

THE IMPACT OF SHORT VIDEO CONTENT MARKETING ON CONSUMERS' PURCHASING DECISIONS

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ABSTRACT

This study analyzes the impact of short video content marketing on consumer purchasing decisions. The samples were of 400 TikTok users in Xi'an, China. The questionnaire was administered to collect the data, adopting convenient sampling methods. Descriptive statistics and multiple regression were employed to analyze the data. The study found that the three short video marketing dimensions, product display, talent recommendation and user evaluation, significantly influence purchasing decisions of consumers by improving product awareness, increasing trust and providing purchasing reference. At the same time, cultural and social factors also have an important impact on the marketing effect, which suggests that the marketing strategy should consider the cultural characteristics of the target market. The research results provide a new perspective and data support for content marketing and consumer behavior research, helping enterprises and content creators to optimize their marketing strategies, more accurately meet consumer needs as well as design products and services that are suitable for their target customers.

Keywords: Short Video, Content Marketing, Purchase Decision, TikTok

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INTRODUCTION

With the progress of China's internet technology and policy support, the short video industry has developed rapidly, and TikTok has become a leading platform (Gao, 2022). As of September 2023, TikTok had 743 million monthly active users, accounting for 87.9% of the total users of short video platforms. The monthly active users in the international market reached 1 billion in September 2021, growing faster than Facebook (Liu, 2023). The entertainment, information and interactivity of short videos significantly affect consumers' purchasing decisions (Wang, 2022). The interactivity of TikTok enhances consumers' trust and pleasure in advertising content, and improves the perceived usefulness of advertising content (Shen, 2023). Since 2010, content marketing has been a bridge to build long-term relationships and promote consumers' purchasing intentions (Han & Tian, 2005). The integrated practical information of short videos has a significant impact on users' virtual experience, pleasure and trust, and thus shapes the purchase intention.

Xi'an is a major city in Shaanxi Province, with a permanent resident population of 13.0782 million in 2023, with 51.04% male and 48.96% female (Population status of Xi'an People's Government, 2023). According to TikTok 2019 data, Xi'an ranked eighth among the cities with the most TikTok users in China, showing the activity and popularity of Xi'an on the TikTok platform. This paper deeply analyzes the characteristics of short video content and its function mechanism in the process of consumer purchase, and reveals how short video influences consumers' purchase decisions through multiple dimensions such as vision, hearing and emotion.

In conclusion, this study aims to evaluate the impact of short video content marketing on consumer purchasing decisions, provide a reference for enterprise marketing strategies, help content creators and short video producers to better meet user needs, and provide new research perspectives and data support for academia. The research focuses on TikTok platforms, especially the user groups in Xi'an area, China and analyzes the role of short video content marketing in the consumers' purchasing decision process. Research involved key terms such as consumers' purchasing decisions and short video content marketing, providing a clear conceptual framework for research.

LITERATURE REVIEWS

Consumers' Purchasing Decisions

Consumers' purchasing decisions encompass a complex, multi-stage process involving analysis, evaluation, and post-purchase assessment. Arenas-Gaitán, Sanz-Altamira and Ramírez-Correa (2019) and Saadeghvaziri, Dehdashti, & Reza Kheyrikhah Askarabad, (2013) highlighted the complexity of consumer behavior, with the latter emphasizing how attitudes, beliefs, and evaluations form purchase intentions. Stankevich, (2017) detailed this process, with Kotler and Keller (2005) later expanding it to include a continuous cycle of pre- and post-purchase activities. Technology advancements, such as e-commerce and mobile payments, have revolutionized purchasing methods. Altymurat (2021) and Sumarwan (2014) further dissected purchase decisions into aspects like material and psychological needs, and the decision on what and whether to buy. Cahyono (2016) noted the significant influence of social media on buying desires due to user engagement and ease of use. Petcharat and Leelasantitham (2021) extended this to include pre- and post-purchase behaviors and psychological changes. Influencing factors are categorized into psychological, social, personal, and cultural, with psychological factors like perception and motivation, and social factors like family and reference groups, profoundly affecting consumer decisions.

