

Influence Mechanism of Mobile Shortvideo on Impulsive Purchasing Behavior of Consumers

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Abstract: With the continuous expansion of the application scope of Hooli, mobile short video is developing rapidly, and the commercial value of mobile short video marketing is huge. Under the influence of mobile short video, consumers' impulse buying behavior mainly focuses on consumers themselves, and the analysis of external marketing environment on consumers' impulse buying behavior is insufficient. Based on this, this study focuses on the external marketing environment stimulus such as promotion, discount, opinion leader, entertainment, etc., and pays attention to its impact on consumers' impulse buying behavior. It aims to provide an effective reference for enterprises to design mobile short video marketing activities and point out a clear direction for the subsequent platform operation supervision.

Keywords: Mobile short video; Marketing ; Impulse buying behavior

Introduction

Short video applications in China started late, and platforms such as Kuaishou and Douyin began to appear in China in 2013, which also made full preparations for short video applications. In 2016, short video began to show explosive growth, a variety of short video apps, live streaming platforms emerged in an endless stream, traditional video websites, official media also began to test the short video model. Major brands have opened their own official short video accounts, settled in well-known short video platforms such as Douyin and Kuaishou, and began to try to carry out product marketing through short video advertising or the model of online celebrities with live broadcasts. In 2018, China's short video industry officially entered a mature stage of development, various regulatory mechanisms were fully introduced, and the market pattern no longer changed significantly. In 2019, the relevant government management units put forward the requirements for regulating the development of the short video industry, and in the case of continuous improvement of the standard provisions, both the market situation and the business model basically meet the requirements for stable development.

In the state of increasing the development speed of mobile short video, a lot of content has entered the bottleneck period, and the content that can meet the realization requirements is very few, and even the realization rate is less than 1%. How to continuously tap the commercial value of short video has become a key research topic. Based on this, this topic takes the marketing environment as

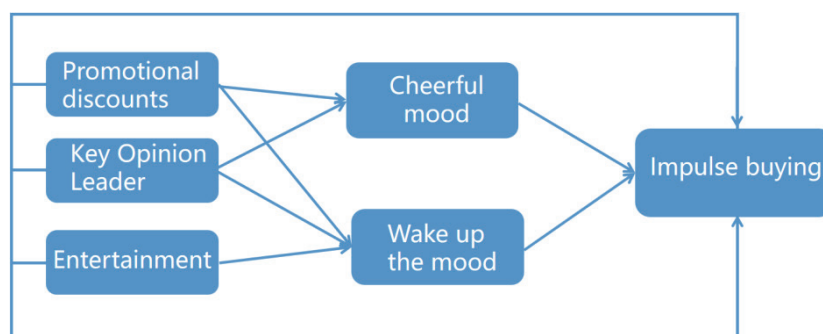


Figure 1. The correlation of promotional discounts, opinion leaders, and entertainment characteristics with impulse buying

the core, and analyzes the correlation between promotional discounts, opinion leaders, entertainment features and impulse buying to form the following research framework

1. Research data and methods

1.1 Theoretical Framework (Figure 1)

1.2 Research hypothesis

Null hypothesis: Mobile short video has no significant effect on the mechanism of consumers' impulse buying behavior.

Alternative hypothesis: Mobile short video has a significant effect on the mechanism of consumer impulse buying behavior.^[1]

1.3 Research object

The study selected 200 randomly selected respondents from Xigong District, Luoyang City, Henan Province, China, aged from 18 to 60 years old and above.^[2]

1.4 Research tools and variables

This study uses questionnaires to investigate the influence factors of short videos on consumers' impulse buying behavior. It mainly measures and analyzes the relationship between promotional discounts, opinion leaders, entertainment features and impulse buying behavior (table1). SPSS was used for analysis

Table 1 Classification of research variables

Type of variable	Variable name
predictor	Promotional discounts, opinion leaders, entertainment
Result variable	Impulse buying

2. Presentation, interpretation, and analysis of data

Extent of Impulsive Purchasing Behavior of Consumers

Table 2 Extent of Impulsive Purchasing Behavior of Consumers on Promotional Discount

INDICATORS	WEIGHTED MEAN	VERBAL INTERPRETATION
1. Higher-value discounts tend to attract more attention and drive a stronger impulsive urge to purchase.	3.07	STRONGLY AGREE
2. Evaluate discounts based on the perceived savings they would gain.	3.57	STRONGLY AGREE
3. Time-limited offers create a sense of urgency, prompting consumers to make quick decisions.	3.52	STRONGLY AGREE
4. Limited availability of discounted items enhances their perceived value and encourages consumers to make quick decisions to secure the deal.	3.51	AGREE
OVER - ALL WEIGHTED MEAN	3.42	STRONGLY AGREE

The table shows the level of customer satisfaction in terms of perceived performance and its verbal interpretation. The overall weighted mean is 3.42 and verbal interpretation of strongly agree in extent of Impulsive Purchasing Behavior of Consumers on Promotional Discount

Table 3 Extent of Impulsive Purchasing Behavior of Consumers on Key Opinion Leaders

INDICATORS	WEIGHTED MEAN	VERBAL INTERPRETATION
1. Endorsements carry credibility, and consumers are more likely to make impulsive purchases based on their recommendations	3.44	STRONGLY AGREE
2. Alignment with the product or brand being promoted is crucial	3.52	STRONGLY AGREE
3. Followers are more likely to be influenced by the KOL's endorsement, resulting in impulsive buying behavior.	3.51	STRONGLY AGREE
4. Followers wanting to emulate the KOL's choices through impulsive purchases.	3.58	STRONGLY AGREE
OVER - ALL WEIGHTED MEAN	3.51	STRONGLY AGREE

The table shows the extent of impulsive purchasing behavior of consumers on key opinion leaders and its verbal interpretation. The overall weighted mean is 3.54 and verbal interpretation of strongly agree extent of impulsive purchasing behavior of consumers

on key opinion leaders.

