

The Influence and Strategy of User Interaction Behavior in Tik Tok Video Marketing

Wenqing Xie

Qingdao No.58 High School of Shangdong Province, Qingdao, China

Abstract: With the launch of short video apps such as "Tik Tok" and "Aauto Quicker", the short video industry has shown an explosive development trend, and the commodity marketing model with short video as the media has also grown up, forming a Tik Tok video marketing model and becoming an important link in the marketing of various businesses. This study combines the characteristics of mobile Tik Tok video marketing with impulsive purchasing theory, extracting three stimulus variables, namely promotion discounts, opinion leaders, and entertainment. Based on previous research results, And propose relevant assumptions.

Keywords: Tik Tok video marketing; User; Interactive behavior; Impact mechanism.

1. Introduction

With the rapid development of the Internet, China has ushered in the era of 5G intelligence, and the popularity of the Internet is gradually changing people's original lifestyles and habits [1]. Due to the sudden outbreak of epidemic in novel coronavirus, the country quickly implemented relevant epidemic prevention and control policies to resist novel coronavirus, in which the Internet and short videos played a very important and positive role in epidemic prevention and control and people's lives. In recent 10 years, the scale of Internet in China has been expanding [2].

In this context, KOL (KeyOpinionLeader: short video influencer with over 100000 followers) marketing is gradually occupying the market [3]. According to the report "2020KOL Marketing Insight" released by Topdigital, with the emergence of emerging marketing models and the rise of user groups in the Z era, more and more netizens are expressing their willingness to pay attention to internet celebrities and pay for their marketing products [4]. The key to successful short video content marketing lies in content creativity. Thinking about how this new type of traffic entry can continuously adapt to audience changes, attract audience attention, reduce Interactive behavior fluidity and uncertainty. This new type of social environment is different from traditional environments [5]. It breaks away from the characteristics of narrow information surface, low information content, low interaction frequency, and low risk in traditional environments. Without losing authenticity, it has the characteristics of a wider information surface, richer information content, more convenient interaction, and lower interaction costs. Whether individuals or organizations involved in online social marketing have broken free from the constraints of traditional marketing theories and developed more practical marketing strategies based on the characteristics of existing platforms has become the key to their success or failure [6].

The short video platform provides more space for brands to display their marketing creativity, such as brand theme challenge and content customization. Short videos occupy user traffic and time, attracting a large number of brand marketing investment, which has a big impact on the marketing market [7]. Brand marketing needs large-scale users to increase exposure, and mobile short videos with huge

user traffic have become a gathering place for major brands to carry out marketing [8].

From a practical perspective, this article attempts to open up the black box of the role of content marketing in purchasing intention by studying the internal relationship between content marketing and users' purchasing intention. It helps enterprises to understand the deep connotation and essence of content marketing, guide them to carry out targeted and efficient precision marketing, target product content, enhance user stickiness, attract user attention, stimulate purchasing intention, and guide consumption direction, Maximizing the use of short videos as a differentiated marketing tool and cultivating one's core competitiveness has certain practical significance.

2. The Construction of Influencing Mechanism of User Interaction Behavior

2.1. Theoretical model construction

Based on the theory of availability, this paper studies what factors will affect users' buying behavior in Tik Tok video marketing. After combing the previous studies, we can know that the most commonly used mechanism for studying availability is A-A (availability-realization) theory, that is, the behavior subject perceives the availability of the object and then triggers some subsequent behaviors of the subject [9]. In the process of shopping through short videos, buyers also perceive availability and supply, which leads to their subsequent behavior, which is consistent with the tone of A-A theoretical model. However, after the buyer perceives the availability of Tik Tok video marketing, he will process and process the information at the psychological level before triggering the subsequent purchase behavior. Culture is the most basic determinant of people's desires and behaviors [10]. China has a vast territory and many people, and there are 56 ethnic groups. Therefore, China is a complex market integrating many subculture. The main objects of our research are students aged 18-39 and professionals in the workplace, both of whom belong to different social classes and share similarities in values, interests, and behavioral patterns. People are significantly influenced by at least two aspects of the relevant group: the relevant group often prompts individuals to accept the influence of new behaviors and

lifestyles, and also affects their attitudes and self-concept; Related groups may also generate some kind of pressure towards consistency, which affects individuals' choices of products and brands. And this high-quality and creative content is the best choice for advertisers to advertise, and its significant performance in marketing value has been highly recognized by advertisers.

Therefore, the "short video online celebrity marketing"

referred to in this paper means that online celebrity relies on its appeal to users on the short video platform, and by putting marketing content into the video, it affects the cognition and emotion of potential users on the products or brands of merchants, and further achieves the purpose of enhancing attention and helping marketing. The research model of the influencing factors of Tik Tok video marketing on users' buying behavior is shown in Figure 1.

