

The Influence Factors of Short Video Marketing on Consumer Purchasing Behavior and the Effective Suggestions

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ABSTRACT. In recent years, with the rapid development of the Internet, the promotion and application of TikTok and other short video APPs have greatly enriched people's life and ways of leisure. Many enterprises pay attention to the value of short video marketing, and short videos, as a type of commodity, have been used for marketing. All of these have promoted the continuous growth of short video marketing mode. However, at present, some enterprises or businesses are not clear about the impact of short video marketing on consumers' purchasing behavior, which to a certain extent affects the utilization of business resources and the sustainable and stable development of enterprises. This paper mainly analyzes the characteristics of short video marketing, studies the influence factors of short video marketing on consumer purchasing behavior, and puts forward some effective suggestions. Conclusions can be drawn that short video marketing has the features of original content and a combination of online and offline. One influence factor of the consumer purchasing behavior is the short video marketing platform availability and function availability. Another one is the psychological distance between consumers and short video marketing. Moreover, in order to improve the short video marketing effects, it is essential to make the personalized marketing scheme based on consumer demands and improve the professional quality of short video bloggers. Additionally, there is a need to build a consumer value common trust and strengthen the short video content management. Last but not least, it is also important to focus on the interaction with consumers and organize more diversified promotional activities.

1 Introduction

Short video is a way of Internet communication. With the expansion of mobile terminal coverage and the improvement of network speed, short video platforms represented by TikTok are favored by many people. Major businesses use the short video platform to carry out marketing work, forming a short video marketing mode. Short video platform has the characteristics of multiple users and heavy data traffic. Compared with traditional marketing methods, short video marketing method can interact with consumers and improve consumers' participation and experience, thus producing purchasing behavior. However, in specific practice, the effect of short video marketing activities is different. Some products are popular with the public after short video marketing, but some marketing effects are not satisfactory. This is because some businesses do not have a clear understanding of the role and mechanism of short video marketing. They do not know which factors will have an important impact on consumers' purchasing behavior, and they fail to make scientific use of business resources, thereby affecting the sales volume of goods. In today's era, studying the influencing factors of short video marketing on consumers' purchasing behavior and putting forward

scientific and reasonable suggestions can provide an improvement path for enterprises and businesses to carry out marketing activities, improve their competitive advantages, and further promote the development of short video marketing. Therefore, it is necessary to study the influencing factors of short video marketing on consumer purchase behavior, so as to provide reference for related enterprises and businesses.

2 features of Short video marketing

2.1 The Pace of Fashion Led by the Original Content

At present, many short videos come from the original authors. These short videos are loved by young people and have the characteristics of leading the fashion trend. For example, a user recorded a short video with the caption "spiritual boy". With a unique expression and rhythm, the video was liked by a lot of people. After dissemination, it quickly became popular on the Internet and was imitated by short video users. In addition, "diss him (pán tā)", "grasp (nǎ niē)", and other expressions are used by multiple users. Due to the interesting facial expressions, they become classic network vocabulary. These

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fashionable languages have a great impact on the way users express, and can reflect the huge influence of original works [1]. Therefore, enterprises and businesses pay attention to original content, transform web celebrities into the styles popular with the public, and create more humorous content and hot topics, thus laying a good foundation for short video marketing. Then, by making use of the popularity of Internet celebrities to make an influence on products and transforming consumers' attention and love of Internet celebrities to products, enterprises and businesses can thereby enhancing consumers' consumption awareness, and then produce purchase behavior. This marketing mode has obvious advantages over traditional advertising. It is more acceptable to consumers and more suitable for the social development in today's era.

2.2 Online and Offline Combination

Under the short video marketing mode, online and offline products are organically combined, and the products that need marketing will be promoted through online promotion and offline promotion. The integration of short video content and the platform can not only improve the interaction between users and the platform, but also enhance users' sense of participation and stimulate users' desire to buy [2]. At the beginning, most TikTok short videos were directed and performed by the users themselves. They transfer original works to the short video platforms such as TikTok, and attract the majority of users to watch, so that their videos can get more clicks and likes, thus attracting more fans. With the increase of original works, and the improvement of public attention, they will develop into a web celebrity. With the wide application of short video software, many celebrities live broadcast on TikTok and other short video platforms. They carry out various activities, create hot topics at the present stage, and attract the attention of the majority of users, thus producing a good publicity effect. In addition, short video marketing also has an offline promotion mode. Through combining offline promotion activities, such as web celebrity meetings, with online publicity, forming an online and offline interaction, and constantly developing new materials, the short video marketing effect can be improved.

