factors in buying products. Consumers will assess whether the promoted product meets their own needs, and this cognitive process directly affects their purchase decisions. When consumers find that the products just happen to meet their needs through short videos, they will have a positive resonance with the content, and the pleasant mood can often stimulate the purchase intention, thus facilitating the transaction. In order to cater to the psychology of consumers, enterprises need to carefully plan the display of goods, make clever use of consumer psychology, enhance consumers' sense of identity to the goods, and meet their aesthetic expectations, so as to stimulate the desire to buy. The marketing advertising of short video content should always be centered on consumers' emotions. If consumers have resistance to the promotion of products, it will not induce the purchase intention, but may lead to negative emotions and question the product. Therefore, marketers need to constantly optimize the product feature display and marketing information to ensure the richness of the content, so as to fully stimulate consumers's enthusiasm for purchase and achieve sales goals^[4].

3.2 Cognitive processes

With the help of short video display content, consumers can directly perceive the product, and build a preliminary impression in their mind. Then consumers rely on their own thinking to conduct a more detailed exploration of the product, and a series of psychological processes constitute the consumer's cognitive stage of the product. Merchants need to present the promoted products in the form of short videos, fully show the characteristics and attributes of the products, and skillfully

embed the concept of the brand into them. Consumers can deepen their understanding of the product, which leads to the purchase intention^[5].

3.3 The process of will change

The content marketing of short video affects consumers' decision-making thinking. In the process of browsing the video, consumers' intuitive reaction, creative imagination and memory experience are all guided by their internal goals. This psychological transition process has a significant impact on consumers' willingness to buy. Consumers' will can stimulate the desire to buy. When consumers have a clear shopping list, they can search and compare various kinds of goods on the short video platform, evaluate the advantages and disadvantages, judge the product quality according to the evaluation of other users, and finally select the items that meet their own needs for purchase. At the same time, the will of consumers also has the function of restricting the purchase behavior. In the short video marketing, if there is something inconsistent with the expectation, the will of consumers will suppress the unnecessary buying impulse. When faced with excessive choices, consumers will use their will to screen their targets, prioritize key purchase targets, and perform purchase actions accordingly^[6].

4. TikTok Short video marketing advertising to improve consumers' purchase intention of the suggestions and countermeasures

4.1 Optimize the quality of short videos and integrate interesting elements

The creation of short videos should focus on content planning, innovative thinking, narrative techniques, visual performance and editing technology. By combining storytelling with situational simulation, the quality of video content should be improved, so as to enhance users' recognition of product value, enhance user loyalty, and significantly stimulate the desire to buy. High-level TikTok short videos are playing a positive role in enhancing consumers' willingness to buy. In order to attract the target audience, it is necessary to carefully make attractive short videos, pay attention to various aspects such as script, visual effects and music, skillfully integrate the situation of daily life, and convey product information through narrative methods, so as to enhance the audience's emotional connection to the brand or product. We should ensure the seamless integration of various content to enhance the corporate brand image and improve the accuracy of product information transmission, in order to achieve the optimal brand and product promotion effect. Additionally, we must stay up to date with current events and create unique, high-quality video content for the enterprise's brand and products.

The higher the content quality of short videos, the more strongly consumers will want to buy them^[7].

While ensuring the quality of the content, interesting elements should be integrated to create a relaxed and pleasant viewing environment, so that consumers are more willing to accept the information conveyed by the video, reduce their resistance to advertising, and further enhance the purchase intention. Using virtual reality, augmented reality and multi-interaction technologies can not only enrich the interactive experience of short videos, but also simplify the shopping process and accelerate the conversion of willingness into actual purchase behavior.

4.2 Strengthen the promotion and management to enhance customers' perceived value

In the current context of new media, TikTok short video content marketing should not only focus on the creation, but also pay attention to its promotion and operation. Quality content should touch

the focus of users, while making full use of the characteristics of various videos, social networking and other online platforms for deep diffusion. By maximizing the use of accumulated data resources on the platform, we can conduct in-depth big data analysis of users' consumption behavior and interest preferences, build fine user portraits, and combine them with time and space conditions to achieve precision in short video push. This approach aims to improve consumers' perception of the value of short videos, further enhancing the effective conversion rate of marketing activities.

4.3 Pay attention to advertising innovation and expand the forms of advertising and marketing

In each link of brand promotion, whether with the help of traditional media or new digital platforms, advertising design should be based on the core concept of product promotion, brand positioning or product attributes according to the characteristics of different target consumers, to create a unique and eye-catching innovative advertising. Given the inclusiveness and diversity of the TikTok platform, its broad user base and high acceptance offer a broad space for creative advertising. Therefore, in the production of TikTok short video advertising, it is important to inject vitality and new ideas into topic planning, text creation, audio-visual performance, and story plot, in order to attract users' attention with lively and novel advertising concepts. Relying on the TikTok "smart + short video" technology foundation, we should actively explore new forms of advertising, adhere to demand- and problem-oriented approaches, display innovative design, brand promotion content, and double promotion, revealing unique creativity and value elements to meet diversified expectations. Eventually, through a variety of advertising forms, we can promote creative content communication and marketing goals.

4.4 Algorithm drive and personalization work simultaneously to promote role change

With the help of the advanced algorithm technology of Douyin platform, advertisers can collect and analyze data in an all-round way and build a comprehensive brand database. With the support of professional technology, we can deeply understand the inner needs of consumers, conform to their expectations to be concerned, and further understand their interests and personality characteristics, so as to shape a more detailed user portrait for specific target groups^[8].

