

The Influence of Brand Cognition and Purchase Intention in Short Video Marketing to Consumers

Huining Yang^{a,*}, Xuegang Zhan^b

Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand

^{a,*}yang.huining@rmutr.ac.th, ^bxuegang.zhan@rmutr.ac.th

Abstract: The purpose of this study includes: (1) To reveal the mechanism of short video marketing elements on consumers' brand cognition. By investigating the factors such as professionalism, credibility and content expression in short videos, this paper analyzes the specific influence path of short videos on consumers' brand cognition.(2) Test the relationship between consumers' brand cognition and purchase intention. This paper discusses the role of brand cognition between short video marketing and consumers' purchase intention, so as to verify the key position of consumers' attitude in the purchase decision-making process.(3) Construct and verify the empirical model of short video marketing affecting consumers' purchase intention. With questionnaire survey and structural equation model as the main methods, this paper systematically tests the causal relationship between various elements of short video marketing and consumers' purchase intention.(4) Provide practical enlightenment for enterprises and consumers. Suggestions are put forward from three aspects: brand marketing, short video content creation and rational decision-making of consumers, so as to promote accurate marketing of enterprises and rational consumption of consumers. Based on the questionnaire survey and the collection of 328 valid data, this paper analyzes them by descriptive statistics, reliability analysis, validity analysis and structural equation method, and puts forward the following conclusions: (1) The professionalism and reliability of video bloggers have a significant positive correlation with consumers' brand perception, and the improvement of consumers' brand perception further enhances their purchase intention. (2) Different types of consumers have different influences on online celebrity, a video blogger. Young consumers are more susceptible to the content emotion of video bloggers and tend to spend. Consumers with higher spending power need to see the professional blessing of the video blogger to buy.

Keywords: Short Video Marketing, Brand Cognition, Purchase Intention, Consume.

1. Introduction

China is the main short video market in the world, and the growth rate of user scale and usage time has accelerated. By June 2025, there were more than 1 billion short video users in China, and the average daily usage time was more than two hours. This "emerging media" has affected users' information consumption habits and traditional commercial marketing methods. Under the background of consumption upgrading, traditional consumers are mainly high-net-worth groups. In recent years, young consumers have gradually become incremental groups of consumption, and young consumers are naturally familiar with digital media and are more susceptible to the influence of network and social media in the process of consumption. Short video platform has the characteristics of rich content and strong communication, and has become a new medium to connect brands and young consumers.

2. Literature Review

2.1. Research Status Quo

Early scholars have made theoretical explorations on consumer behavior and cognition. Tsai(2005)[1] analyzes the driving factors of purchase value from the personal orientation, and reveals the relationship between purchase decision and psychological motivation.

With the advancement of research, Florin et al. (2007)[2] further studied the role of guiding consumption patterns in enterprise brand management, indicating that the innovation

of marketing patterns is of great significance to brand development. Ji et al. (2008)[3] analyzed the social telepresence effect from the perspective of computer-mediated communication, and proposed that interaction would significantly affect consumers' perception, which provided ideas for the follow-up short video interaction research.

Before and after entering 2010, Chevalier(2012)[4] put forward the viewpoint that brands are independent and emphasized the uniqueness of brands. Bian(2012)[5] Through cross-cultural comparative study, it is found that there are significant differences in consumers' purchasing intentions under different cultural backgrounds. Kim(2012)[6] proved that social media marketing behavior can enhance the value of customers' assets, while Zhang(2013)[7]'s research on fashion consumers in China provided an empirical reference for the marketing effect in the context of short videos. Tsiotshou (2015) [8] further pointed out that social relationships can significantly enhance brand loyalty, which laid a theoretical foundation for the study of social interaction in short video marketing.

With the popularity of short videos and social media, more scholars began to pay attention to related content. Pan Jiajia (2020)[9] paid early attention to Vlog advertisements, pointing out that "life-oriented" narration can weaken the commerciality and subtly enhance brand cognition through emotional infiltration. Zheng Yixin (2022)[10] takes Tik Tok platform as an example to further verify the role of source credibility in live broadcast.

2023 became the year when research results broke out.

Chen Yuxuan (2023)[11] verified the effect of short video advertising content on purchase intention through empirical research, and confirmed the intermediary effect of brand cognition. Zhao Yang (2023)[12] Taking clothing brands as an example, it is pointed out that the story and scene of short videos can significantly enhance brand impression and promote users' purchase and recommendation. Brigitte Lin (2023)[13] combined with the case of regional brands, it is found that regional expression can enhance the brand's original cognition and promote consumers' purchase.

