

Study of the Acceptance and Purchase Behavior of College Students' Audience by Bilibili Video Insertion Advertising

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Abstract: With the advent of the 5G network era, the use of smart phones has been popularized, and various short video software platforms have risen rapidly. The short video platform gathers a large user group and a large number of ACG original video creators. In the Internet era, traffic monetization capabilities are strong, and advertisers are setting their sights on short video platforms, bringing new business to advertisers and content creators. This study takes the short video insertion advertisement of the B-station APP as the research object, and studies the factors of content creation in the video insertion advertisement from the aspects of audience acceptance willingness and purchase behavior. This paper takes the UTAUT model as the theoretical basis for research, and simplifies and modifies it according to the UTAUT model, and becomes entertaining, creative, willing to accept and purchase behavior. The research method is a questionnaire method, which collects data and draws conclusions....

Keywords: Insert ads into short videos, University student audience, UTAUT model.

1. Introduction

1.1. Research background

With the development of 5G networks and the Internet, short video platforms have emerged. The influence of traditional print media and TV series advertising has gradually decreased, the method of disseminating information has departed from the inherent model, and the development of science and technology has provided people with a new platform for obtaining information. The widespread use of video platforms such as Douyin, Kuaishou, and Station B makes the dissemination of information faster and more convenient, and the way to obtain information is more diverse, interesting and convenient. The mobile video method makes the content dissemination more diverse, can be continuously produced, and the huge traffic that comes with it also makes the video have high business value.

Various mobile short video platforms have emerged, such as tiktok, Kuaishou, Bilibili, etc. The way people are entertained has changed dramatically, and people are starting to use fragmented time for leisure and information. The short video industry has seen a spurt in just a few years, and high-quality videos come with great traffic and can be monetized. As a result, a large number of excellent UCG original content creators have emerged, using their own advantages to combine with video content to achieve the purpose of attracting fans, and the huge number of fans is also a great advantage for monetizing traffic within the platform.

The modern pace is getting faster and faster, and the relaxed way of watching videos is more suitable for people's habits of fragmented access to information. More and more people choose to live, shop and entertain online, which has promoted the development of video platforms. Advertisers have also actively entered the era of new media, and in recent years, major video platforms and advertisers have explored business models and made great achievements in ad placement. Keeping up with hot spots and attracting traffic

has become an important monetization condition for short video platforms.

As a young community, Bilibili has gradually developed in recent years to become a popular video platform that makes a fortune in the second dimension, and also actively explores the commercialization line of video creation, so that creators can monetize traffic and get profits through advertising placement. These ads inserted into short videos that drive traffic are called "video insertion ads". While entertaining the public, short videos are essentially still a marketing means to attract traffic. The specific relationship between entertainment and marketing needs to be further verified through experiments. Therefore, it is determined what monetization attributes should be included in the short video insertion and how to create the advertising video content.

1.2. Purpose of the study

Since the huge monetization rate of traffic has attracted the attention of many researchers in recent years, most of the research directions are set as the profit model of video, which directions can get more traffic, and the elements in the video and the factors of traffic monetization. However, there is no systematic study on the audience's acceptance and purchase intention of advertising, so this paper will study the audience's acceptance intention based on the insertion of advertisements in Bilibili short videos, and explore the relationship between video insertion advertisements and audience acceptance. Analyze and summarize the improvement strategies for inserting ads in short videos to achieve the effect of driving traffic monetization. Short video insertion advertising needs to attract the attention of more audiences, and the mechanism of influencing audiences' attitude towards short video insertion advertising is studied with the Bilibili platform as the carrier. The revenue of creators on the Bilibili platform is directly supported by platform creation incentives, fan "charging", and most high-quality videos with promotion have similar factors, that is, entertainment and creativity,

which led to this research.

Advertising communication should not only pay attention to the communication method and communication effect, but also be based on the audience, so the audience's willingness to accept is very important. By studying the specific factors of Bilibili's audience's willingness to accept, we can further indicate the communication strategy direction of inserting advertisements in B-site videos. Research and analysis of audience acceptance factors for Bilibili video insertion ads. Some empirical analysis for other creators who want to create videos.

1.3. Research methods

Questionnaire method: Through the reference of the UTAUT model, the scale design is carried out based on the research model and research hypothesis proposed in this paper, and the questionnaire is collected on WeChat, and the relevant data are obtained through the analysis of the sample, which is used as the basis for data analysis in this paper.