According to different classification criteria, such as age, geographical location, interest and personality, the brand divides users into three levels: core, secondary and edge, and implements a refined market interaction mode. By giving old users different value experiences and strengthening their loyalty, the brand will make use of the existing fan base and take forms such as activity participation, topic challenges, welfare gifts to skillfully attract users to participate in content creation and secondary communication. It not only satisfies the user's self-value identification, but also maintains the heat of the topic. In addition, by providing gifts or rewards and other marketing means, users can actually benefit, enhance the added value of loyal customers, and enhance the activity of customer participation in advertising and marketing activities.

At the same time, through the edge user-generated content, retrieval information, attention objects and additional data network, deeply explore the user interest characteristics. Design accurate and attractive personalized recommendation methods to transform marginal users into the core force of the platform. In addition, a "bottom-up" marketing strategy should be adopted to actively attract those consumers who have a "reserved" attitude towards TikTok, gradually eliminate the sense of resistance of marginal users, break the inherent label restrictions, and promote the dual exposure of the platform and the brand. In this way, a more diverse user base can be touched, and the audience can be transformed from pure viewers and users to consumers and experiencers.

4.5 Strengthen the integration of products and web celebrity temperament to build a brand

"Net red phenomenon" as a new symbol of contemporary society, has been widely known. The huge "fan power" hidden behind this phenomenon gives birth to an emerging economic model - web celebrity economy. In the era of "we media", diversified information carriers have created rich soil for the rise of web celebrity. The economic influence of web celebrity has triggered a reexamination of Internet celebrities who look similar (often known as web celebrity faces) and have a variety of behaviors (including jokes, self-jokes, and sharp comments). The ability of Internet celebrities to convert profits is amazing. In order to make effective use of this trend, enterprises began to actively get involved in the field of web celebrity marketing, and regarded brand promotion and web celebrity cooperation as a key strategy to improve advertising and marketing.

First of all, enterprises can establish cooperative relations with web celebrity, such as planting advertisements of their own products at the beginning of the live broadcast, and improving the exposure of the brand with the help of the fan base of web celebrity. For example, Xiao Yang, one of the most famous online celebrities in China, defines himself as a model and a fashionista, has 50 million followers on social media channels and earns more than 50 million yuan for a live broadcast. Secondly, enterprises can take the form of sponsorship, so that web celebrity can naturally integrate their own products in the live broadcast, such as clothing, beauty makeup, daily necessities, electronic products, drinks and food, etc., to ensure the fit of the products and the image of web celebrity. Through the recommendation of web celebrity, product sales will become relatively easy. Only when the product quality and the charm of web celebrity are perfectly integrated, can it truly attract and transform into its huge fan group, which is not only potential consumers, but also a powerful driver of brand promotion.

4.6 Optimize the product experience

4.6.1 Strict selection to ensure the quality of goods

TikTok Short video in the process of introducing products, the implementation of strict screening procedures, to avoid mixed low-quality products. At present, the operation mode in the market is mainly divided into open cooperation and self-management. Although the former can aggregate multiple service resources, its management mechanism is relatively loose, and the problem of commodity quality affects consumers' trust in Douyin platform to a certain extent. Therefore, in order to ensure that each product can meet high standards, TikTok platform should strengthen the marketing and advertising mode, adopt centralized procurement strategy through a refined supply chain, clarify the source of goods, enhance consumers' trust, effectively reduce disputes over product quality, and prevent customer loss.

4.6.2 Value pricing, to strengthen the competitive advantage

TikTok The product price issue of the platform has always been the focus of consumers, who are eager to shop under the condition of affordable and guaranteed genuine products. However, under the influence of the recent trade friction between China and the United States, the increase of tariffs on some imported goods will increase the operating burden of small merchants, and may lead to price increases or merchants choose to close, which will undoubtedly affect product sales. To meet this challenge, the TikTok platform can optimize product value pricing, such as commission discounts to merchants or increased traffic support. At the same time, the self-operated stores of the TikTok platform can actively cooperate with the brand side, directly connect with the supply chain,

effectively reduce costs, and ensure the transparent source of the goods, so as to ensure the high quality and reputation of the goods^[9].

4.6.3 Optimize the service experience and enhance user satisfaction

Ensure that in the pre-sale stage, consumers shop freely through various payment methods. Therefore, in the process of advertising and marketing, it is necessary to constantly strengthen the training of customer service team to ensure that customer service staff can quickly and effectively provide help in the face of consumers' inquiries or needs. In addition, the establishment of intelligent customer service system, create an automatic reply database, in the personnel tension, the use of keyword identification technology, intelligent customer service first respond to users, and then timely intervene in human service, in order to achieve a more efficient consumption problem solving process.

5. Conclusion

To sum up, short video content marketing is more straightforward and convenient than traditional advertising methods, and has a direct impact on consumers' purchase decisions. Nowadays, consumers have a strong interest in short videos of innovative content, so TikTok short videos can build effective content marketing strategies by satisfying users' exploration psychology. This paper clarifies the concept of short video and short video content marketing, analyzes its characteristics, and studies how it affects the purchase intention of consumers. At present, the collaboration between the short video platforms is increasingly enhanced, especially in promoting the rational consumption of consumers. To achieve this goal, we need to optimize the quality of TikTok short videos and integrate interesting elements. Additionally, we should strengthen promotion and management to enhance customers' perceived value. Attention should also be paid to advertising innovation and the expansion of advertising and marketing forms. Simultaneously leveraging both algorithm-driven and personalized approaches, we can promote role changes and other measures to optimize the consumer market system, ultimately promoting the continuous improvement of the market environment.

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