Short Video Research

The internet's growth has spawned short video social apps, popular worldwide for their brevity (seconds to minutes) and diverse content. Definitions vary, with Zhang (2014) setting a 30-

second limit and Meng and Zhao (2023) a 5-minute cap, focusing on mobile creation and sharing. Liu (2021) notes their quick entertainment or information provision. Short videos are convenient, requiring basic editing, and are popular for youth expression and interaction (Violot, 2024). They have social and commercial implications, aiding social circle expansion and brand marketing with vivid product displays (Zhang, 2021). In China, they're a key social media trend due to mobile adaptability and diverse content.

Research on short videos is in its early stages, with gaps in understanding addiction and recommendation algorithm impacts. Interdisciplinary research is needed to assess social impact and bridge the gap between theory and practical addiction interventions. The international influence of platforms like TikTok and the effect of short videos on e-commerce purchases are under-researched areas (Meng & Zhao, 2023). In conclusion, short videos are a new social media form, enriching interaction and providing a content creation platform. They're significant in marketing and social media, with the need for further research to understand their comprehensive impact.

Short Video Marketing and Content Marketing

Short video marketing is a strategic approach that leverages short video platforms to promote products and services through engaging content, aiming to attract and retain consumer attention for brand awareness and sales enhancement. It is characterized by its diverse forms, including tutorials, sketches, and situational comedy, which provide varied marketing experiences and attract consumer interest. Short videos, with their entertainment value and shareability, can quickly expand a brand's reach to potential customers. They also cater to the needs of time-pressed consumers, particularly young people, with their concise format.

Content marketing, which was a strategic method in 2015, involves creating and disseminating valuable, relevant, and consistent content to attract a specific audience and drive profit. Steimle (2014) defined it as a technique to attract and engage specific audiences through valuable content. Kilgour, Sasser, and Larke (2015) emphasized that the core of content marketing is to motivate consumer participation and sharing, reflecting their interest in the content. Blank (2014) further noted that content marketing involves sharing information, ideas, and experiences for free, interacting with the community, and transmitting value. High-quality content marketing can establish a healthy brand image and promote long-term brand development. In summary, short video marketing is an effective tool for modern consumers, blending entertainment with marketing to meet the needs of a fast-paced, content-hungry audience. It is a form of content marketing that uses the brevity and shareability of short videos to engage consumers and enhance brand presence in the digital space.

The Impact of Short Video Marketing Content on Consumers' Purchasing Decisions

The internet's rapid development has made short videos a potent marketing tool. By December 2021, 90.5% of China's internet users, totaling 934 million, were short video users, with daily active users increasing from 250 million in 2019 to 600 million in 2020. TikTok's transaction volume surged more than 50 times by January 2021, with users comprising two-thirds of all internet users (Xu & Wang, 2023). As the short video market matures, businesses are leveraging its fragmented, entertaining, and interactive nature to influence consumer psychology through "planting grass"--embedding product information in videos to boost marketing performance (Xu & Wang, 2023). TikTok's user base, largest among 20-30-year-olds, mirrors China's internet users and is the most active consumer group. From 2016 to 2020, the market grew rapidly, nearing saturation. COVID-19 further accelerated TikTok's growth as more people turned to the internet for entertainment.

Video marketing positively impacts consumers and businesses by expanding customer bases, increasing brand awareness, boosting sales, and reducing service costs. It stimulates purchasing desire and builds brand reputation. Companies using video marketing experience faster sales growth and market share expansion (Bhardwai & Sharma, 2019). Video marketing also helps

brands establish authority and closer consumer relationships (Brock, 2021), reshaping marketing strategies and shopping habits as a key tool for market competition.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.

