

# ***Analysis of Short Video Marketing and Consumer Purchase Intention***

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**Abstract:** Short videos have emerged as a crucial marketing tool for numerous firms to captivate consumers. This study aims to explore the influence of short video marketing on consumers' purchase intention. This paper initially examines previous studies and explores the current comprehension and theoretical structure of short video marketing's impact on customers' purchase intention. Through the examination of past research findings, we can gain a more comprehensive understanding of the function and impact of short video marketing in current research analysis to collect and analyze consumers' perspectives and purchasing intentions regarding short video marketing. This study examines the influence of short video marketing on consumers' desire to purchase by analyzing the collected data. The analysis results will provide empirical evidence on the impact of short video marketing, enhancing the comprehension of the role of short video marketing in consumers' purchase decision-making.

**Keywords:** Short Video Marketing, Consumer Purchase Intention, emotional resonance

## **1. Introduction**

Short movies have become an essential component of people's life in the current era of mobile Internet. Due to the swift advancement of short video technology and the shift in consumers' buying preferences, short video marketing has gained significant prominence across numerous industries [1]. This paper aims to explore the influence of short video marketing on consumers' propensity to make a purchase.

It has been found that short video marketing can effectively influence consumers' purchase intentions. First of all, short videos show product features and usage scenarios in a vivid way, which can arouse consumers' interest and resonance [2]. Secondly, through short videos, enterprises can convey more information about products, encompassing brand narratives and product features, thereby enabling consumers to gain a more profound comprehension of the products [3]. In addition, short videos can also increase consumers' trust in products by showing other consumers' experiences and comments [4].

However, the influence of short video marketing remains limited due to certain constraints. First of all, the browsing time of short videos is relatively short, which limits the depth and breadth of information transmitted by enterprises. In addition, the production quality and creative level of short

videos also have an impact on consumers' purchase intentions. When consumers feel that the short video is rough and the content is unattractive, the recognition and trust of the product will decline.

To sum up, short video marketing significantly influences consumers' inclination to make a buy. However, while promoting short videos, enterprises must prioritize the quality of short video production and the attractiveness of the content, and convey sufficient product information in a constrained timeframe. Enterprises can effectively increase customers' readiness to purchase short films by completely comprehending consumers' wants and preferences. The rise and rapid development of short video marketing in recent years has aroused widespread concern. TikTok and Aauto Quicker, which are short video platforms, have emerged as significant channels for customers to view concise video content and gain insights into product details. Short video marketing captivates consumers' attention and stimulates their inclination to purchase with engaging and compelling video content. This paper aims to examine the influence of short video marketing on consumers' purchase intention and identify the elements associated with it.

## **2. Relevant definitions and current status of short video marketing**

### **2.1. The concept and characteristics of short video marketing**

As a new marketing method, short video marketing has become a sharp weapon for advertising and brand promotion in all walks of life. Short video marketing has attracted a large number of users to watch and participate because of its simplicity, vividness, and easy communication. In this era of information explosion, consumers often choose to pay attention to the content they are most interested in when faced with a lot of advertising information [5]. Short videos just meet this demand. Through careful planning in a short time, short video marketing integrates more key information so that consumers can get more product information in a short time.

Research shows that short video marketing has a positive impact on consumers' purchase intentions. First of all, short video marketing can improve brand awareness and recognition, and increase consumers' attention to products [6]. Through vivid and interesting video content, consumers can understand the characteristics of products more intuitively, which can effectively improve consumers' trust in products. Secondly, short video marketing can stimulate consumers' emotional resonance, making consumers more susceptible to emotional factors. Through the elaborate short video, consumers can be deeply impressed in a short time, as well as the emotional connection related to the product. Finally, short video marketing can also expand its influence through social sharing, so that more users can understand and buy the product [7].

To sum up, the influence of short video marketing on consumers' purchase intentions is positive. By improving brand awareness, stimulating emotional resonance, and social sharing, short videos can effectively guide consumers to buy products. However, with the increasing content of short videos, consumers' choices are becoming more and more diversified. Therefore, in short video marketing, enterprises need to have a deeper understanding of consumers' needs and create more accurate and personalized short video content, so as to better influence consumers' purchase intentions.

