

Research on the Influence of Mobile Short Video Marketing on Consumers' Purchasing Behavior

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Abstract: Thanks to the advantages of short time and strong entertainment, mobile short video has successfully entered people's field of vision and attracted a large quantity of fans. Enterprises and merchants gradually realize that mobile short video has great potential commercial value and innovate the short video marketing model. In the face of increasingly severe competition in the online market, e-commerce platforms and businesses have devoted themselves to optimizing product display pages, trying to enhance the consumer experience through more comprehensive, rapid and accurate product information display. The cooperation between these platforms and commercial enterprises has gradually deepened, which not only provides a good online channel for the marketing of merchant products, but also provides a lot of opportunities for the marketing realization of short videos. As the fastest growing form of content marketing in recent years, short video information display has become the main way of information dissemination except text description and picture display. This article analyzes the concept and characteristics of mobile short video marketing, discusses the influencing factors of consumers' buying behavior in the context of mobile short video marketing, and then explores the mobile short video marketing strategy driven by emerging media technology.

Keywords: Short video marketing, Consumers, Purchasing behavior.

1. Introduction

In recent years, with the rapid development and widespread popularity of Internet information technology, social networking platforms have emerged. These social platform APPs shoot all kinds of short video clips with the help of smart phones and share them on the app, which has attracted the attention and enthusiasm of netizens in a very short time [1]. Mobile short video has vivid and interesting video content, immersive interaction and multi-channel communication, which can spread quickly, become one of people's favorite entertainment methods, and gradually show commercial value [2]. In the face of increasingly severe competition in the online market, e-commerce platforms and businesses have devoted themselves to optimizing product display pages, trying to improve the consumer experience through more comprehensive, rapid and accurate product information display [3]. Among them, short video information display, as the fastest developing form of content marketing in recent years, has become the main way of information dissemination except text description and picture display. Based on the advantages of high-density and high-efficiency information dissemination of Internet technology, short video platform provides enough creative marketing space for brands and enterprises, and mobile short video has huge traffic, which also attracts a lot of investment from many brands and enterprises, and has a considerable impact on the marketing market. Mobile short video has also become an important territory for marketing and competition of major brands and enterprises [4].

In the emerging media era of the Internet, the traffic hotspot has gradually shifted from Weibo to short video platform, and the factors such as large traffic, large quantity of users, low threshold, many varieties and low age of the audience are combined, which makes many businesses, especially e-commerce enterprises, regard short video platform advertising as a new marketing channel and tool [5]. In the single act of buying, virtual consumption and physical

consumption are often in a competitive rather than complementary relationship. If a consumer buys a certain commodity online, then the consumer often does not complete the same consumption offline at the same time [6]. As far as individuals are concerned, individuals are limited by limited time. In the process of consumption, limited time leads to limited attention, which further restricts the consumption channels [7]. As a new form of content marketing, the application of short video information display in the field of e-commerce in China is in the exploratory stage, and it is also a hot issue of great concern in current academic circles. The impact of virtual consumption on physical consumption is realized by encroaching on user time, especially fragmentation time [8]. This article analyzes the concept and characteristics of mobile short video marketing, discusses the influencing factors of consumer impulse buying in the context of mobile short video marketing, and then explores the mobile short video marketing strategy driven by emerging media technology.

2. Analysis of the Concept and Characteristics of Mobile Short Video Marketing

Mobile short video is a kind of short video with relatively short length and counting in seconds, which is shot and beautified by mobile internet terminal equipment. This short video can be uploaded to the social networking platform in real time for people to watch and share. Compared with plain text, most Internet users, especially teenagers, prefer short videos with rich content, vivid images, short time and large amount of information. Therefore, the rise and rapid development of short video has become a trend. As a new carrier of fragmented information, short video belongs to the category of dynamic display of online goods. Compared with static display, it can enhance the attention titer of the displayed content and enhance consumers' effective perception of the value of goods. The interactivity of

emerging media is mainly reflected in two aspects: first, users have more initiative in the process of receiving information; Second, the receiving and sending parties can communicate [9]. Mobile short video has been paid close attention to and loved by netizens because of its remarkable advantages such as rich content, vivid image, short time and large amount of information. With the help of mobile internet technology and developed social media platform, it can spread quickly and widely. Therefore, its own traffic advantages have quickly attracted the attention of enterprises and companies.

