

Research on the Impact of Short Video Marketing on Consumer Purchase Intention

—Taking TikTok as an Example

Nan Zhang, Dr. Simon Kwong Choong Mun
City University Malaysia, Kuala Lumpur 46100, Malaysia.

Abstract: The TikTok platform has the characteristics of high traffic, and its content also keeps up with the trend, attracting more attention from young people. At the same time, the platform has high commercial value in the transformation of e-commerce, creating diversified development opportunities for industries such as clothing, food, digital, and cosmetics, and has received widespread attention in various fields. At the same time, streaming live streaming, as a new form of e-commerce marketing, also encourages people to participate more in live interaction and watching. From this, it can be seen that the TikTok marketing model has broken through various limitations and regulations, and created a model suitable for one's own business development in short video marketing. In order to gain a deeper understanding of the short video marketing of the platform, this article will take TikTok as an example to analyze the operating mechanism of the platform and the influencing factors of consumer purchase intention. Based on this, a marketing strategy suitable for the platform's purchase intention will be developed, aiming to increase the long-term benefits of TikTok's short video platform.

Keywords: Short Video Marketing; TikTok; Consumer Purchase Intention

1. Introduction

TikTok is a short video platform launched by Chinese private enterprise ByteDance, which was officially launched in May 2017. The app uses algorithm analysis to understand user preferences and recommends content that interests them. With its simple and “decentralized” functionality, it has led the development of the short video era. Nowadays, TikTok has become the number one product in China's internet market. As of the first quarter of 2023, TikTok has covered over 200 countries and has a daily global active user base of 700 million people.

Some scholars believe that users are more exposed to marketing information on short video platforms, which is a passive form of information acceptance. Based on the above viewpoints, it can be concluded that with the current trend of watching short videos becoming a popular pastime for the mainstream public, consumers have been exposed to a long-term short video marketing environment. Therefore, if TikTok's bloggers can market them properly, it can easily stimulate users to engage in consumer behavior. Therefore, in order to further explore the impact of short video marketing on consumer purchase intention, this article takes TikTok as an example to discuss it.

2. Factors Influencing TikTok Short Video Marketing on Consumer Purchase Intention

2.1 The emotional impact of purchase intention

In the marketing of Tiktok short video content, if consumers have resistance to short video products, they should make every effort to continue to take consumers' emotions as the starting point. If consumers' intention to purchase a product cannot be formed, and even have a negative attitude, the transaction will naturally not be reached. Therefore, in the marketing process of short video content, marketing must continuously improve the characteristics of the product. And improve the marketing content to ensure their own wealth, so that consumers can fully mobilize their purchasing enthusiasm and complete the final transaction.

2.2 Cognitive impact of purchase intention

Consumers directly learn about the product through short video content. A rough impression forms in the mind. Then, with the help of external imagination, consumers can have a deeper observation of the product. These psychological activities are the cognitive process of

consumers towards products. Enterprises should base themselves on consumer demand by creating video clips to promote their products, including embedding product attributes and features, as well as the brand concept, in the video clips to help consumers understand the products. Then form a deeper understanding. Ultimately, this stimulates consumers' desire to purchase.

2.3 The Will Influence of Purchase Intention

The marketing model of short video content continuously affects consumers' purchasing intentions. Consumers' intuition, imagination, and memory are all influenced by their own set goals. The process of changing consumer purchasing intention has a profound impact on consumer purchasing intention. The purchasing intention of consumers plays a driving role in their purchasing actions. If consumers want to purchase a certain product in advance, they can search on short video promotion platforms, choose from a large number of products they want to purchase, and compare multiple products online. At this point, it is necessary to round off the objectives and determine the importance of the objectives through classification. By clarifying the procurement objectives, it is necessary to implement the procurement behavior.

3. Analysis of TikTok Marketing Strategy Based on Purchase Intention

3.1 Differentiated and precise positioning of brand communication

In the era of rapid development, the similarity of products between different industries is increasing, and product awareness is also decreasing. Therefore, in order to differentiate the product from other similar products, the company needs to accurately position the product. Firstly, the TikTok short video app brand needs to fully consider its own positioning, from the original market positioning, product positioning, user positioning, communication positioning function positioning, etc., to fully display its layout and planning, and choose channels for vertical differential content and differential communication. Secondly, developing a brand strategy is one of the important tasks of a company, and differentiated brand positioning is a positioning strategy that distinguishes competing brands by distinguishing brand awareness and brand emotions. Brand is an important means of product differentiation, and it is also the most profound and comprehensive manifestation of product differentiation. The combination of communication and product characteristics makes differentiated marketing possible, which also helps to improve user stability and loyalty.

Finally, in the era of digital informatization, consumer needs are constantly changing. Although the coverage of TikTok's app and other short video apps is gradually expanding, TikTok users still target young people, with over half of users under the age of 30. In a rapidly changing world, young people's thinking has become more active, and their ability to understand and accept new things has become stronger. They are curious and willing to express themselves, and they are also a source of high-quality producers and consumers of TikTok short films. However, they still lack "phenomenal products". The new generation of consumers is the main body of society, so the focus is more on them.