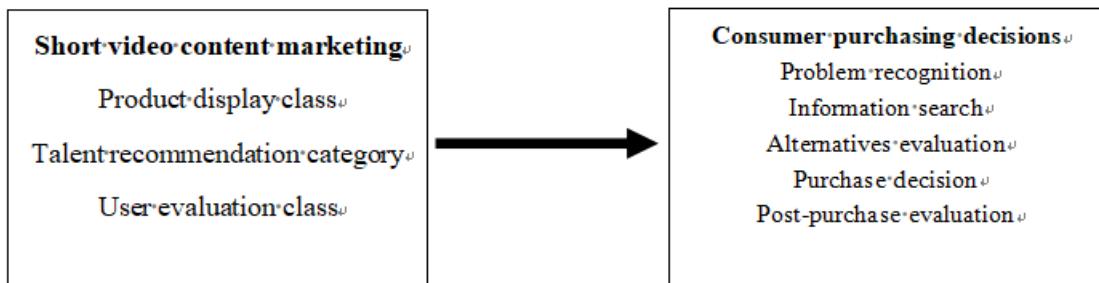


Figure1 Conceptual Framework

Based on the review literature and the conceptual framework the hypotheses to be tested of this study was set as.

H₁: Short video content marketing has a positive impact on consumers' purchasing decisions.

RESEARCH METHODOLOGY

To explore the impact of short video content marketing on consumers' purchasing decisions, this study uses a survey quantitative research method. The population were TikTok users over 18 years old in Xi'an, using the accidental sampling method. The sample size was calculated using the Taro Yamane sampling formula with a confidence level of 95% and a final sample size of 385 users. To ensure the recovery rate of the questionnaires, 400 questionnaires were distributed to the target users. A questionnaire consists of three parts. In the first part of the questionnaire, including demographics data of the samples. Part two and three are the Likert scale, 1-6 rating scales asking about the short video contents and purchasing decision of the consumers, including product display class, talent recommendation category, user evaluation class, problem recognition, information search, alternatives evaluation, purchase decision, and post-purchase evaluation, respectively.

Prior to data collection, we conducted the item-objective consistency (IOC) and reliability tests on the questionnaire. The IOC score was 0.83, which was evaluated by three independent Chinese reviewers using IOC testing. The reliability of Cronbach alpha was tested by the alpha coefficient with a total score of 0.876, indicating the good quality of the overall questionnaire. Descriptive statistics were used, including frequency, percentage, mean, standard deviation to analyze the geographical data of the samples. Secondly, multiple regression analysis was employed to evaluate the impact of short video content marketing on consumers' purchasing decisions.

RESEARCH RESULTS

Respondents' Profiles and Studied Variables

The majority of users used TikTok for a longer time, with 37.75% using TikTok for 3 months to 6 months and 33.25% using TikTok for more than one year. The use frequency of female users were slightly higher than that of male users, accounting for 53.50% and 46.50%, respectively. The age of users is mainly between 30 and 50 years old, accounting for 62.25%. The educational background of users is mainly university undergraduate, accounting for 45.25%, followed by junior college degree, accounting for 23.50%. The company's employees are the largest user group, accounting for 59.00%, followed by the government or public agency employees, accounting for 19.25%. The monthly disposable income of users is mainly concentrated between 3,000 and 9,000 yuan, accounting for 79.50%. The samples watched

short videos mainly during rest and relaxation (e. g., study / working gap/ waiting / free time), with waiting to work, free time from study and working gap being the most common combination, with 18.25%. Before working and study or working gap are also common situations for watching short videos. Beauty, makeup and skin care products get the most attention through short videos, especially when combining with leisure snacks and clothing, accounting for 14.75%

Table 1 Descriptive statistics for short video content marketing and consumer purchasing decisions

Question	Mean	Standard Deviation	Level
Product display class	3.570	1.414	Somewhat Agree
Talent recommendation category	3.517	1.475	Somewhat Agree
User evaluation class	3.582	1.459	Somewhat Agree
Problem recognition	3.628	1.438	Somewhat Agree
Information search	3.571	1.397	Somewhat Agree
Alternatives evaluation	3.593	1.437	Somewhat Agree
Purchase decision	3.62	1.447	Somewhat Agree
Post-purchase evaluation	3.554	1.44	Somewhat Agree

Table 1 shows that the respondents generally have a certain degree of positive attitude towards all aspects of short video content marketing, including product display class, talent recommendation and user evaluation, and the score belongs to the scope of "Somewhat Agree". Respondents believed that the appearance and functionality of the product, the credibility and professionalism of product recommendations, and the authenticity of user reviews all influenced purchase decisions. During the procurement decision process, respondents tended to conduct problem identification, information search, alternative evaluation, cost performance-based decisions and after-sales evaluation before and after procurement. These findings reveal the role and influence of short video content marketing in consumer purchasing decisions.

