

THE IMPACT OF SHORT VIDEO MARKETING ON CONSUMER BEHAVIOR

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Abstract: *This article examines the impact of short video marketing on consumer behavior. It discusses the rising popularity of short video platforms like TikTok and explores key features of short video marketing such as low costs, rapid dissemination, high interactivity, precise targeting, stronger communication effects, and multi-dimensional presentation methods. The article analyzes different forms of short video marketing including original plots, influencer recommendations, and product placements. It highlights factors influencing the effectiveness of short video marketing such as video content quality, brand image, and dissemination channels. The impacts on consumer purchase decisions, information acquisition, brand awareness, and post-purchase evaluations are also explored. Finally, the article provides marketing suggestions for small and medium enterprises to leverage short video marketing effectively.*

Key words: *Short video marketing, Consumer behavior, TikTok, Social media marketing, Digital marketing strategies*

JEL classification: *M31*

1. SHORT VIDEO MARKETING BACKGROUND

The advent of the Internet has revolutionized communication, epitomized by its unparalleled efficiency and the dense proliferation of information. This digital evolution has elevated online social networking to unprecedented heights, unlocking novel prospects for growth and innovation.

In this era, the ubiquity of mobile technology has empowered individuals to document and

broadcast their lives with ease. Smartphones have become the quintessential tool for creating and sharing short videos, a medium that has seen explosive growth in recent years. This surge has democratized content creation, enabling people from all walks of life to participate and engage.

The short video format has transcended social barriers, cultivating a diverse user base that spans various social strata. This inclusivity has forged new avenues for product marketing, offering brands a dynamic channel to reach a broad audience. The format's brevity and visual appeal resonate with the fast-paced lifestyle of modern consumers, making it an effective vehicle for capturing attention and conveying messages succinctly.

For instance, in China, the proliferation of new media platforms has been staggering. As per QuestMobile's data report, these platforms boast a staggering 1.088 billion de-duplicated active users, achieving an impressive penetration rate of 88.9%. Such figures underscore the vast potential of these platforms as a marketing medium, providing businesses with access to an extensive and engaged audience.

In summary, the short video phenomenon represents a paradigm shift in content consumption and distribution. Its rapid adoption across all demographics presents marketers with a unique opportunity to innovate and connect with consumers in a meaningful and impactful way. (Surge News, 2023) Among them, TikTok's active users reached 743 million, with a year-on-year growth rate of 5.1%, and TikTok's single-day usage time was 115.2 minutes in 2023. (Surge News, 2023) By embracing this medium,

businesses can navigate the digital landscape with agility and capitalize on the immense potential it holds for brand growth and engagement.

Table 1. Scale of De-Repeated Active Users and Network-wide Penetration Rate of Typical New Media Platforms in China

Year	Network-wide penetration rate (unite:%)	Scale of De-Repeated Active Users (unite: billions)
September 2018	64.6	0.723
September 2019	72.8	0.825
September 2020	78.5	0.906
September 2021	88.4	1.032
September 2022	87.2	1.043
September 2023	88.9	1.088

Source: QuestMobile TRUTH China Mobile Internet Database September 2023

Table2. Growth in active user scale of typical new media platforms in China

Year	Tiktok (unite: billions)	Weibo (unite: billions)
September 2022	0.706	0.490
September 2023	0.743	0.485
Year-on-year growth rate	+5.1%	-1.2%

Source: QuestMobile TRUTH China Mobile Internet Database September 2023

Table3. Changes in the average per capita single-day usage hours of typical new media platforms in China

Year	Tiktok (unite: minutes)	Weibo (unite: minutes)
September 2022	108.4	47.0
September 2023	115.2	46.2
Change in duration	+6.8	-0.8

Source: QuestMobile TRUTH China Mobile Internet Database September 2023

In addition, from the point of view of the use of behavior, people are basically using the application software from the time they wake up, especially in the morning commute, lunch breaks there is a significant increase in activity.(Surge News, 2023) It can be seen that the new media short video has been integrated into people's lives and become a part of life, which provides new opportunities for enterprise marketing.