Quantitative analysis method: through the study of a large number of relevant literature, the hypothesis model of this study is established, the questionnaire is designed according to the hypothesis model, the questionnaire data is statistically analyzed, and through the quantitative analysis of video insertion advertising and the analysis of questionnaire survey results, whether the research factors have a positive impact on the audience's acceptance intention of inserting ads in the videos of station B.[1]

1.4. Research content

Since its establishment, Bilibili video platform has won the favor of countless audiences with its interesting, interactive, entertaining content and innovative editing techniques, and its information dissemination capabilities and traffic aggregation capabilities have become more and more prominent, becoming a key platform for advertising. Therefore, this paper explores and discusses the above problems through quantitative analysis.

The first part is the introduction, which describes the research background, research significance, research methods and research content of this study, finds the existing problems and formulates research ideas, and lays a foundation for subsequent research.

The second part is a literature review. This part summarizes and analyzes the theoretical content covered by this study, extracts the guiding views of previous research, provides reference for the establishment of subsequent research hypotheses and research models, and tries to discover new content on the basis of previous research.

The third part is the main text, including research models and hypotheses, data analysis and hypothesis verification, research conclusions and recommendations. This part is based on the UTAUT model, combined with the characteristics of Bilibili short video interstitial advertising, puts forward a research hypothesis, and constructs a research model suitable for Bilibili short video interstitial advertising. The data were collected by questionnaire survey, and the data analysis tool was used to statistically analyze and fit the collected data, and finally the Bilibili short video insertion advertising audience acceptance intention model was obtained.

Finally, the above research is summarized, the conclusions of this research are drawn, and suggestions and strategies are made for the development of Douyin short video advertisements based on the research conclusions, so as

to provide reference for Bilibili short video platforms, content creators and advertisers.

2. Literature Review

2.1. Research object

Insert ads and college student audiences for Bilibili videos.

Bilibili's videos are usually UGC content, and UP owners create original videos based on their own positioning to attract fans and viewers. Not every video will have advertising, and inserting ads into videos is one of the ways for UP owners to earn revenue.

Another reason why the research subjects chose college students is that according to the data, Bilibili's active users are mainly young people with a bachelor's degree around the age of 20, so the research sample is of practical significance. And the selection of college students as research objects can also reduce the difficulty of research and increase operability.

2.2. Theoretical basis

2.2.1. Short video ads

Product placement is a type of advertising that involves placing advertisements in the form of props, lines, plots, scenes, etc. in a short film, radio drama or manuscript. Compared with traditional single advertising, product placement receives advertising information unconsciously, with high acceptance and good advertising effect.[2] Short video marketing is mainly reflected in short video advertising, live shopping, etc. , and short video advertising is the main driving force. Short video advertising is based on consumers, so that consumers have empathy, users like, comment on, and forward, which is more conducive to the advertisement being recommended to more users. Li Fuda divided short video ads into two categories: hard ads and soft ads. Soft advertising is a UGC (user-generated content) model, where enterprises cooperate with users of short video platforms to integrate the introduction of products or services into user-produced videos, and most of them use content marketing methods to spread products or services. Soft advertising is usually partnered with influencers, influencers in the product field, etc.

2.2.2. Bilibili advertising marketing

A good platform environment and the attitude of maintaining what users love make Bilibili have a large number of highly sticky users. In such a platform environment, each video UP owner can try to undertake the "advertising video" required by the advertiser based on its own fan base, commonly known as "qiafan video". [3] The commercialization degree of Bilibili is steadily advancing, the number of UP main advertisements is large, the degree of commercialization is high, and users are more inclusive of their favorite UP owners. The advertisements released by Bilibiliup attract more users through its unique creativity and interactivity, improve the efficiency of Internet marketing advertising, and reflect the enhancement of consumers' willingness to consume and the increase of e-commerce sales.

2.2.3. The state of development of inserting ads in Bilibili videos

Bilibili videos are generally about 5 to 10 minutes long, quickly shot and edited by individual users or professional teams using mobile smart terminals or professional equipment, and uploaded to social media platforms. The advertising area of Bilibili changed the stereotype of advertising, and completed the transmission of brand information in subtlety, which made many brands that value

young user groups eager to try.[4]The content of the video is rich and the subject matter is wide, which can be played for free by users and shared by one-click triptych, spreading to more audiences through two ways: information flow and influence flow. According to the personalized push algorithm of the video platform, the advertisement is accurately delivered to the target audience, so as to achieve a high dissemination rate and high acceptance rate of advertising.