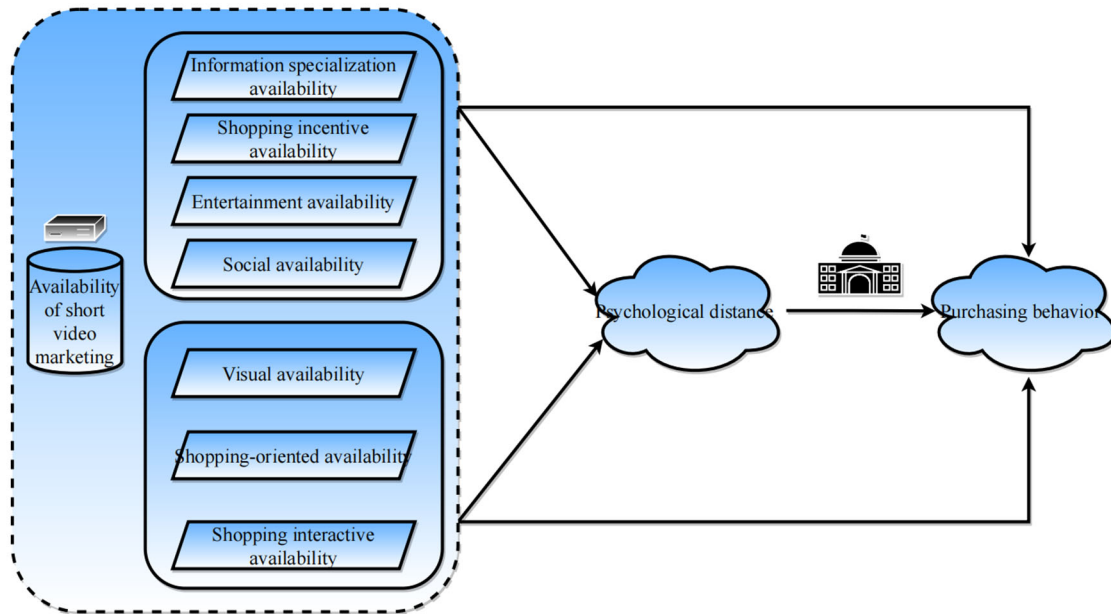


Figure 1. Research model

Tik Tok video marketing is based on the carrier of short video. The short video media represented by Tik Tok and Aauto Quicker have strong entertainment attributes, and they can attract users through vivid and interesting forms or fascinating content and humorous words.

2.2. The influence of Tik Tok video content marketing on user interaction behavior

Based on the theory of media richness, it can be inferred that the use of media by the information transmitter during the process of communicating and transmitting information to the receiver significantly affects the receiver's understanding of the transmitted information. In other words, when using media tools with high media richness for information transmission, the sensory stimulation of the media itself on the receiver will make the receiver better understand the transmitted information, reduce the difficulty of information processing, and better help the receiver reduce information ambiguity issues. The ultimate goal is to achieve an ideal transmission effect in a relatively short period of time. Short videos, as a product of mobile internet, are still suitable for research on online streaming experiences. According to the flow theory, flow experience means the perception of engagement, pleasure, and forgetting time. When users engage in entertainment activities through "short videos," they often forget the passage of time and actively and joyfully accept the functional and entertainment information conveyed by short videos. More and more users will collect, comment, like and forward short videos that they feel

valuable, and communicate with "video owners" socially. Perceptual ease of use is an important reference dimension for technologies involving the difficulty of operation, but it is not significant for technologies with less difficulty. The products involved in users' life consumption behavior are all designed and produced according to the basic characteristics of the target customer group, and all have the characteristics of simple operation; Nowadays, the market is characterized by homogenization, and brand-new products rarely appear. Even if they appear, they can be completely controlled by relying on the basic common sense of users. Time distance indicates the individual's perception of the distance between events. For long-term events, people tend to explain them at a high level, which is more abstract, and people pay more attention to the causes of events. For recent events, people tend to explain them at a low level, which is more specific and people pay more attention to the specific process of events.

In Tik Tok video marketing, users can obtain professional information and answers related to goods or services through short video content, introduce relevant knowledge, or impart professional product and service usage experiences and experiences. This is beneficial for users to have a deeper understanding of the knowledge and usage skills of goods or services, and thus promote the realization of their purchasing behavior. The algorithm recommendation mechanism currently used in short videos can accurately find products or services that users are interested in, and recommend related marketing videos. At the same time, bloggers can also recommend the desired products to users based on comments

from fan groups or message areas in the videos. In terms of interactivity, users can interact with bloggers through comments or messages, and participate in activities such as likes, fan cards, and red envelope grabs, which is beneficial for enhancing buyers' sense of participation.