### **2.2. Definition and influencing factors of consumers' purchase intention**

Consumers' purchasing intention refers to consumers' preference for specific products or services in the process of making a purchase decision. There are many factors that affect consumers' purchase intentions, including product price, product quality, brand image, marketing and so on. In recent years, with the rise of short video marketing, researchers have begun to explore the impact of short video marketing on consumers' purchase intention.

As a new marketing method, short videos have unique advantages in conveying commodity information. First of all, short videos show product features and usage scenarios in a vivid way, which

can better attract consumers' attention. Secondly, short videos typically present themselves in a relaxed and engaging manner, eliciting an emotional response and strengthening consumers' affinity and connection to the products. Finally, short videos provide more intuitive and quick ways to understand products through intuitive pictures and concise text information, which then have a positive impact on purchase intention.

However, short video marketing also has some challenges and limitations. First of all, the duration of short videos is limited, often presenting only a portion of the products' features and preventing full display. Secondly, short videos are subjective and one-sided, and consumers also need to think deeply and make rational judgments about them. In addition, short video marketing still faces the problems of information overload and advertising immunity, and consumers may have an aesthetic fatigue and neglect attitude towards too many short videos.

Generally speaking, short video marketing has a positive impact on consumers' purchase intentions. However, in order to make better use of the advantages of short video marketing, marketers need to pay attention to the authenticity and accuracy of short video content and provide compelling and authentic information. At the same time, it is also necessary to fully understand consumers' information needs and purchase decision-making process, and integrate short videos into the key nodes of consumers' purchase process.

### **2.3. Research Status of the Influence of Short Video Marketing on Consumers' Purchase Intention**

As a new marketing tool, short videos have a positive impact on consumers' purchase intentions. In the existing research, the influence of short video marketing on consumers' purchase intentions has been widely discussed. On the one hand, short video, with its concise and vivid characteristics, can better present the characteristics and functions of products, improve consumers' product cognition level, and thus enhance their purchase intention. Short videos can also arouse consumers' emotional resonance by using emotional methods, increase their goodwill and trust in products, and then promote the formation of purchase decisions. On the other hand, short videos are more diversified and innovative in content, which makes consumers more likely to have a desire to buy through attractive visual effects and emotional narrative methods [8].

However, some studies have also pointed out the problems with short video marketing. For example, short videos are short in duration and limited in information transmission, which may not be enough to fully convey the advantages and characteristics of products. In addition, the content quality, authenticity, and credibility of short video marketing also have a certain impact on consumers' purchase intentions. Therefore, in order to improve the influence of short video marketing on consumers' purchase intentions, it is necessary to continuously improve the production level and quality of short videos and ensure the authenticity and accuracy of their information [9].

To sum up, short video marketing has a positive impact on consumers' purchase intentions, which can improve the cognitive level of products, produce emotional resonance and promote the formation of purchase decisions. However, when implementing short video marketing, we need to pay attention to the authenticity and credibility of the content to enhance its influence on consumers' purchase intentions.

## **3. Analysis of the influence of short video marketing on consumers' purchase intention**

### **3.1. Relationship between short video content and consumers' purchase intention**

As a new marketing method, short video marketing has a significant impact on consumers' purchase intention. There is a close relationship between the content of short videos and consumers' purchase intention.

First of all, the content of short videos directly affects consumers' willingness to buy. Short videos are generally presented in a concise and vivid form, which can attract consumers' attention. Consumers' willingness to buy will greatly increase if short video content fully displays the characteristics and advantages of products or services, thereby generating interest and recognition. For example, a brand shows the appearance, function and user experience of the product in a short video, and consumers can better understand the product after watching it, thus increasing the motivation to buy.

Secondly, short videos can also influence consumers' purchase intention through emotional guidance. Short videos can make consumers emotionally resonate through story-telling expressions, stimulating the desire to buy. For example, in a short video of a skin care brand, by showing a woman's brand-new appearance after using the brand's products, consumers have a beautiful and confident emotional resonance, which in turn urges them to buy.

In addition, short videos can also influence consumers' willingness to buy with the help of social relationships. Social media and other platforms typically disseminate short videos. After watching short videos and generating purchase intentions, consumers may share the viewing links or product information with friends and relatives around them. The word-of-mouth effect brought by this social communication has played an important role in promoting consumers' willingness to buy.