2.2.4. Bilibili UP main advertisement research effect

The key to the success of the ad produced by the UP owner lies in the style choice of the UP owner and the design of the video content. Content producers should be selected to match the brand's tonality and ensure that the fan base matches the brand's audience profile. A series of circle-breaking activities adopted by Bilibili have driven the rapid growth of users, and driven by the owner and brand of up, Bilibili's advertising business has grown rapidly. However, the content produced by UGC lacks effective supervision and the quality is uneven, leaving users with a bad impression of the product. As well as a large number of advertisements in the short term, the UP owner with a large number of fans can carry out long-term delivery, so as to achieve continuous optimization.[5]

2.2.5. The role of entertaining creativity in advertising

Find the biggest advantage of product information, describe the product in a relaxed way in an entertainment way, so as to establish the marketing idea of "entertainment-oriented consumption", more cater to the consumer's personality proposition in terms of value and content, invest in the psychological characteristics of consumers, apply effective entertainment elements to TV advertising creativity, create a relaxed and humorous environment, so as to influence the consumer public, in order to evoke recognition and understanding, and give play to its potential psychological identity, TV advertising will be more relaxed and happy, approachable way to meet the majority of consumers.[6]

3. Research Process

3.1. Study the construction of models

3.1.1. Study variables

Based on the UTAUT model, this paper adds two variables: creative and entertaining to the independent variables by sorting out the research design of predecessors and according to the characteristics of advertisements inserted in Douyin short videos. The variables studied in this study were entertainment, innovation, audience acceptance, and purchasing behavior. For the adjustment of variables in the original model, the relevant variables are defined as follows: Creativity: originality and novelty of the ads inserted in the Bilibili video. Entertaining: Bilibili video interstitials bring mental satisfaction to the audience. Audience acceptance: The degree to which the audience accepts the ads in Bilibili's short videos. Purchase behavior: The behavior of an audience using an ad in a Bilibili short video.

3.1.2. Model variables and assumptions

Original variables: performance expectations, effort expectations, social impact, convenience. The model was modified according to the content of the study, and this study became: creative and entertaining.

3.1.3. Research hypotheses

In this study, five measurement items were preliminarily selected to measure the relationship between entertainment and audience acceptance.

(1) Entertainment positively affects the willingness to accept Bilibili video insertion ads.

In this study, three measurement items were preliminarily selected to measure the relationship between creativity and audience acceptance.

(2) Innovation will positively affect the acceptance of Bilibili video insertion ads.

In this study, four measurement items were preliminarily selected to measure the relationship between acceptance willingness and audience purchasing behavior.

(3) Acceptance positively influences the purchasing behavior of Bilibili's college student audience.

3.2. Bilibili video interstitial ad audience acceptance model

The model contains three levels of dimensions: independent variable: entertaining, creative, mediating variable: willingness to accept, and dependent variable: purchase behavior.

3.2.1. Questionnaire design and sample collection

Independent variable reference "Liang Zhen. Douyin APP short video insertion advertising audience acceptance intention research", select two variables of the original model (entertainment and innovation) for research and analysis. According to the research object and operability, the sample was selected as college students, with a sample size of 93 and a male to female ratio of about 1:1. Figure resolution should be at least 300 dpi.

3.2.2. Data analysis and hypothesis validation

According to the correlation analysis, it can be proved that entertainment, creativity and willingness to accept have a strong correlation, and acceptance willingness has a strong correlation with purchase behavior. Three assumptions hold. Entertainment positively influences the willingness to accept Bilibili video insertion ads. Innovation positively influences the willingness of Bilibili video insertion ads to be accepted. Acceptance positively influences the purchasing behavior of Bilibili's college student audience.

4. Research Conclusions

According to the correlation analysis, it can be proved that entertainment, creativity and willingness to accept have a strong correlation, and acceptance willingness has a strong correlation with purchase behavior. Three assumptions hold. Entertainment positively influences the willingness to accept Bilibili video insertion ads. Innovation positively influences the willingness of Bilibili video insertion ads to be accepted. Acceptance positively influences the purchasing behavior of Bilibili's college student audience.

5. Countermeasure Suggestions

Entertainment, innovation, and willingness to accept will positively affect the audience's willingness to accept and purchase short video insertion ads, which requires video creators to be close to the needs of the audience, make more efforts in entertainment and innovation, attract traffic while improving the audience's sense of experience, improve the video quality of the original video, improve the quality of advertising, and fit the video content so that the audience can obtain more information.

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