In summary, the short video phenomenon represents a paradigm shift in content consumption and distribution. Its rapid adoption across all demographics presents marketers with a unique opportunity to innovate and connect with consumers in a meaningful and impactful way. By embracing this medium, businesses can navigate the digital landscape with agility and capitalize on the immense potential it holds for brand growth and engagement.

2. SHORT VIDEO AND SHORT VIDEO MARKETING MODEL FEATURES OF SHORT VIDEO MARKETING

Short videos are a way of distributing content over the Internet, and unlike traditional streaming videos, this video type is generally less than five minutes in length. Due to the popularity of mobile devices and the improvement of network speed, coupled with the design of network apps to provide great convenience, so that people's learning cost of apps is minimized, which makes this short, fast and large flow of dissemination of content gradually gained the favor of various platforms, networks, capital and other groups(Wang, 2024).

In terms of the current video status of each platform, each platform has its own advantages and characteristics. However, under normal circumstances, the unit of timing of short videos is usually seconds, and the time is mostly controlled within five minutes, and after the shooting is completed, it is uploaded through the Internet, and then created and shared on various platforms, which makes it possible for anyone to create and share short videos through mobile devices at any location. This means that any user can become a content creator, and the process is less expensive to learn and more efficient.

Compared with traditional text media, video media content is more abundant, more convenient in dissemination and creation, in addition to the ability to see all kinds of different content on the same platform and a richer choice, which is loved by the majority of users. It can be seen that the audience of short videos covers a wide range of

groups, and its groups include all kinds of people in society. Therefore, the marketing direction of many enterprises has begun to change, through the production of short video way to wear oh the promotion and publicity. And most of the short video Pingyao is also in the commercialization reform, their own e-commerce system and mode of improvement, so as to use short video to the enterprise's products to carry out more extensive publicity.

3. FEATURES OF SHORT VIDEO MARKETING

3.1. LOW COSTS

Because of the advantages and characteristics of the short video itself, many enterprises will use short video to promote and publicize their products and brands, so as to attract more consumers, thereby increasing their brand awareness and expanding the potential consumer base, stimulating consumer demand for purchase, thereby influencing people's purchasing decision-making behavior, and increasing people's willingness to buy and the chances of closing the deal.

With the development of time and technology, a variety of intelligent technologies and devices are widely used by people, consumers can more easily access to a variety of different information, which to a large extent reduces the cost of publicity, enabling enterprises to expand the breadth of marketing and reduce marketing costs, but also to the traditional advertising media to the dissemination of a certain degree of supplementation.

At the same time, consumers produce purchase behavior or search behavior, enterprises can through big data timely understanding of people's product preferences and preferences of the professional.

3.2. TRADITIONAL SPEED

The necessity of short videos for marketing is online platforms such as youtube, tiktok etc. Various media through various applications or other ways to account registration, and then video production, editing, beautification and so on. The audience of short videos is very broad, because the platform has a low barrier to entry and learning, and also has the characteristics of the Internet, such as inclusiveness and openness. When the video promotion can be publicized through fans and other users. This shows that the short video camp has obvious efficient characteristics, in addition to consumers can also through a shorter time on the product or even a

certain degree of understanding of the enterprise. For the enterprise's publicity and awareness of the promotion of a greater enhancement, which is conducive to the development of consumer loyalty psychology and the potential purchase will, broaden the potential consumer population, and ultimately make the enterprise stand out in the commercial competition.

3.3. HIGHLY INTERACTIVE

Unlike traditional marketing methods, short video marketing is characterized by interactivity. In general, enterprises and consumers are the main body of interaction, generally many to one or one to many. Both sides in the interaction will not be subject to time or space constraints, the two sides through the network can be at any time or place for real-time interaction, this interaction can bring the relationship between enterprises and consumers closer, it is easier to establish emotional links, which enhances the affinity and cohesion of the brand. In addition, the establishment of user communities can also enhance the dissemination of enterprises and products and consumer recognition.