Correlation analysis and multiple regression analysis

Table 2 Relationship between short video content marketing and consumer purchasing decisions.

	(N = 400)							
	X1.1	X1.2	X1.3	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
X1.1 Product display class	1							
X1.2 Talent recommendation category	0.582**	1						
X1.3 User evaluation class	0.616**	0.562**	1					
Y1.1 Problem recognition	0.554**	0.505**	0.628**	1				
Y1.2 Information search	0.514**	0.464**	0.584**	0.535**	1			
Y1.3 Alternatives evaluation	0.541**	0.539**	0.609**	0.647**	0.546**	1		
Y1.4 Purchase decision	0.582**	0.499**	0.596**	0.593**	0.644**	0.618**	1	
Y1.5 Post-purchase evaluation	0.531**	0.496**	0.608**	0.577**	0.590**	0.622**	0.590**	1

* p<0.05 ** p<0.01

Table 2 shows the correlation matrix of all variables. From the table there is a significant positive correlation between product display, talent recommendation, user evaluation and consumer behavior in the three processes of problem identification, information search, alternative evaluation, purchase decision and post-purchase evaluation. In particular, the categories of talent recommendation and user evaluation have a strong correlation with problem identification, information search and purchase decision, indicating that these factors may play an important role in the purchase process of consumers.

Table 3 The impact of short video content marketing (X1, X2, X3) on problem recognition

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	201.85	3	67.283	109.218	.000b
Residual	243.955	396	0.616		
Total	445.804	399			

a Dependent variable: Y
b Predictors: (Constant), X3, X2, X1

Model	Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
	B	Beat				
Constant	0.904				5.74	-
Product display class(X1)	0.211		0.213		4.209	1.854
Talent recommendation category(X2)	0.144		0.149		3.083	1.682
User evaluation class(X3)	0.409		0.413		8.299	1.794

$R^2 = 0.453$, Adjusted $R^2 = 0.449$

Table 3 shows that product display, talent recommendation, and user evaluation are the independent variables, and problem recognition is the dependent variable for multiple regression analysis. The regression coefficient value for user evaluation was 0.409 ($t = 8.299$, $p = 0.000 < 0.01$), which means that user evaluation had a significant positive effect on problem identification. The regression coefficient value of product was 0.211 ($t = 4.209$, $p = 0.000 < 0.01$), which means that product display had a significant positive impact on problem identification. The regression coefficient value of talent recommendation was 0.144 ($t = 3.083$, $p = 0.002 < 0.01$), which means that talent recommendation had a significant positive impact on problem identification. In conclusion, the user evaluation category has the greatest impact on the problem identification, followed by the product display category, and finally, the talent recommendation category. All of these predictor variables had a significant positive effect on the problem recognition.

Table 4 The impact of short video content marketing (X1, X2, X3) on information search

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	167.863	3	55.954	84.118	.000b
Residual	263.416	396	0.665		
Total	431.279	399			

a Dependent variable: Y
b Predictors: (Constant), X3, X2, X1

Model	Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
	B	Beat				
Constant	1.093				6.677	-
Product display class(X1)	0.193		0.198		3.711	1.854
Talent recommendation category(X2)	0.124		0.13		2.555	1.682
User evaluation class(X3)	0.378		0.388		7.385	1.794

$R^2 = 0.389$, Adjusted $R^2 = 0.385$

Table 4 shows that, the product display, talent recommendation, and user evaluation have a positive impact on the information search. The regression coefficient value of user evaluation is 0.378 ($t = 7.385$, $p = 0.000 < 0.01$), which means that user evaluation has a significant positive influence on the information search. The regression coefficient value of the product display is 0.193 ($t = 3.711$, $p = 0.000 < 0.01$), meaning that the product display has a significant positive effect on the information search. The regression coefficient value of talent recommendation is 0.124 ($t = 2.555$, $p = 0.011 < 0.05$), which means that talent recommendation will have a

significant positive impact on information search. In conclusion, the user evaluation category has the greatest impact on the problem identification, followed by the product display category, and finally, the talent recommendation category. All of these predictor variables had a significant positive effect on the information search.