To sum up, short video marketing has a significant impact on consumers' purchase intentions. Factors such as the attractiveness, emotional resonance and social communication of short video content can affect consumers' willingness to buy. Therefore, when carrying out short video marketing activities, enterprises should pay attention to the content quality of short videos, and how to create emotional resonance and social interaction with consumers through short videos, so as to enhance consumers' purchase intentions.

### **3.2. The relationship between short video production style and consumers' purchase intention**

Short video has become an indispensable form of contemporary marketing, and its influence on consumers' purchase intention has attracted much attention. Among them, the relationship between short video production style and consumers' purchase intention has become a hot issue in advertising research.

In terms of short video production style, we can analyze it from many angles. First of all, the emotional expression of short videos is one of the important factors that affect consumers' purchase intention. Emotional short video production can arouse consumers' resonance and emotional resonance, and enhance their goodwill and willingness to buy products. Research shows that emotional short videos can effectively stimulate consumers' emotional response, and this emotional responses will be transformed into their purchase decisions.

Secondly, there is a certain correlation between the story of short videos and consumers' purchase intention. By constructing interesting and fascinating storylines to present products or services, it can better attract consumers' attention and interest. Research shows that short video productions with stories can improve consumers' sense of identity and willingness to buy products.

In addition, the visual effects and sound effects in short video production also have a certain impact on consumers' purchase intention. High-quality visual effects can enhance consumers' visual impact and curiosity about products and stimulate their desire to buy. At the same time, the use of sound effects can also affect consumers' viewing experience and emotional experience, and then affect their purchase intention.

To sum up, there is a close relationship between short video production style and consumers' purchase intentions. Through emotional expression, story presentation and the use of visual and sound effects, short video production can effectively influence consumers' purchase intentions.

### 3.3. Relationship between short video communication channels and consumers' purchase intention

As a new marketing method, short videos have gained great influence in today's social media era. This paper aims to explore the influence of short video marketing on consumers' purchase intention, and focuses on the relationship between short video communication channels and consumers' purchase intention.

As a vivid and concise form of communication, short video can attract consumers' attention and improve their purchase intention through visual impact, emotional expression and interactivity. Short video advertisements can convey information such as product characteristics, brand image and consumption experience, and effectively stimulate consumers' desire to buy.

In terms of short video communication channels, the user groups, content characteristics and communication mechanism of different platforms have different influences on consumers' purchase intention. For example, short video communication on social media platforms such as WeChat and Weibo can better reach the vast number of users, increase brand exposure and influence, and thus increase purchase intention. On the e-commerce platform, displaying the usage scenarios, functions and other information about products through videos can help consumers understand the products more intuitively and strengthen their desire to buy.

In addition, the interactivity of short video communication channels also has a positive impact on consumers' purchase intention. Through short video marketing, consumers can interact with brands through comments, likes and other ways to enhance their confidence and satisfaction in buying.

Short video marketing has a positive impact on consumers' purchase intention. The choice of short video communication channels is closely related to consumers' willingness to buy, and the communication characteristics and mechanisms of different platforms need to be reasonably selected and used for the target consumer groups.

## 4. Conclusion

In terms of short video content, both short video information and short video background music can greatly influence consumers' intention to make offline purchases. However, short video images and short video plots do not have a significant positive impact on consumers' offline consumption intention. Consumers demonstrate a heightened focus on the information and background music of short videos. Accurate information enables them to swiftly comprehend the product, while suitable background music enhances their perception, which prompts consumers to willingly explore the products featured in the short video and stimulates their inclination to make offline purchases. Regarding the attributes of short video products, factors such as cost-effectiveness, reputation, brand communication, and novelty can greatly influence consumers' inclination to make purchases offline. The extensive brand communication of a product informs consumers about its novelty, cost-effectiveness, and good reputation, thereby generating interest and promoting offline consumption intentions. The popularity and professionalism of short video bloggers can greatly influence consumers' inclinations to make offline purchases. Bloggers enjoy a significant level of popularity and professionalism, leading consumers to place a higher level of trust in them and be more inclined to believe in their recommendations. Herd psychology plays a crucial role in influencing customers' offline consumption intentions. customers are more likely to pay attention to and consider purchasing things that are recommended by others, leading to increased offline consumption intentions.

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