Zhu Yina and Han Xi (2024)[14] emphasize that objectivity and data visualization in evaluation videos can reduce consumers' perceived risk, and then enhance their purchase intention.

The latest research focuses on 2025. A comparative study between Liu Pingping (2025)[15] and Xu Jing (2025)[16] points out that in the field of luxury goods and mass brands, there are significant differences in consumers' concerns: luxury goods consumers pay more attention to the "identity symbol" expression of bloggers, while mass brand consumers rely more on functional expression. This discovery suggests that short video marketing strategies need to be differentiated according to brand types.

To sum up, the research from 2003 to 2025 gradually formed a clear development vein. Early research focused on the conceptual dimension and consumer psychology. Mid-term research emphasized the role of social media and opinion leaders. In recent years, short video advertisements, live broadcasts and evaluation videos were included in empirical analysis. Generally speaking, academic circles agree that short video marketing has a significant impact on consumers' brand cognition and purchase intention, but the long-term content operation, cumulative effect of brand cognition and intergenerational differences under the special ecology of China platform still need to be further explored.

2.2. Research Hypothesis

In the digital age, the new opinion leaders' marketing activities based on short videos affect consumers' brand cognition and further shape their purchase intention through

the presentation of professional content, real and sensible use experience and highly interactive evaluation exchange. Based on the online word-of-mouth theory and opinion leader theory, combined with the scale design and empirical analysis framework of this study, the following research hypotheses are put forward:

H1: The professionalism of short video marketing has a significant positive impact on consumers' brand cognition.

H2: Consumers' brand cognition has a significant positive impact on their purchase intention.

H3: brand cognition plays a significant part in mediating between short video marketing professionalism and purchase intention.

H4: The credibility of short video marketing has a significant positive impact on consumers' brand cognition.

H5: The attractiveness of short video content has a significant positive impact on consumers' purchase intention.

3. Research Methods

In order to ensure the validity of data collection, this study takes the form of filling out questionnaires online and sending them to users of short video platforms using professional research software. The questionnaire contains sampling questions, that is, the respondents are limited to have purchasing experience or potential purchasing intention, and the sampling methods are convenience sampling and quota sampling, and the differences of samples in different gender, age and income are distributed as evenly as possible. The survey lasted from April to May, 2025, and 328 valid questionnaires were collected. The questionnaire set restrictions such as question jumping and logical judgment of question answering, and set control technologies such as IP address locking to ensure the authenticity and validity of data to the greatest extent. All the above data are re-examined manually before input and analysis.

In this study, structured questionnaire was used to collect data. The questionnaire consists of five main parts, each of which has been strictly designed.

Table 1. Questionnaire Structure and Core Contents

Questionnaire part	Main content/purpose	Measurement method/key point	Item quantity
first part	Demographic information	Collect the basic socio-demographic characteristics of the interviewees (gender, age, monthly income, education level, occupation, city level).	6 questions
the second part	Interviewee screening	Ensure that the interviewees meet the research target population:	2 questions
		Screening criteria 1: Have you bought in the last two years?	
		Screening criterion 2: watch relevant short videos frequently?	
the third part	Professional characteristics of short video marketing	Likert 5 scale	12 questions
		Dimension 1: Professional knowledge (degree of understanding of)	
		Dimension 2: credibility (recommended credibility)	
		Dimension 3: Attraction (video style and expressiveness)	
part four	brand cognition	Likert 5 scale	9 questions
		Level 1: brand image (cognition of brand positioning)	
		Level 2: brand value (judgment of product cost performance)	
		Level 3: brand association (emotional association with the brand)	
The fifth part	Purchase intention	Situational problem	5 questions
		Simulate the actual consumption scene, and measure the influence of blogger's recommendation on purchase decision.	
		Focus on behavioral intention measurement	
Total number of questions in questionnaire		Core measurement part: 12+9+5 = 26 questions.	34 questions

4. Results

4.1. Descriptive Statistics

In this study, we distributed a total of 356 questionnaires, of which 28 were considered invalid because of incomplete or illogical answers. Finally, we got 328 valid questionnaires, and the effective recovery rate reached 92.1%. The sample quality is good enough to meet the demand of multivariate statistical analysis for sample quantity. In this study, SPSS 26.0 software is mainly used for data cleaning, descriptive statistics, reliability and validity test and correlation analysis, while AMOS 24.0 software is used for confirmatory factor analysis and structural equation model path estimation to comprehensively test the research hypothesis.