3.2 Improving Business Systems through Operational Innovation

TikTok can initiate new hot topics and initiate new challenges or relays in a very short period of time. It also provides assistance for platform users to create short videos, and new platform users who publish their works for the first time can receive free video traffic, thereby encouraging new users to join. At the same time, TikTok also provides some material rewards to users who publish original works. If platform users share TikTok's work links with WeChat Moments, they will receive more rewards. This marketing approach can not only effectively increase the platform activity of users, but also increase the visibility and influence of TikTok's short video platform.

At the same time, TikTok also needs to fully leverage its parent company's technological advantages and move towards sustainable development goals. Leaving aside the advantages of existing algorithm technology, it also requires the application of a "algorithm+focus" technical model. Transforming the way platform users watch short videos from previous promotions to recommendations, achieving a "peer-to-peer" relationship between the platform and users, highlighting the characteristics of supply and demand. And on this basis, it makes it easier for users to establish connections and form interactions, and a true community atmosphere is also generated - achieving interpersonal connections based on short video content is one of the important values of short videos, thus ensuring the retention of TikTok users.

3.3 Merge multiple platforms to expand user base

For users of short video app products, the development of mobile short videos such as TikTok short videos can be achieved by actively participating in social welfare undertakings and establishing a good brand image. The development of enterprises cannot be separated from social progress, so short video marketing companies must always pay attention to social development and actively explore innovative points. This article only takes the food marketing on TikTok's short videos as an example. Among them, the blogger @flakeysalt, who has 2.9 million followers, often makes viewers feel very fresh and interesting by using chaotic shots and rough food production techniques in the production of short videos. Even watching him cut onions can bring joy. Therefore, many organic agricultural and vegetable merchants have actively contacted him and collaborated on multiple platforms, allowing his fans to place orders and purchase vegetables in the cabinet at any time while watching him make delicious food. And another @chocolate and cake blogger with 1.7 million followers will update some videos of chocolate and sugar flipping cakes through short videos. In his videos, the sugar flipping cakes made into brain flowers, avatars, and even keyboards have a high similarity, which has made netizens admire his brain and unconsciously willing to pay online for his food teaching courses. From this, it can be seen that as a short video marketer, one must be good at utilizing social hotspots and always pay attention to the utilization of marketing opportunities for other brands, identify opportunities, improve brand awareness and reputation, and attract other audiences, which may attract attention and trust. At this point, TikTok short videos are a great example of disseminating information, utilizing new product launch opportunities, conducting marketing activities for other brands, and collaborating with other brand owners to achieve win-win cooperation.

4. Conclusion

TikTok short video is a form of video content transmission in the context of the Internet environment. It is usually produced and transmitted for a few minutes according to the transmission requirements of some new media platforms. In recent years, in the context of increasing mobile terminal coverage and improving network speed, short videos have received widespread attention. Many businesses have also begun to use short videos for marketing in order to expand their product sales channels and enhance product awareness. Different short video marketing strategies have different impacts on consumers' purchasing decisions. Based on this, this article analyzes the impact of short video marketing on consumers' purchasing intentions and proposes reasonable suggestions to enhance the effectiveness of short video marketing.

References

- [1] Nishikawa A, Yoshinaga E, Nakamura M, et al. Validation Study of Algorithms to Identify Malignant Tumors and Serious Infections in a Japanese Administrative Healthcare Database[J]. *Annals of Clinical Epidemiology*, 2022, 4(1):20-31.
- [2] Nikbin D, Aramo T, Iranmanesh M, et al. Impact of brands' Facebook page characteristics and followers' comments on trust building and purchase intention: Alternative attractiveness as moderator[J]. *Journal of consumer behaviour*, 2022(3): 21.
- [3] Anantharaman R, Prashar S, Vijay TS. Uncovering the role of consumer trust and bandwagon effect influencing purchase intention: an empirical investigation in social commerce platforms[J]. *Journal of Strategic Marketing*, 2023, 31(6):1199-1219.
- [4] Boisvert J, Ashill NJ. The impact of gender on the evaluation of vertical line extensions of luxury brands: a cross-national study[J]. *Journal of product & brand management*, 2022(3): 31.
- [5] Fang C, Liu H. The influence of shopping website characteristics on brand loyalty under B2C mode-Taking Taobao as an example Website Quality[J]. *IOSR journal of computer engineering*, 2021(1):23.
- [6] Kato T, Dolores Botella-Carrubi, Samuel Ribeiro-Navarrete. The value created by the removal of cut lines: Evaluating the impact of finishing of industrial designs on purchase intention[J]. *Journal of Consumer Behaviour*, 2023, 22(4):942-954.
- [7] Fadahunsi A, Pathak VK, Sharma A, et al. A multi-analytic approach to predict social media marketing influence on consumer purchase intention[J]. *Journal of Indian Business Research*, 2022, 14(2):125-149.
- [8] Huang Z, Zhu Y, Hao A, et al. How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions[J]. *Journal of Research in Interactive Marketing*, 2023, 17(4):493-509.