

The Influence of Short Video on Consumer Consumption Behavior under the Perspective of Impulsive Consumption

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Abstract: Nowadays, the rapid development of mobile media technology causes short videos to become one of the most useful media. Short videos not only provide interesting daily life sharing but also contain lots of product merchandising. This type of merchandising always makes people appear the impulse consumption behavior. Therefore, we started researching the effect short videos have on consumers' consumption behavior under the impulsive consumption perspective. Based on this article, we give a detailed concept explanation of impulsive consumption, merchandising, and the SOR model we used in the following research. Besides, we also define the "short videos". Then, we analyze the reasons short videos stimulate people's impulse consumption behavior using the SOR method, the factors that affect consumers' consumption behavior, and the situational factors that affect consumers' behavior. We compare the difference between offline stores' promoting strategies and online promoting strategies in short videos, and analyze the cause of those factors using the SOR model. As a consequence, we find out that those factors we listed can explain the influence short videos bring to consumer consumption behavior.

Keywords: Impulse consumption, short videos, consumption behavior

1. Introduction

The rapid development of the Internet and the popularity of smart devices have led to the dramatic growth of short videos. From the very beginning of one to two short video software like TikTok to nowadays, short video function has been popular within various social media, such as WeChat, Weibo, and Twitter. Short videos have now become the most popular form of information dissemination. The report shows that as of the first half of 2023, China's short video user scale has reached 1.012 billion, and the webcast user scale has reached 751 million, which shows that short video and webcasting are becoming an important ingredient in pulling the development of the new media industry. [1] TikTok has also evolved from a platform that once had only a simple short video format to a pluralistic platform that integrates content output, e-commerce, search, live streaming, and payment. Short videos are in varied forms, and after providing content while adding backgrounds, music, filter effects, etc. to create different environments, the videos are posted to the community for pushing. After posting, platform users can like, comment and retweet. This kind of highly interactive video very easy to attract the interest of users, to achieve the quick dissemination speed of the information virus in general. The e-commerce video also through the same method, to attract the interest of users, so that the consumer's emotions are high, to produce a high desire to buy.

2. Related Concepts Introduction

2.1. Impulse consumption

Impulse consumption, also known as impulse buying, is a sudden and difficult-to-restrain consumption behavior generated by consumers. During impulse buying, consumers do not carefully consider the value of goods, but make a quick decision to buy [2]. This kind of impulsive consumption behavior accounts for a large proportion of overall sales. However, impulse consumption is not purely unplanned consumption, but has certain characteristics. To summarize, this paper defines impulse consumption in four parts. (1) Purchase motivation: influenced by the product and the environment; (2) Behavioral control: consumers have the right to freely choose whether to buy or not; (3) Purchase emotion: consumers are influenced by short-term emotions; (4) Post-purchase reaction: negative feelings about the purchase behavior are greater than positive feelings. Impulsive consumption is characterized by the following three main features: (1) there is no intention to buy before the purchase behavior occurs; (2) external stimuli cause consumers to produce irrational emotions; (3) making a purchase decision is a temporary behavior [3].

2.2. Short Videos

The main characteristics of short videos are diversification, information fragmentation, and short length. Short videos mainly contain music and various scenarios. Short videos have various forms and also exist as an important medium of consumerism [4]. According to the data of "2020 Short Videos Industry Big Data Insight", currently, "short videos" carry more than 85% of consumerism content.

2.3. Video Marketing

According to the definition of the American Marketing Association, video marketing refers to "the integration of video elements into marketing activities, serving to build customer relationships and enhance the image of brands, products, services, and other marketing objectives" [5]. Digital video marketing can better meet the needs of customers, the personalized push mechanism after the big data analysis to each user can increase the probability of users interested in the video and goods. More in point, attractive recommendations are also one of the reasons why users actively consume.

2.4. SOR Model

SOR theory refers to the Stimulus-Organism-Response Theory model. "S" refers to the stimulus variables to the external environment; "O" refers to the internal variables, which means the impact of the consumer's internal thoughts after receiving the external stimulus; and "R" refers to the feedback on the goods caused by the change of the consumer's internal thoughts. SOR theory is a model that analyzes the impact of external stimuli on the consumer's internal feelings and performances [6].

3. The Influence of Short Video on Consumer Consumption Behavior under the Perspective of Impulsive Consumption

3.1. Factors Affect Consumer Consumption Behavior

3.1.1. Price Stimulus

Price stimulation in short videos, as a common marketing tool, often appears in all kinds of short e-commerce videos. In addition to the introduction and recommendation of the products in the video,

there are usually substantial discounts, coupons, or red packets attached to the price advantage. Consumers will have a kind of "buy is to earn" thinking after seeing the large price reduction [2]. Coupled with eye-catching colors and headlines (e.g., "red packet rain", buy one get ten free, special discounts, etc.), it usually causes consumers to quickly generate the impulse of purchasing in a short period of the irrational state. Based on the SOR model, promotional discounts as a means of positively influencing consumer spending have a stronger representation in short videos. Short videos have more diverse ways for promotion forms and are more likely to stimulate consumers' excitement and thrill compared to offline sales [7].