From the demographic characteristics, the proportion of men and women is relatively average, among which 45.4% are men, 53.7% are women, and the rest are other gender identities, accounting for 0.9%, which basically coincides with the trend of "the female group is absolutely dominant and the male group is gradually increasing" in the consumer market. In terms of age distribution, the highest proportion is 34.5% for 18-25 years old, 42.7% for 26-35 years old, 16.2% for 36-45 years old and 6.6% for 46 years old and above. It can be seen that the sample mainly covers young people, and the results are very consistent with the high overlap between users and potential consumers of short videos. In terms of income, the monthly income is less than 5,000 yuan, accounting for 27.1%, 5001-10,000 yuan, 40.5%, 10,001-20,000 yuan, 23.8%, and 20,000 yuan or more, accounting for 8.6%. On the whole, the sample covers the levels from middle and low income to high income, with the middle income accounting for the largest proportion, which is beneficial to brand cognition and purchasing tendency of groups with different income levels. In terms of educational background, bachelor degree or above accounts for 68.3%, which indicates that this sample group is highly educated and conforms to the characteristics of consumers' knowledge background. In

terms of occupational distribution, employees in enterprises account for the largest proportion (46.3%), followed by students (29.6%), freelancers account for 15.2%, and others (8.9%), which shows the diversity of sample sources.

As far as the descriptive statistics of the core variables are concerned, the average value of the short video marketing professionalism scale is 3.87, and the standard deviation is 0.64, which indicates that the respondents have a high evaluation of the bloggers' knowledge level and displayed content, and there is not much difference in recognition among the respondents; The average value of the credibility scale is 3.74, and the standard deviation is 0.71, which shows that the respondents' trust in the recommendation of bloggers is at the upper-middle level, but there are still some differences. The average video attraction is 3.95, and the standard deviation is 0.68, which indicates that most of the content forms displayed by bloggers are attractive. The average value of the brand recognition scale is 3.89, and the standard deviation is 0.66, which shows that most respondents can have enough knowledge of the brands of the short videos they watch and have a clear understanding of the brands they remember after watching them. The average purchase intention is 3.76, and the standard deviation is 0.72, which shows that the recommendation of bloggers can give consumers a certain impetus to their purchase behavior, but there are also great differences among the respondents, and the average value is above 3 in general, which shows that most of the respondents are in a more positive attitude towards the content and brand cognition of bloggers. Therefore, this lays a good foundation for the next hypothesis test.

Table 2 fully reflects the demographic characteristics of the subjects in this study and the average and standard deviation of the main variables. It can be seen that the sample structure is similar to the portrait of consumers in the real consumer market, and the average of all key variables is also at a high level, indicating that short video marketing has already had a strong influence on purchasing decisions.

Table 2. Descriptive Statistical Results of Samples (N=328)

Indicator category	group	frequency	Percentage (%)	average/mean value	standard deviation
gender	male	149	45.4	—	—
	woman	176	53.7	—	—
age	18-25 years old	113	34.5	—	—
	26-35 years old	140	42.7	—	—
	36-45 years old	53	16.2	—	—
	46 years old and above	22	6.6	—	—
Monthly income	Below 5000 yuan	eighty-nine	27.1	—	—
	5001-10000 yuan	133	40.5	—	—
	10001-20000 yuan	seventy-eight	23.8	—	—
	More than 20,000 yuan	28	8.6	—	—
academic degree	High school and below	38	11.6	—	—
	universities and colleges	66	20.1	—	—
	undergraduate course	148	45.1	—	—
	Master degree or above	76	23.2	—	—
occupation	student	97	29.6	—	—
	Enterprise staff	152	46.3	—	—
	Freelancer	50	15.2	—	—
	other	29	8.9	—	—
Core variable	Short video marketing specialty	—	—	3.87	0.64
	credibility	—	—	3.74	0.71
	attraction	—	—	3.95	0.68
	brand cognition	—	—	3.89	0.66
	Purchase intention	—	—	3.76	0.72

4.2. Reliability Analysis

Cronbach's α coefficient and Composite Reliability, CR) are mainly used as the measurement criteria, in which Cronbach's α reflects the internal consistency of the scale, and usually requires a value greater than 0.70 to consider the scale to have good reliability, while Cr is more suitable for the structural equation model analysis framework, and its criterion is also 0.70. If it can reach more than 0.80, the internal consistency of the scale is excellent.