Table4 Extent of Impulsive Purchasing Behavior of Consumers on Entertainment		
INDICATORS	WEIGHTED MEAN	VERBAL INTERPRETATION
1. Entertainment triggers emotional responses, capturing viewers' attention and creating a positive emotional connection with the content.	3.35	STRONGLY AGREE
2. Entertaining videos create positive associations with the products being promoted	3.52	STRONGLY AGREE
3. Viewers may associate the positive emotions evoked by the video with the idea of owning the product, encouraging impulsive purchases.	3.53	STRONGLY AGREE
4. Entertaining videos can trigger viewers see others enjoying a product and having fun, they might feel compelled to buy impulsively to experience the same enjoyment.	3.57	STRONGLY AGREE
OVER - ALL WEIGHTED MEAN	3.49	STRONGLY AGREE

The table shows the extent of impulsive purchasing behavior of consumers on entertainment and its verbal interpretation. The overall weighted mean is 3.49 and verbal interpretation of strongly agree in extent of impulsive purchasing behavior of consumers on entertainment.

Table5 Correlation Analysis on Impulsive Purchasing Behavior and Promotional Discount

Customer Satisfaction		Problem Recognition	Interpretation
Promotional Discount	Pearson r	0.579	Significant
	p - value	.000	
	N	200	
Key Opinion Leader	Pearson r	0.480	Significant
	p - value	.000	
	N	200	
	p - value	.000	
	N	200	

Pearson r correlation was used to determine whether there is a relationship between the Promotional Discount and Impulsive Purchasing Behavior. Table __ shows the correlation between the Promotional Discount and

Promotional Discount ($r = 0.579$) show a moderate correlation and $p - \text{value} = 0.000$, which is less than 0.05 denotes a significant relationship;

Key Opinion Leader ($r = 0.480$) shows a moderate correlation and $p - \text{value} = 0.000$ denotes a significant relationship,

Entertainment ($r = 0.499$) shows a moderate correlation and $p - \text{value} = 0.000$ denotes a significant relationship; and lastly

Table 6 Correlation Analysis on Impulsive Purchasing Behavior and Key Opinion Leader

Customer Satisfaction		Information Search	Interpretation
Promotional Discount	Pearson r	0.352	Significant
	p - value	.000	
	N	200	
Key Opinion Leader	Pearson r	0.430	Significant
	p - value	.000	
	N	200	
Entertainment	Pearson r	0.464	Significant
	p - value	.000	
	N	200	
	p - value	.000	
	N	200	

Pearson r correlation was used to determine whether there is a relationship between the Key Opinion Leaders and Impulsive Purchasing Behavior. Table 20 shows the correlation between the Key Opinion Leader and

Promotional Discount ($r = 0.352$) show a weak correlation and $p - \text{value} = 0.000$, which is less than 0.05 denotes a significant

relationship;

Key Opinion Leader ($r = 0.430$) shows a moderate correlation and $p - \text{value} = 0.000$ denotes a significant relationship, Entertainment ($r = 0.464$) shows a moderate correlation and $p - \text{value} 0.000$ denotes a significant relationship; and lastly

Table7 Correlation Analysis on Impulsive Purchasing Behavior and Entertainment

Customer Satisfaction		Evaluation Options	Interpretation
Promotional Discount	Pearson r	0.567	Significant
	p - value	.000	
	N	200	
Key Opinion Leader	Pearson r	0.433	Significant
	p - value	.000	
	N	200	
Entertainment	Pearson r	0.415	Significant
	p - value	.000	
	N	200	

Pearson r correlation was used to determine whether there is a relationship between the Entertainment and Impulsive Purchasing Behavior . Table __ shows the correlation between the Entertainment and

Promotional Discount ($r = 0.567$) show a moderate correlation and $p - \text{value} = 0.000$, which is less than 0.05 denotes a significant relationship;

Key Opinion Leader ($r = 0.433$) shows a moderate correlation and $p - \text{value} = 0.000$ denotes a significant relationship, Entertainment ($r = 0.415$) shows a moderate correlation and $p - \text{value} 0.000$ denotes a significant relationship; and lastly

3. Recommendations

According to the survey results, the following suggestions are made regarding the influence of mobile short video marketing on consumers' impulsive purchasing behavior:

① Practice has proved that in the context of short video marketing, promotional discount is a positive factor. Therefore, when enterprises carry out short video marketing activities, they should add more novel promotion methods according to the actual situation to attract consumers to buy.^[3]

② Through empirical analysis, it can be concluded that opinion leaders also play a positive role on various factors in short video marketing strategies. Therefore, enterprises should pay attention to the factors of opinion leaders, detect the pearls of insight, discover talents, and deeply tap the influence of opinion leaders. KOL is different from star Internet celebrities, they have a strong appeal and influence in their specific fields

③ Through the empirical analysis, it is concluded that in the short video marketing strategy, consumer psychological emotion has a positive impact on impulsive purchase, and consumer psychological emotion plays an intermediary role, which is the influence of stimulus variables on impulsive purchase. Emotional change is the internal factor that causes consumers to carry out impulsive shopping, whether it is pleasure or awakening emotions, it will have a certain impact on impulsive consumption behavior.

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