3.1.2. Environment Stimulus

Compared with the traditional marketing model of storefront, online shopping is overall simpler than physical purchasing, which can be accomplished by only clicking a few simple buttons. The simplicity of the operation allows consumers to shorten their thinking time and complete their purchasing behavior faster. In addition, the positive environment in short videos is also a stimulation for consumers to spend money. At the same time, the reasonable setting of the background board and the positive publicity of the goods in the short video also play a role in publicizing the goods and promoting the consumer's consumption psychology. In the visual influence, the host's face value, and video composition account for the key role [8].

3.1.3. Celebrity Effect

The concept of "consumer idols" was originally developed by the German Frankfurt School thinker Lowenthal in his *Literature, Popular Culture and Society*. Unlike "production icons", i.e. celebrities such as scientists or entrepreneurs, business tycoons, etc., "consumer icons" are more dependent on external operations for their gains rather than on individuals to create new value. Sports stars, entertainment artists, etc. can be examples of "consumer icons". Such "consumer icons" themselves serve as models of the "good life" in the eyes of the public and are more likely to be marketed and publicized in a way that attracts consumers to imitate them. In addition, "consumer idols" usually have a large number of fans, many of whom, out of support and publicity for their idols, will quickly choose the products endorsed by their idols as opposed to comparing different products. Short video platforms also rely on this publicity effect, inviting a large number of well-known singers, actors, artists, etc. to join the platform, filming short videos, and advertising the brand to stimulate consumers to order [9]. Influential anchors can also be included in the category of "fans" following "idols". Based on the SOR model, opinion leaders are usually part of the stimulus variables. When a fan purchases a product under the same anchor's account several times with good quality, consumers usually increase their trust in the anchor. Therefore, this also makes the anchor the "opinion leader". The anchor integrates product information and sells it, and consumers are willing to trust the anchor, also the anchor's point of view will have a gradual impact on the consumer's emotional arousal [10].

3.2. The Impact of Situational Factors on Consumer Behavior

3.2.1. Free-Managed Time

The time available for consumers to shop at their disposal influences to some extent the choices they make when spending. Longer browsing and shopping time makes consumers more likely to make wrong impulsive consumption decisions. Despite the short duration of a single short video, when the big data records consumers' interests and makes relevant pushes, it will cause consumers to repeatedly browse the same products for a longer time. Receiving positive recommendations for a product over a long time is likely to cause consumers to ultimately choose to purchase the product [2]. Studies

have shown that the longer the browsing time in online stores, the more likely consumers are to have the intention to make an impulse purchase [11].

3.2.2. Positive Feedback

Short video platforms have a huge advantage over the offline purchase model in terms of viewing reviews. As a form of user feedback, a higher number of likes makes consumers more willing to trust businesses and products. Timely reviews, sharing and other features are also a way for users to feel a positive evaluation. Most product links can be inserted directly into the comments section below the video, and consumers can also view feedback and recommendations from different consumers in the comments section, and a large number of positive comments from "passers-by" will enhance consumers' favorability of the product and stimulate purchases. Positive evaluation can be used as a kind of positive emotion guidance, that is, consumers are guided by a large number of positive comments, it will be easier to enter into the excitement, which will lead to impulsive consumption behavior [10].

4. Conclusion

In conclusion, the factors that affect consumers having impulsive consumption behavior can be divided into two parts, which are the factors that directly affect consumers, and the background situational factors that affect consumers. To be more specific, the factors that directly impact consumer consumption behavior are price, environment, or celebrity stimulus. The situational factors can be allocated to the free-managed time of consumers, the longer time people are free to have, the more likely they will spend time without much pressure on watching short videos, and the positive feedback consumers received respectively. Generally, the big data will keep finding the consumers' interest topic(which is normally the video topic they post comments on, share with others, or just give a like) and stimulate consumers to keep watching the next video. The longer time people prefer to spend, the more stimuli like "the lowest price" or "the recommendation from the most famous singer", the more easily the commodities can be sold. Therefore, we suggested consumers be aware of those strategies hidden in the short video marketing. When people surf the Internet, people should be clear about what they need, and directly search for the stuff they need instead of being attracted by the videos the big data pushing. Consumers can make a list of what they need to buy, and compare different stores based on the brand, price, functions, etc., but don't be too dependent on the celebrity's advertisement. In addition, the background music, or the ornaments might look professional in the videos and gain the trust of consumers, however, most of them are not true, and they just solely made up for selling. Consumers need to be more cautious about distinguishing the real or fake store credibility and feedback credibility. Still, as we said in the beginning, we can't clearly explain the exact reason of impulsive consumption occurs. Impulsive consumption is a complicated behavior that is caused by lots of different factors in different fields with different backgrounds. It's hard for us to include all the factors that cause impulsive consumption to happen. We still hope that there're more and more research comes out and can give a more comprehensive illustration of the cause of impulsive consumption.

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