

# Empirical Research Based on the Impulse Purchase Intention of Young Consumers Implanted in the Vision Domain of Online Video Barrage Ads-Taking the College Youth in Guizhou Province as an Example

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**Abstract:** In recent years, under the background of the consumption concept upgrade, short video advertising communication is the enterprise will product information to consumers in the form of short video, and use the social network media platform for a network sales communication, through video language expression to consumers or potential consumers' cognition, attitude and behavior has a series of influence, gradually become an important part of modern product and service communication marketing, formed the peer-to-peer two-way interaction between product service and user communication mode. In the context of the widespread use of short video marketing communication, in order to further meet users' expectations for products and enhance the emotional stickiness of the brand and fans, most enterprises and online platform APP implant advertisements in online videos, so as to attract consumers to promote consumption.

**Keywords:** Short Video; Bullet Screen Advertising; Impulse Purchase Intention; Advertising Attitude; Heart Flow Experience

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## 1. Background

In 2021, the number of users of online video platforms in China was 8.482 billion, and the number of monthly active users was stable at more than 600 million, among which short video is the main tool for people's daily entertainment, social interaction and information interaction and entertainment, and is deeply loved by users. As of December 2021, the number of short video users was 934 million, with a utilization rate of 90.5%. Short video usage time has surpassed instant messaging to become the industry that occupies the longest Internet time. As a "dark horse" of the development of the Internet, a short video in a few seconds, ten seconds, dozens of seconds to a few minutes, will be an event, a point of view, a product or service intuitive clear, comprehensive three-dimensional, across time and space, to show in front of users, randomly to cater to the young users fast pace, fragmentation, entertainment, interesting life habits and way of thinking. In the context of the widespread use of short video marketing communication, in order to further meet users' expectations for products and enhance the emotional stickiness of the brand and fans, most enterprises and online platform APP implant advertisements in online videos, so as to attract consumers to promote consumption.

## 2. Research objectives

Analyze the economic impact of the impulse purchase willingness of young consumers

Explore the influence mechanism of several groups of questions.

The data results obtained from this study are analyzed, and the influence mechanism of impulse purchase intention of young consumers is explained from the perspective of online video barrage advertising, and feasible suggestions for the future development of barrage advertising on online platforms are proposed.

### 3. Range of study

#### 3.1 Significance and value

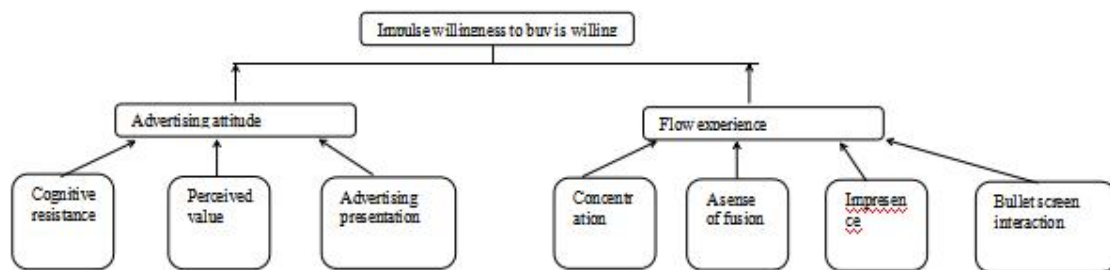
In a theoretical sense, the current academic research on online video advertising insertion focuses on the personalized recommendation of online advertising, video advertising insertion method and the interference of advertising information on video users, and has not yet deeply explored the action mechanism of consumers' advertising attitude and heart flow experience and users' impulse purchase intention. Therefore, this paper combined with the consumer of advertising information form reaction design theory framework, based on barrage AD placement horizon to explore cognitive resistance, perceived value, advertising presentation, focus, fusion, presence, barrage interaction seven dimensions of network placement video advertising intermediary effect of impulse purchase, provide a more comprehensive and detailed theoretical guidance.

In terms of practical meaning, impulsive purchase is a common phenomenon in their daily consumption behavior. In traditional shopping, 30%~50% of retail comes from impulse purchase, and almost 90% of consumers will occasionally go on impulse shopping. The research in this paper can give some guidance for online video platforms to develop the advertising insertion form that meets the needs of consumers, which is of great significance to correctly improve consumers' viewing experience and the final advertising effect.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper comes from Guizhou province, mainly with college youth as the main body. The sample collection category is limited to Huishui, Qingzhen, Guiyang and other areas in Guizhou province, and the impact of online video barrage advertising placement on the impulse purchase intention of young consumers is investigated.

### 4. The conceptual framework of the research



### 5. Theoretical principle

Theory of Planned Behavior (TPB) is a behavioral decision-making model proposed by Icek Ajzen, which is mainly used to predict and understand human behavior. The model of planned behavior theory mainly consists of behavior belief, behavior attitude, normative belief, subjective norm, control belief, perceptual behavior control, behavior intention and behavior. Current planned behavior theory has been applied in behavior-related research fields such as advertising, marketing, public relations, healthcare, sports management, sustainability and environmental protection. Attitude (Attitude) comes from the Latin Aptus and means "fit" and "fit". Scholar Li Manning and others put forward the extended model for the influence of advertising attitude on impulse purchase intention. In the empirical research of the impulse purchase intention of live broadcast marketing in the era of mobile Internet, scholars Feng Jun and Lu Mei took the advertising attitude as one of the variables affecting consumers' impulse purchase intention based on the SOR model.

### 6. Correlation studies

Impulsive purchase behavior, relative to the planned purchase behavior, is a spontaneous and unconscious unplanned shopping

behavior, and has certain complexity and emotional factors. The study of impulsive buying behavior first started 60 years ago, and then many scholars at home and abroad conducted a lot of research on impulse buying, mainly focusing on the traditional physical electricity and ordinary online shopping mode. Scholar Laura Aragoncillo, Car los Orus discusses the phenomenon of impulse buying in the fashion industry, comparing online and offline channels to determine what are thought to lead to more impulsive purchases, and arguing that offline channels encourage impulsive purchases more than online channels. Ibrahim, H., Zulkurnain,, Raja'Ainal Shah, and Rosli, and their study aimed to determine the determinants of visual marketing that influence impulsive customer-buying behavior. The study focuses on five elements of visual marketing, namely window display, mannequin display, floor marketing, promotional signage, and lighting.

## Conclusion

In recent years, online video platforms have become the second largest form of Internet business in China, and watching online video has also become an important way for people to entertain and relax. User payment and commercial advertising are the main profit sources of video platforms, while movies and TV dramas are their main segments. Combining the content of advertising and plot has become a common advertising placement videos.

In view of the characteristics of network video barrage interactivity and strong sense of presence, this paper innovatively proposes to analyze the impact of bullet screen advertising on the impulse purchase intention of viewers based on the perspective of bullet screen advertising placement.

At present, the academic research on online video advertising insertion focuses on the personalized recommendation of online advertising, video advertising insertion method and the interference of advertising information on video users, and has not yet deeply explored the action mechanism of consumers' advertising attitude and heart flow experience and users' impulse purchase intention.

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