3 The influence factors of short video marketing on consumer purchasing behavior

3.1 Platform Availability and Function Availability of Short Video Marketing

In the process of short video marketing, both the platform availability and the function availability will have an impact on consumers' purchasing behavior. However, the platform availability has a more significant impact, while the impact of functional availability is relatively weak. First is the the impact of platform availability. In the short video marketing, more consumers will be attracted by the

new technology and interactive forms. They take a strong interest, and then produce the purchase behavior [3]. These are incomparable to offline shopping. Second is the functional availability. According to the analysis of consumer purchase behavior, the interesting availability of functions has a great impact. Consumers tend to be attracted by the entertainment attribute of short videos. High-quality content and the humorous style can promote consumers to produce purchase behavior. In addition, the means of short video marketing are diverse. Through diversified promotion means, more attention of consumers can be attracted. Besides, marketing bloggers can play more to their own expertise to provide consumers with professional knowledge and practical operation demonstration. This is easier to impress the consumer, and therefore improve product sales. For example, the marketing blogger Li Jiaqi conducts cosmetics marketing through short videos, and uses professional knowledge and personal experience to provide professional explanation for consumers. As a result, the cosmetics he recommends attracts many consumers to buy. Finally is the social availability. The impact of social availability on consumer buying behavior is less obvious [4]. At the present stage, most consumers carry out social activities through Wechat, QQ, etc. In short video marketing, the social settings are not prominent enough, so the social attribute is not strong, and it has little impact on consumers.

3.2 The Psychological Distance Between Consumers and Short Video Marketing

On the one side, availability can have a very significant impact on consumers' purchasing behavior through psychological distance. With the help of platform availability, the psychological distance between consumers and short video marketing can be shortened, thus bringing a positive impact on consumers' purchasing behavior. Through comprehensively displaying the marketing products and sharing the shopping videos, consumers can directly see the product information and the visualization of marketing products can be achieved. Moreover, the short video blogger's interpretation and interaction with consumers help consumers accept this way of marketing completely and then buy the product on the short video platform [5]. Compared with the platform availability, the influence of functional availability is relatively weak. In the process of short video shopping, consumers will be attracted by some price discounts, subsidies, and other activities. Professional product introduction and highly interesting video content can also shorten the psychological distance between consumers and short video marketing, and then lead consumers to complete the product purchase on the short video platform. However, the impact of social supply is not significant. Therefore, it can be seen that in short video marketing, consumers' do not have too much social demand. Therefore, social supply plays a less significant role in narrowing the psychological distance between consumers and short video marketing, and is less influential on consumers' purchase behavior.

On the other side, from the perspective of consumers,

a certain psychological distance will be produced when consumers perceive the supply of short video marketing products. If the psychological distance becomes shorter, it means that consumers' satisfaction with short video marketing is greater, and a high corresponding acceptance degree will increase the probability of purchase behavior. If the psychological distance becomes longer, it means that consumers' satisfaction with short video marketing is lower. It is easy for consumers to produce resistance, thus reducing the probability of purchase behavior [6]. Generally, when buying goods through short videos, consumers will perceive the availability and supply from various dimensions, such as the marketing content, commodity price, professionalism, and interactivity. These supply factors will bring different degrees of satisfaction to consumers, resulting in a long or short psychological distance. The longer the psychological distance is, the less the chance of buying behavior will be. In the process of shopping, most consumers will seek the satisfaction of psychological needs. When the psychological needs are maximized, consumers are more likely to produce purchasing behavior. Therefore, when applying the short video marketing, enterprises and businesses need to clarify the factors affecting consumers' purchasing behavior, grasp the different pain points of consumers' needs, and develop scientific and reasonable marketing plans, thereby further improving the effectiveness of short video marketing.

4 Advice for improving short video marketing effects

4.1 Setting up Personalized Marketing Plans According to Consumer Needs

By analyzing the influencing factors of short video marketing on consumers' purchase behavior, it can be learned that the focuses of consumers are different in different stages of the purchase process, and different consumers also have different needs. Therefore, to improve the effects of short video marketing, enterprises and businesses need to set up personalized and diversified marketing programs for different stages, so as to meet the needs of different consumers and improve the pertinence of marketing. In the process of formulating short video marketing programs, the most important thing is to grasp the needs of the target consumer groups, and accurately select the marketing content based on this basis. It is also essential to establish the corresponding incentive mechanism and stimulate consumers to buy. Therefore, it can be seen that the demand of target consumer groups is the core of short video marketing, and the arranged marketing scenarios and marketing forms used should be built based on this core content [7]. In the process of construction, enterprises and businesses can make full use of artificial intelligence technology, big data technology, etc., digging deep into the purchase demand of the target consumer group, designing the scene of marketing, and putting it timely into the short video, so as to attract the attention of consumers, and effectively improve the sales

of goods as well as the purchasing power of consumers.