In the process of traditional media communication, information is transmitted in one direction. As the receiver of information, the audience can only passively receive information and listen to their favorite information at a specific time. However, in the context of emerging media, there is a huge amount of information for users to choose freely, and it is not limited by time; With the help of Internet platform, users can express their opinions, retrieve the information they need and are interested in, and then become the main body of information dissemination. Besides the key information, does the short video show contain other information that consumers want to know, so as to help consumers make a comprehensive evaluation of products and businesses. In the context of emerging media, publishers and disseminators of information can use big data to analyze users' information preferences, divide users into different categories, and push interested and concerned information for users according to their different information needs.

The online consumer market is huge, and more and more enterprises and companies choose short video marketing to publicize, promote and market their own brands, products, services and corporate culture. Mobile short video marketing belongs to the combination of content and platform, which can enhance the interaction of users. In the emerging media era, information is disseminated in a variety of ways, and consumers can learn about product information and service information to the greatest extent with the help of diversified media, which not only improves the quality of information dissemination, but also improves the experience of consumers in an all-round way. Commodity information display refers to the presentation of the appearance, materials and usage of commodities by means of words, pictures, videos and other tools, which helps consumers to understand commodities more intuitively and make up for the lack of experience that they can't perceive commodities through touch, thus improving commodity sales and maximizing profits.

3. Influencing Factors of Consumers' Buying Behavior in The Context of Short Video Marketing

3.1. Discount Strength of Commodity Promotion

In the context of mobile short video marketing, the primary factor that affects consumers' impulse buying is the strength of commodity promotion discount. In real life, everyone has a strong desire to buy good quality and cheap goods. For example, at the end of each year, when merchants carry out large-scale promotional activities, the greater the discount on goods, the more people will buy crazily. This kind of promotion can stimulate consumers' impulsive shopping behavior to a great extent, and make them feel high and make purchases without thinking. In the context of mobile short

video marketing, online celebrity, who conducts live broadcast, is equivalent to an "opinion leader", while other members of his team are echoing. At the same time, there is a barrage in the live broadcast room and approval in the comment area below, which will well attract consumers, stimulate their impulse to buy and conduct impulse buying.

3.2. Entertainment Atmosphere of Marketing Activities

Webcast shopping can help consumers understand the characteristics and performance of products more intuitively and comprehensively, and consumers can also compare the differences between products through webcasting, thus making relatively rational purchase decisions. In the context of mobile short video marketing, the factors that affect consumers' impulse buying also include the entertainment atmosphere of marketing activities. Due to the convenience of the network, the spread of emerging media has a profound impact on consumers' purchasing motivation, purchasing attitude and behavior. Different from the traditional marketing mode, when marketing short mobile video, the anchor needs to construct original content that is suitable for the connotation of the goods to be sold, and it also contains certain entertainment, which can truly conform to the hot spots of fashion, so as to better attract the broad masses of customers, especially young people.

3.3. Consumer's Psychological Mood

Generally speaking, people's impulse buying is consistent with their own strong emotional reaction, that is, anyone will actively and actively participate in the process of situational consumption under the control of certain psychology or emotions, thus producing impulsive consumption behavior. The more obvious the consumer's motivation, the higher the consumer's purchase intention. Consumers' cognitive level will affect consumers' information behavior. When consumers' cognitive level is high, they are more inclined to rely on emerging media to obtain the information service function of products. Short videos are entertaining, making high-quality content will attract public attention more easily, corporate culture will be understood and affirmed by more people, and consumers' brand identity and brand attention will be increased. The situation and words used by online celebrity anchor in marketing goods with mobile short video can effectively awaken consumers' cheerful mood, which can greatly promote the change of consumers' psychology, actively participate in the marketing situation, and then produce impulse buying, achieving the expected marketing effect of short video platforms and businesses.

4. Mobile Short Video Marketing Strategy

4.1. Implement Diversified Promotional Activities

When using mobile short video to market goods, the anchor with goods should construct a suitable marketing environment and implement diversified promotional activities, so as to better stimulate consumers' shopping psychology and desire, thus truly exerting the remarkable characteristics of mobile short video marketing and achieving the expected marketing goals. Many network anchors have attracted many fans with their unique personal charm. At present, the vast majority of webcasts are centered on

webcasts, and the motivation for many consumers to watch webcasts often comes not only from the product or the price itself, but also from the sense of participation gained by the

interaction of webcasts during the live broadcast. The consumption behavior path based on the planned behavior theory is shown in Figure 1.