And because of its own strong interactivity, can have a direct impact on the overall marketing of the enterprise, because consumers can directly on the purchase of services or products for direct comments, and the results of the comments will be displayed to everyone for reference, which is the consumer can fully understand the quality of the product and the service situation, to a large extent, can improve the degree of trust in the product, so that consumers can according to their own needs to decide the purchase intention so as to enhance the brand affinity and cohesion. So that consumers can decide whether to buy according to their own needs to determine the intention to buy.

3.4. PRECISE MARKETING

Compared with the traditional marketing model, the network short video marketing model in addition to the advantages of dissemination speed, it is also based on the support of big data can be in line with the positioning of the enterprise's products for the depth of the user to dig and directional push, through the design of the keywords and capture the consumer population can be accurately classified, so that the enterprise side of the marketing will be more accurate and efficient can make the marketing of the purpose and efficiency is stronger.

3.5. STRONGER COMMUNICATION EFFECT

Video is a highly effective way of communication, it contains images, sound effects, text and a single traditional media is different, it contains the content and the emotions contained in a richer. The information content and emotions conveyed are also more diversified, and the image presented is more three-dimensional, which can attract the attention and interest of consumers to a greater extent, and is more likely to cause people's emotional resonance so as to produce long-term memory and emotional links with the enterprise.

3.6. MULTI-DIMENSIONAL PRESENTATION METHOD

Nowadays, with the rapid popularization of computer technology, people's daily life and work are inseparable from the network. In the information acquisition or entertainment activities are through the network, short video due to the often shorter and people's fragmented time has a good fit, people can watch short videos to relax and leisure after work and rest. And this form will be the promotion of more rich and diverse content, can be more comprehensive in a short period of time to show the whole picture of the product or service, so that consumers can have a more direct understanding.

4. THE FORM OF SHORT VIDEO MARKETING

From the current way of short video marketing, the more commonly used ways are, original plot mode, ppt display, broadcast demonstration, narration, anchor recommendation and other ways to carry out. And with the intensification of fierce competition, the way of ppt display and narration began to be eliminated because of the monotony of the content and the viscosity of the customer group is not strong. While the oral presentation is mainly used for live marketing, in terms of short video, it mainly focuses on anchor recommendation and original plot.

In the original plot needs to be shot and edited by the team to be completed, but it has the advantage of being able to have a good amount of interaction with consumers.

In terms of anchor recommendation, it is mainly divided into four types, i.e., product evaluation, drama, 'planting grass' type and Netflix star recommendation. The evaluation category is mainly divided into two modes one is the emotional mode and the other is the professional mode. The professional mode is the traditional technical analysis and then recommended, while the emotional mode is through the design of the

corresponding scenarios and then mobilize people's willingness to buy. Drama class is in the production of a series of movies, animation, story marketing products implanted, this implantation can not be too rigid in the production of the implanted content will generally be combined with the content of the story in the video, so that the implanted content will not show a sudden feeling. This way the audience is wider and has a certain stickiness.

And the most direct thing 'grass' mode, this mode is generally demonstrated by the netroots evaluation, and then directly to the fans to recommend. Through their own influence and inciting or stimulating language to potential consumer groups to stimulate (Gan, 2020), but the need for dialog compilation to achieve the desired marketing effect. This way is mainly by virtue of the traffic and fan stickiness carried by the Netflix star himself to play the star effect, and then form a short video with goods, this method has a high revenue conversion rate.

5. INFLUENCING FACTORS OF SHORT VIDEO MARKETING

5.1. CONTENT QUALITY OF THE VIDEO

According to the theory of narrative transmission, the content of the story can seriously affect people's recognition of the video and the degree of commitment, so the marketing of short videos is also closely linked to the content of the video (Pachucki et al., 2022). Consumers are more tolerant of interesting content, on the contrary, if the content is relatively monotonous and boring, there is no way to attract people's attention, or even make people have aversion to the mood, which will lead to the failure of marketing.