3. Research on the Mechanism of Tik Tok Video Marketing's Influence on User's Interactive Behavior

3.1. Data, Methods, and Variables

In this study, the selection of short video platforms is

mainly based on the classification in "White Paper on Marketing Trends of Short Video Content in 2020" published by Cass Data, focusing on 10 applications such as Tik Tok and Aauto Quicker, so as to investigate whether the users' purchasing intention of short video applications will be influenced by online celebrity marketing. In addition, based on the user structure characteristics in Aauto Quicker-Tik Tok User Research Report, CNNIC 47th Statistical Report on Internet Development in China and 2019 White Paper on Short Video Content Marketing, the gender structure and age structure of the sample in this sampling survey are similar. The measurement items of the scale are shown in Table 1.

Table 1. Functional Availability Measurement Items

Variable	Number	Item	Reference source
Interesting to do	1	In my opinion, Tik Tok video marketing content is more vivid, interesting, and attractive	
	2	In my opinion, selling goods through short videos is very enjoyable for me	
Socially available	3	I can discuss shopping with my friends through the chat area	
	4	I can learn about the short video shopping activities of my friends around me	
	5	The discount activities in the short video are very attractive to me	
Shopping incentives are available	6	The promotional methods used in short videos interest me	
	7	The short video promotion made me want to participate in it	
Information specialization availability	8	High level of understanding of product characteristics in Tik Tok video marketing	

To verify the mediating effect of psychological distance, we should first verify that content marketing and its contents in all dimensions have a significant impact on purchase intention, then verify that content marketing and its contents in all dimensions can have a significant impact on psychological distance, and then psychological distance can have a significant impact on purchase intention. Finally, we should return psychological distance to content marketing and its contents in all dimensions and purchase intention at the same time. If the influence of content marketing and its contents in all dimensions on purchase intention changes from the original significant to insignificant. In addition, most of the design of the scale is based on the previous research results, and some of them are modified from the previous research results, and the scale is finally designed after in-depth interviews with relevant professionals and consultation with experts in related fields, so the demonstration validity and content validity of the scale are guaranteed. Comprehensive analysis shows that the scale has good validity.

3.2. Regression analysis of the influence of online flow experience on user interaction behavior

In order to verify online flow experience and user purchase intention, a regression model M3 with purchase intention as the dependent variable was constructed. The VIF value of the regression model is less than 3, indicating that there is no serious collinearity. According to regression analysis of the model (as shown in Tables 5-7), the explanatory power of the control variable on the outcome variable in Model M1 is 1.1% (Adj R2=0.011), and the explanatory power of the dependent

variable in M3 increases to 32.0% (Adj R2=0.320) after adding the independent variable on the basis of M1, indicating that online flow experience has a significant positive impact on user purchase intention ($\beta = 0.515, P < 0.001$), therefore H3 was validated. Mesomeric effect mainly means that the influence of independent variables on outcome variables is generated through mediation variables. Before verifying the mesomeric effect of online flow experience, this study first verified the Main effect of short video content marketing on purchase intention, the relationship between short video content marketing and online flow experience, and the relationship between online flow experience and purchase intention. Only after ensuring that the above relationships are established, can we further test the mesomeric effect.

According to Baron's definition of partial intermediary and complete intermediary, partial intermediary refers to the situation that independent variables and intermediary variables are significant and the value of independent variables decreases after adding intermediary variables; Complete mediation refers to the situation that after adding mediation variables, the mediation variables are significant but the independent variables are not significant, and the value of the independent variables decreases. Therefore, it can be seen that online flow experience partially mediates functional content, entertainment, interactive content and purchase intention, and H4a, H4b and H4c are verified. In the various dimensions of Tik Tok video marketing availability, the hypothesis of the correlation between fun availability, shopping incentive availability, and information specialization availability in functional availability, psychological distance, and purchasing behavior has been validated, but the hypothesis of social availability, psychological distance, and purchasing behavior has not been

validated; The correlation between the two dimensions of visual availability and shopping interaction availability in platform availability, as well as psychological distance and purchasing behavior, has been verified; The correlation between shopping oriented availability and user purchasing behavior in platform availability has been verified, but the correlation with psychological distance has not been verified.

4. Conclusions

According to the theory of social interaction, online interaction can significantly affect users' sense of participation, and a higher degree of interaction can enhance users' emotional experience by enhancing their sense of participation. In the dynamic context of short videos, users are more likely to get immersed in online comments, likes and other activities to get the state of flow experience. Secondly, in order to ensure the good effect of marketing in online celebrity and lower the psychological preparedness of users, online celebrity needs to carefully "select products" in the marketing process to ensure the quality of products, solve the appearance of negative evaluations such as "fake goods", "poor quality" and "ineffective" from the root, and also appropriately increase the authenticity and transparency of the product selection process.

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