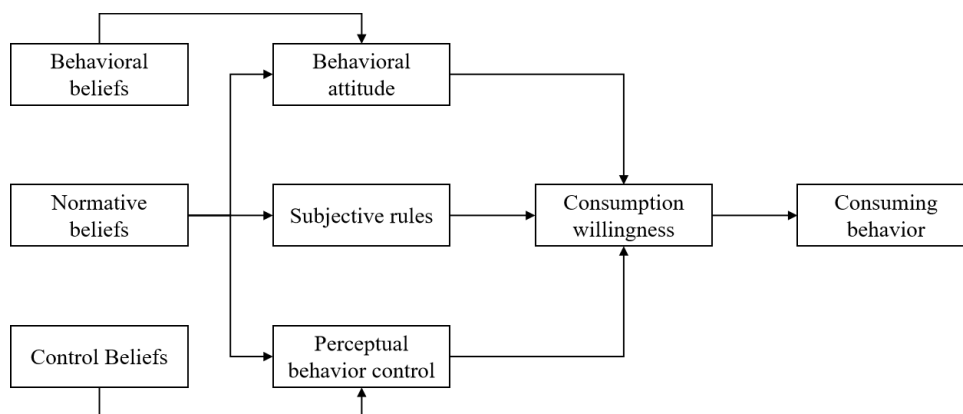


Figure 1. The consumption behavior path based on the planned behavior theory

When marketing goods with the help of mobile short videos, the most common situation is that many consumers buy goods on impulse, and when they get the goods, they often choose to return them when they find that they do not meet their purchasing wishes. Before the rise of the online live broadcast mode, online consumption was often diverted and transformed through non-immediate channels such as social media and video websites, mainly for the competition of consumers' fragmentation time, and the demand for traffic immediacy was not high. In the mode of webcasting with goods, the video content presentation makes the goods more vivid and concrete, and the characteristics of webcasting with strong immediacy and interaction are also highlighted.

4.2. Increase the entertainment of marketing activities

In the marketing of mobile short video, in order to achieve the expected purpose, we should also increase certain

entertainment, attract more young fans, and better create a sales atmosphere, so as to achieve the expected sales purpose. Webcast gives consumers the right to interact with the network anchor immediately, which not only helps consumers to understand the goods in depth, but also narrows the distance between consumers and the network anchor. Compared with traditional e-commerce, on the one hand, the form of webcasting has created a more realistic shopping environment, transferred offline stores to online, and enhanced the shopping scene. On the other hand, network anchor has become an important channel to connect consumers and commodities, and together with the online word-of-mouth of commodities, it has become an important influencing factor for consumers to make decisions on purchasing commodities. Figure 2 is a short video live delivery screen with entertainment elements.



Figure 2. Short video live broadcast with entertainment elements

In the context of mobile short video marketing, consumers' impulse buying is often related to their own psychology and emotions. In order to better play the guiding and promoting role of consumers' psychology and emotions, and make it a stable driving factor to promote consumers' impulse buying, the anchor with goods must always pay attention to consumers' psychological changes. Therefore, the marketing

team must arrange special personnel to carefully check the interactive content of consumers, especially the barrage content, appropriately change the background music according to the changes of consumers' psychology and emotions, and let the anchor use the changed tone and the pre-made copy content to create different marketing situations and stimulate consumers' empathy.

5. Conclusions

With the rapid development and wide application of cmnet technology, mobile short video marketing has become an important means for many merchants to carry out commodity marketing, which occupies a large proportion in exhibition commodity marketing. In order to make the communication of information more efficient, the live broadcast team should manage the interactive content in the live broadcast process, find out the interactive remarks that are not conducive to the establishment of positive relations in time, and make reasonable and appropriate responses. Network anchors should undertake more tasks of transmitting product-level information and stimulating consumer desire in the process of webcasting. With the help of the marketing ability of the network anchor, selling low-priced goods in the webcast room can really help businesses to increase product sales in a short time. If merchants want to establish long-term consumer trust with consumers and maintain high sales for a long time, they still have to ensure the quality of products and the value of brands.

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