For example, the short video through creative animation will be the life of general knowledge and product combination, so that people feel full of fun at the same time can also be a good acceptance of the marketing of goods.

Secondly, the factor that can influence consumers to watch short videos is the length of the video, too long short videos will make people's desire to watch lower.

5.2. BRAND IMAGE

When people are shopping for products or services, they generally tend to pay more attention to products with high visibility, good brand name and clear image. The brand image and visibility can be enhanced through short video marketing, such as in the quality of the product, the market as a reasonable marketing can establish the brand

image(Zeng, 2021), so that the enterprise's communication is more efficient.

5.3. DISSEMINATION CHANNELS

The dissemination of short videos is inseparable from the choice of dissemination platform, if you want to get a better dissemination effect of marketing then in the dissemination of the selection of the channel is an especially important part. At present, tiktok, youtube and other platforms have broadened the short video marketing path(Jain & Goswami, 2013). For example, totik has iterated a unique and accurate user profiling and content recommendation algorithm, which can greatly improve the accuracy of video placement, thus making marketing more efficient(Jennings, 2022).

6. THE IMPACT OF SHORT VIDEO MARKETING ON CONSUMER BEHAVIOR

6.1. IMPACT ON CONSUMER PURCHASE DECISIONS

Network video marketing is the marketing content in the form of advertising in front of consumers, but also because of interactivity and other categories as filler makes people's perception of the ads have a weakening effect, it can also directly stimulate the consumer's willingness to buy and create demand(Utami et al., 2022). In addition, in terms of display, consumers can visualize the various parameters of the product and the use of the scene, and then judge whether it can meet their own requirements.

Secondly, the short video platform is also a network social platform, consumers can understand the feedback of other buyers before purchase, which can improve the trust of people on the product, and then enhance the willingness to buy.

6.2. IMPACT ON INFORMATION ACQUISITION BEHAVIOR

In the role of the network, people's access to information has a greater broadening of the channel, and the traditional marketing model is different, the content of network marketing is richer, network marketing methods and approaches to a variety of forms, people can through the way of video can be intuitively understand the situation of the product, and at the same time access to relevant data information. Therefore, network video marketing can have a greater impact on consumer information behavior, accelerate people's access to product information, people can quickly make purchase decisions.

6.3. INFLUENCE ON CONSUMER BRAND AWARENESS

Online video marketing can expand the popularity of the company in a certain is, enhance customer recognition and trust of the company(Hoi & Yin, 2023). Enterprises through the production of beautiful video to enhance the brand image in people's minds, widely publicized in the network, so that consumers can fully understand the brand characteristics and product culture.

6.4. EVALUATION OF CONSUMERS AFTER PURCHASE

Post-purchase evaluations are a critical juncture in the consumer journey, where individuals reflect on their experience with a product or service to assess its value and their decision-making process. This introspection often culminates in feedback that can be pivotal for businesses seeking to refine their offerings.

Consumers' assessments post-purchase are informed by their personal experiences, which they use to gauge the correctness of their buying decisions. It's imperative for businesses to actively gather this feedback, as it serves as a barometer for customer satisfaction and product performance. Timely collection and analysis of this data enable businesses to enhance and innovate their products or services, ensuring they evolve in tandem with shifting consumer preferences.(Akter et al., 2016)

While consumer feedback is invaluable, it's essential to acknowledge that it may not always be entirely accurate or objective. Personal biases and unique circumstances can color individuals' perceptions, leading to feedback that might not fully encapsulate the broader consumer experience.

Businesses must, therefore, approach this data with a discerning eye, parsing through it to identify genuine areas for improvement. Engaging in open dialogue with consumers can shed light on the nuances behind their feedback, revealing underlying issues and opportunities for growth. This two-way communication fosters a deeper understanding of consumer needs and expectations, guiding businesses toward sustainable and positive development.