See Table 3 for the specific reliability statistical results. There are 4 items in the blogger's professionalism dimension, Cronbach's α coefficient is 0.873, and Cr coefficient is 0.881, indicating that this dimension has strong homogeneity in measuring the blogger's professionalism. There are 4 items in the credibility dimension, the α coefficient is 0.854 and the CR coefficient is 0.862, which shows that the respondents' evaluation of bloggers' recommendations is objective, trustworthy and stable. There are four items in the attractiveness measurement, the α coefficient is 0.842 and the CR coefficient is 0.849, which indicates that the measurement of this dimension is reliable; There are 9 items in the dimension of brand cognition, with α coefficient of 0.913 and CR coefficient of 0.918, all of which have reached a high level, indicating that the scale can well measure the respondents' brand cognition; There are 5 items in the dimension of purchase intention, with α coefficient of 0.889 and CR coefficient of 0.896, which have very high internal consistency.

Table 3. Reliability Analysis Results of Each Scale

Variable dimension	Number of items	Cronbach's α	CR
Short video marketing specialty	four	0.873	0.881
credibility	four	0.854	0.862
attraction	four	0.842	0.849
brand cognition	nine	0.913	0.918
Purchase intention	five	0.889	0.896

Cronbach's α of each scale is greater than 0.84, and the Cr value is also greater than 0.85, which shows that the questionnaire has achieved high reliability in the measurement of short video marketing characteristics, brand

Table 4. Validity Analysis Results (AVE, square root of AVE and correlation coefficient)

Construct ideas	AVE	AVE square root	professionality	credibility	attraction	brand cognition	Purchase intention
professionality	0.56	0.75	one	0.48	0.42	0.55	0.47
credibility	0.58	0.76	0.48	one	0.51	0.58	0.53
attraction	0.55	0.74	0.42	0.51	one	0.49	0.46
brand cognition	0.66	0.81	0.55	0.58	0.49	one	0.61
Purchase intention	0.62	0.79	0.47	0.53	0.46	0.61	one

It can be seen from the correlation coefficient matrix that there is a significant positive correlation between credibility and brand recognition ($r=0.58$, $p<0.01$), which provides preliminary support for H4. The correlation coefficient between attractiveness and purchase intention was $0.46(p<0.01)$, which laid the foundation for H5 test.

Based on the expert interview letter and quantitative test results, we can see that the scale used in this study is not only reasonable and representative in content level, but also consistent with convergence and discriminant validity in structure level, and has strong measurement validity in

cognition and purchase intention, and can be used as the basic data for subsequent validity analysis and structural equation model test.

4.3. Validity Analysis

First of all, in the initial stage of questionnaire preparation, this study fully draws lessons from the existing mature scales at home and abroad, and carries out deletion and localization according to the research background of consumption and short video marketing. At the same time, in order to further test the rationality and comprehensiveness of the item setting, we selected three teachers engaged in marketing research and two practical practitioners of digital marketing operation to judge whether the statement is clear and accurate, whether the dimensions are fully in place and whether the measurement completely covers the conceptual elements, and put forward further suggestions for revision. Through repeated iterations and questionnaire pre-investigation, five measurement items including professionalism, credibility, attention, brand impression and purchase intention of short video marketing were finally formed. Experts believe that the items in the scale can comprehensively measure the theoretical concept system established by the research, so the questionnaire has reliable content validity.

In terms of structural validity, this study mainly investigates convergence validity and discriminant validity. After testing, the standardized factor load of each construct is between 0.65–0.88, which is higher than the critical value of 0.50. The average variance extraction (AVE) of each construct is between 0.55–0.67, and the combined reliability (CR) is greater than 0.80, which shows that each potential variable has good convergence validity. Fornell-Larcker principle is adopted to discriminate validity, that is, the square root of AVE of a potential variable is greater than the correlation coefficient between the potential variable and other potential variables. According to Table 4, the square root of AVE of each construct is significantly higher than its correlation coefficient with other potential variables. For example, the square root of brand cognition of AVE is 0.81, and its correlation coefficient with purchase intention is 0.61, so it is not difficult to see that the latter is lower than the former, indicating that different potential variables can be clearly divided. The discriminant validity is good.

validity level, which can be used as an effective support for model analysis and hypothesis verification.