Table 5 The impact of short video content marketing (X1, X2, X3) on alternative evaluation

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	206.261	3	68.754	105.972	.000b
Residual	256.921	396	0.649		
Total	463.182	399			

a Dependent variable: Y

b Predictors: (Constant), X3, X2, X1

Model	Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
	B	Beat				
Constant	0.82			5.076	-	
Product display class(X1)	0.184		0.183	3.584	1.854	
Talent recommendation category(X2)	0.221		0.225	4.626	1.682	
User evaluation class(X3)	0.374		0.37	7.382	1.794	

$R^2 = 0.445$, Adjusted $R^2 = 0.441$

Table 5 shows that, product display, talent recommendation, user evaluation as the independent variable, and alternative evaluation as the dependent variable. The regression coefficient value of user evaluation is 0.374 ($t = 7.382$, $p = 0.000 < 0.01$), which means that user evaluation has a significant positive impact on the alternative evaluation. The regression coefficient value of talent recommendation was 0.221 ($t = 4.626$, $p = 0.000 < 0.01$), which means that talent recommendation has a significant positive impact on the alternative evaluation. The regression coefficient value for product display was 0.184 ($t = 3.584$, $p = 0.000 < 0.01$), meaning that product display has a significant positive effect on the alternative evaluation. In conclusion, the user evaluation category had the greatest impact on the substitution assessment, followed by the talent recommendation category, and then the product display category. All these predictor variables had significant positive effects on alternative evaluation.

Table 6 The impact of short video content marketing (X1, X2, X3) on purchasing decision

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	210.27	3	70.09	104.009	.000b
Residual	266.859	396	0.674		
Total	477.129	399			

a Dependent variable: Y

b Predictors: (Constant), X3, X2, X1

Model	Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
	B	Beat				
Constant	0.825			5.012	-	
Product display class(X1)	0.301		0.294	5.75	1.854	
Talent recommendation category(X2)	0.138		0.138	2.828	1.682	
User evaluation class(X3)	0.345		0.337	6.691	1.794	

$R^2 = 0.441$, Adjusted $R^2 = 0.436$

Table 6 shows that product display, talent recommendation, and user evaluation have a positive impact on purchase decisions. The regression coefficient value of user evaluation is 0.345 ($t = 6.691$, $p = 0.000 < 0.01$), which means that user evaluation has a significant positive influence

on the purchase decision. The regression coefficient value of the product display is 0.301 ($t = 5.750$, $p = 0.000 <0.01$), meaning that the product display has a significant positive impact on the purchase decision. The regression coefficient value of talent recommendation is 0.138 ($t = 2.828$, $p = 0.005 <0.01$), which means that talent recommendation will have a significant positive impact on the purchase decision. In conclusion, the user evaluation category has the greatest impact on the problem identification, followed by the product display category, and finally, the talent recommendation category. All of these predictor variables had a significant positive effect on the purchase decision.

Table 7 The impact of short video content marketing (X1, X2, X3) on post-purchase evaluation

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	204.104	3	68.035	97.204	.000b
Residual	277.167	396	0.7		
Total	481.271	399			
a Dependent variable: Y					
b Predictors: (Constant), X3, X2, X1					
Model	Unstandardized Coefficients		Standardized Coefficients	Tolerance	VIF
	B	Beat			
Constant	0.814			4.852	-
Product display class(X1)	0.196		0.191	3.679	1.854
Talent recommendation category(X2)	0.16		0.159	3.22	1.682
User evaluation class(X3)	0.412		0.401	7.846	1.794
$R^2 = 0.424$, Adjusted $R^2 = 0.420$					