To capitalize on consumer feedback, businesses should:

1. Implement robust systems for collecting and managing customer data.
2. Employ analytical tools to distill actionable insights from consumer feedback.

3. Foster a culture of open communication with customers, encouraging honest and constructive criticism.
4. Regularly review and adjust product offerings in response to consumer trends and feedback.
5. Balance consumer insights with market research to maintain a well-rounded perspective on product development.

In conclusion, while consumer evaluations post-purchase are subjective, they are a goldmine of insights for businesses. By systematically collecting, analyzing, and acting upon this feedback, enterprises can ensure their growth is aligned with consumer needs and market dynamics, paving the way for long-term success and customer loyalty.

6. SMALL AND MEDIUM ENTERPRISES (SMEs) MARKETING SUGGESTIONS

Marketing is a pivotal element in the operational framework of a business. Effective marketing strategies not only enhance efficiency but also bolster the sustainability of business operations. Particularly for small and medium-sized enterprises (SMEs), short video marketing emerges as a potent tool, offering a blend of cost-effectiveness and creative liberty.

Firstly, short video marketing stands out for its affordability compared to traditional marketing avenues. SMEs can harness their unique resources and ingenuity to craft compelling video content that captivates consumers without incurring hefty expenses. This approach not only garners consumer attention but also amplifies the marketing impact.

Moreover, SMEs exhibit greater agility in product positioning and customer segmentation. With a more concentrated customer base, these enterprises can easily delineate a precise customer profile. This enables them to tailor their video content to resonate with the audience's preferences, thereby effectively communicating the product's attributes alongside the company's ethos and vision. The result is an enhanced product and brand visibility, coupled with increased exposure.

Nonetheless, short video marketing is not devoid of challenges. SMEs often grapple with resource constraints, making it arduous to execute large-scale video promotions swiftly. Additionally, the relatively modest brand presence of SMEs necessitates enduring promotional efforts to foster consumer trust.

The inherent nature of short video marketing demands high-caliber creativity and content. Enterprises may need to invest considerable effort in refining their content to meet these standards.

To counterbalance these drawbacks, SMEs can adopt specific strategies to refine their marketing approach. Conducting thorough market research to gauge contemporary consumer inclinations, interests, and necessities can pave the way for precise market and product alignment. Subsequently, SMEs can craft and disseminate targeted short videos that resonate with the defined user personas.

Emphasizing innovation and distinctiveness is crucial. By presenting unique concepts or content, SMEs can attract a broader consumer base and stand out in the competitive landscape.

Lastly, it's imperative for companies to underscore the interactive and social facets of short video marketing. By reinforcing these aspects, businesses can more readily forge an emotional connection with consumers, which not only engenders brand loyalty but also facilitates ongoing dialogue. Such interactions keep businesses attuned to societal shifts and consumer predilections, enabling them to navigate market dynamics with greater acumen and strategically steer their operations.

In essence, while short video marketing presents certain hurdles for SMEs, a strategic, innovative, and consumer-centric approach can transform these challenges into opportunities for growth and market prominence.

CONCLUSION

To summarize, enterprises should take the needs of consumers as the core when presenting content and scene building for people and after the transaction, because the needs of consumers are variable. Want to make the short video promotion and conversion more accurate, we need to start from the consumer demand as a starting point, the enterprise products for precise positioning, the marketing content is carefully designed, but also need to carry out some personalized settings, so that with the needs of consumers match. At the same time, enterprises should pay attention to the short video marketing with the network social attributes it reflects the data and user feedback allows enterprises to adjust products and understand the consumer preferences in a timely manner to change the trend of these information can make the enterprise's operation more stable, and secondly, this social attributes can reduce the consumer's psychological defense mechanism,

which will make the enterprise's efficiency improved, but also over the establishment of long-term corporate value and popularity enhancement in the minds of consumers. The value and popularity of the promotion. It can be seen that short video marketing has a broad space for development, enterprises can try to use this way of marketing, in order to improve the visibility of enterprises and expand market share.

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