4.2 Improving the Professionalism of Short Video Bloggers

In short video marketing, there will be special bloggers to explain the marketing products, including the product composition, appearance characteristics, using skills, and other content, so that consumers can have a full understanding of the products and their interests in buying can be stimulated, thus producing purchasing behavior. Therefore, the professional level of short video bloggers is directly related to the purchase behavior of consumers. Especially in the introduction of product ingredients and using skills, there is a need to provide consumers with professional explanations and guidance, so that consumers can have a good shopping experience. Therefore, enterprises and businesses should pay attention to the training of short video bloggers, strengthen and improve the specialization degree of bloggers [8]. In addition, short video bloggers should establish the concept of lifelong learning, keep pace with the times, actively improve their professional quality, establish a professional image in front of consumers, shorten the psychological distance between short video marketing and consumers, and then complete product sales, thus improving the effects of short video marketing.

4.3 Building a Consumer Value Common Trust

With the rapid development of the Internet, more and more people go deep into all levels of the Internet and use the Internet to carry out various work. However, the Internet is virtual. When carrying out short video marketing work, enterprises should build consumer value common trust, guide the values of consumers, promote the purification of short video marketing environment, provide consumers with a good short video shopping environment, and promote the benign development of short video marketing. In addition, short video platforms should strictly standardize the account registration and formulate corresponding mechanisms to avoid the emergence of illegal accounts. The underlying algorithm should be used to recommend high-quality short videos to the majority of consumers, and the commodity trading link of the short video platform should be improved, so as to reassure consumers of the security of short video shopping.

4.4 Strengthening the Management of Short Video Content

In the context of short video marketing era, enterprises or businesses must pay attention to short video content by strengthening the content management and creating high-quality short videos with strong fun and useful ability to achieve marketing success. First, the fun of short videos can be shown through the title and content. After investigating and researching, the title and content of the highly popular short videos are mostly vivid and interesting, or with suspense, which can arouse users' curiosity, attract them to click and watch short videos, and

increase the number of likes of short videos. Secondly, the usefulness of the short videos is mainly shown through the information in the short videos. By watching the short videos, consumers can understand and judge the product, and then make the purchase decision [9]. Therefore, in the process of short video marketing, it is necessary to stand in the perspective of consumers, and dig and refine the information useful to consumers on the basis of clarifying consumer needs. It is also essential to interpret the characteristics of the products, so that consumers can realize that the product information is useful to themselves, thereby producing the purchase behavior. Finally, in short video marketing, the core that really causes consumers to buy is the content. Only by making useful short video content can the psychological distance between short videos and consumers be shortened. Therefore, it is necessary to strengthen the management of short video content, strictly standardize the production process of short video content, clarify the person in charge, strengthen the audit and supervision of short video content, and avoid the occurrence of false or illegal content.

4.5 Focusing on Interacting with Consumers

In the short video marketing, we should pay attention to the interaction with consumers and enhance their sense of experience. After releasing marketing videos, marketing subjects should pay close attention to the messages in the comments section, and timely answer their doubts, so that consumers can feel that they are valued and their sense of trust can be enhanced. At the same time, through the interaction in the comment area, the marketing subjects can also timely understand the actual needs of consumers, provide constructive opinions and suggestions for consumers in the interaction process, and make consumers to be more trustful and loyal to the short video marketing, so as to guide consumers to make the purchase decision [10]. In addition, the short video bloggers should also give full play to their own guiding role. In the process of commodity marketing, short video bloggers should attract the attention of consumers through various ways of interaction, such as replying their messages and sending them hongbao. They also need to actively guide the topic to encourage more consumers to participate in the whole process and experience the product, thus improving the effectiveness of short video marketing.

4.6 Organizing and Carrying out Diversified Promotional Activities

When carrying out short video marketing, all enterprises and businesses should consider the current situation of their own development, formulate a scientific and reasonable pricing system, and use diversified price means to stimulate consumers' desire to buy. Price has always been an important concern for consumers, and most consumers are sensitive to price. Therefore, when carrying out short video marketing, enterprises should choose reasonable promotional means, and organize various forms of promotional activities. Promotional activities can mobilize the initiative and enthusiasm of consumers to

make them buy and consume. In addition, enterprises should reasonably determine the commodity prices according to the economic conditions of the target consumer groups, so as to reduce the economic pressure of consumers, improve consumers' desire to buy, and enable them to buy cost-effective goods.

5 Conclusion

To sum up, short video marketing is currently a popular marketing mode, which is favored by many consumers, and it has also become one of the strategic marketing methods for most enterprises. The platform availability and function availability of short video marketing and consumer psychological distance will have an important impact on consumers' purchasing behavior. When enterprises and businesses use short videos for marketing, they need to set up personalized marketing programs according to consumer needs, build mutual trust of consumer value, pay attention to interaction with consumers, and strengthen short video content management to improve consumers' trust and loyalty, so that the marketing effects can be further improved. However, it should be noted that the methods of short video marketing for different regions and age groups are different, and the marketing effects are also different. In future research, these factors can be used as variable factors to find the best way of marketing for related enterprises.

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