Table 7 shows that product display, talent recommendation, and user evaluation have a positive impact on the post-purchase evaluation. The regression coefficient value of the user evaluation is 0.412 ($t = 7.846$, $p = 0.000 <0.01$), meaning that the user evaluation will have a significant positive impact on the post-purchase evaluation. The regression coefficient value of the product display was 0.196 ($t = 3.679$, $p = 0.000 <0.01$), meaning that the product display has a significant positive effect on the post-purchase assessment. The regression coefficient value of talent recommendation is 0.160 ($t = 3.220$, $p = 0.001 <0.01$), which means that talent recommendation will have a significant positive impact on the post-purchase evaluation. In conclusion, the user evaluation category has the greatest impact on the problem identification, followed by the product display category, and finally, the talent recommendation category. All of these predictor variables had a significant positive effect on the post-purchase evaluation. The purpose of this study is to explore the impact of short video content marketing on consumer purchasing decisions. By discussing the results of the descriptive statistics, correlation analysis and regression analysis, confirm that hypothesis H is accepted, this indicates that short video content marketing has a positive impact on consumer purchasing decisions and answers the research questions in this paper.

DISCUSSION & CONCLUSION

This study examines the impact of short video content marketing on specific TikTok user groups in Xi'an, China, considering cultural and social factors' influence. It employs quantitative methods, including questionnaires and statistical analysis, to establish correlations between short video marketing and purchase decisions, ensuring data's scientific and objective processing. The Findings indicate that short video content marketing significantly influences consumer purchasing decisions by enhancing product awareness, trust, and providing reference information. It affects the entire purchase process, from problem identification to after-sales evaluation, through three key dimensions: product display, expert recommendation, and user

evaluation. The study underscores the role of cultural and social factors in consumer decision-making, offering strategic insights for precision marketing and cultural integration. It also dissects short video content into three dimensions, providing support for content optimization and precision marketing.

Unlike previous studies on the impact of social media on consumer behavior (Cahyono, 2016; Petcharat & Leelasantitham, 2021), this study explores the unique role and micro-influencing factors of short video in specific user groups and purchase decisions. Most previous studies have used qualitative methods, such as in-depth interviews and case studies (Arenas-Gaitan, Sanz-Altamira, & Ramirez-Correa, 2019). This study uses quantitative methods to ensure the scientific objectivity and quantitative correlation of the data through questionnaire and statistical analysis. Previous studies are extensive (Liu, 2021), but the regional characteristics are weak; this study is concentrated in Xian, and the conclusion is closer to the regional market rules, but the universality is limited. In the past, although cultural and social factors were involved (Kotler & Keller, 2005), but the depth of excavation was insufficient. This study deeply analyzes the relationship between cultural and social factors and marketing, provides strategic basis for precision marketing, and helps enterprises integrate into local culture. Previous studies have been limited to a single dimension or in general (Steimle, 2014). However, this study divides the short video content into three dimensions: product display, talent recommendation and user evaluation, and analyzes its impact on each stage of decision-making one by one, so as to provide support for content optimization and precision marketing. Previous studies rely on theoretical derivation or small-scale cases (Blank, 2014), and the empirical foundation is weak; this study has a large amount of empirical data to strongly supports the quantitative impact. Our findings are consistent with those of Bhardwaj & Sharma (2019), indicating that video marketing has a positive impact on consumer decisions, but differ from Brock (2021) in specifically focusing on short video content and its detailed dimensions. This promotes the development of theory from qualitative to quantitative, from macro to micro, to meet the needs of enterprise data-driven decision-making.

The study's findings offer new theoretical and data support, revealing short video content marketing's multi-dimensional role in consumer purchasing decisions. It aids companies and creators in understanding target markets better and aligning products and services with consumer needs, emphasizing cultural and social factors' importance. While the study's sample and methodology have limitations, its results guide future research, suggesting broader samples, longitudinal designs, and consideration of more variables to explore short video content marketing's impact comprehensively.

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