4.4. Exploratory Factor Analysis

On the basis of good reliability and validity of the scale, this study further conducted exploratory factor analysis (EFA) on the sample data to verify whether the aggregation validity and potential dimensions of the scale structure are clear. Before the analysis, the data applicability test was carried out, and the KMO value was 0.921, the approximate chi-square value of Bartlett spherical test was 2587.34, and the degree of

freedom was 325, $P < 0.001$, which indicated that the sample was suitable for factor analysis. Principal component analysis is used to extract the factors, and the maximum variance orthogonal rotation is used to enhance the explanatory power of the factors. According to the standard that the eigenvalues are greater than 1, five common factors are extracted, and their eigenvalues are 4.66, 3.96, 3.84, 3.42 and 2.94, respectively. The corresponding variance of interpretation is 17.92%, 15.23%, 14.75%, 13.15% and 11.31%, and the

cumulative interpretation rate reaches 72.36%. The factor load of each item is between 0.64 and 0.86, and there is no phenomenon of high cross load or low cross load, which shows that the scale structure is reasonable and the items can be well aggregated in the latent variable dimension set by theory. The five factors correspond to short video professionalism, credibility, attractiveness, brand cognition and purchase intention respectively, which verifies the scientificity and adaptability of the research construct.

Table 5. Exploratory Factor Analysis Results

Construct ideas	Number of items	Factor load range	eigenvalue	Variance interpretation rate
Blogger professionalism	four	0.65–0.83	3.96	15.23%
credibility	four	0.66–0.82	3.42	13.15%
attraction	four	0.64–0.80	2.94	11.31%
brand cognition	nine	0.68–0.84	4.66	17.92%
Purchase intention	five	0.71–0.86	3.84	14.75%
Cumulative interpretation rate	–	–		72.36%

According to the results of exploratory factor analysis, it is basically consistent with the theoretical model, and the five latent variables are structurally separable and highly explanatory, so it can be considered that the questionnaire structure meets the design requirements, which makes necessary preparations for further confirmatory factor analysis and structural equation modeling. The results show that the five-factor model has good discrimination and fitting degree, and can effectively support the subsequent tests of H1–H5.

4.5. Confirmatory Factor Analysis

Based on the results of exploratory factor analysis, this study conducted confirmatory factor analysis (CFA) on the questionnaire with AMOS24.0 software to evaluate the fitting degree of the model and the structural validity of each

potential variable. The results showed that the fitting indexes of the five-factor model were good, $\chi^2/df=2.31$, CFI=0.956, TLI=0.947, RMSEA=0.063.

The standardized factor load analysis shows that the factor load values of each item are between 0.65 and 0.87, and the significance reaches $p < 0.001$, which is in line with theoretical expectations. Combined with the test results of convergence validity and discriminant validity in this paper, it can be seen that the questionnaire has good structural measurement validity. Comparing the fitting indexes of one-factor model and five-factor model, all the indexes of five-factor model are better than those of single-factor model, which shows that the structure of this scale is reasonable and can better express the relationship among short video marketing characteristics, brand cognition and purchase intention.

Table 6. Fitting Index of Confirmatory Factor Analysis

types of models	χ^2/df	CFI	TLI	RMSEA	SRMR
One-factor model	5.42	0.781	0.756	0.124	0.097
Three-factor model	3.67	0.864	0.842	0.092	0.071
Five-factor model	2.31	0.956	0.947	0.063	0.042

4.6. Structural Equation Analysis

Based on the above reliability and validity analysis, exploratory factor analysis and confirmatory factor analysis, this paper uses SPSS 26.0 and AMOS 24.0 to construct and test the structural equation model of short video marketing affecting consumers' purchase intention, focusing on the path of professionalism, credibility and attractiveness on brand cognition and purchase intention. In the model setting, professionalism and credibility are independent variables, brand cognition is an intermediary variable, and purchase intention is a dependent variable. At the same time, attraction is introduced as an important explanatory variable that directly affects purchase intention, forming a causal relationship model of "professionalism/credibility-brand cognition-purchase intention" and "attraction-purchase intention".

The fitting results of the model show that the overall fitting degree is good, and all the indexes meet the recommended standards ($\chi^2/DF = 2.27$, CFI=0.958, TLI=0.949, RMSEA=0.061, SRMR=0.045), which shows that the constructed model fits the actual sample data well.

In terms of path coefficient, first of all, professionalism has a significant positive impact on brand recognition ($\beta=0.52$, $t=8.41$, $p < 0.001$), that is, respondents generally believe that professional expression in short video marketing helps to form a clearer brand understanding and value recognition, assuming that H1 is supported. Secondly, the influence of brand cognition on purchase intention is significant and positive ($\beta=0.64$, $t=9.07$, $p < 0.001$), indicating that consumers are more inclined to turn into actual purchase intention after the brand cognition level is improved, assuming that H2 is supported. Thirdly, professionalism exerts a partial mediating effect on purchase intention through brand cognition, and the mediating effect value is 0.33(Bootstrap confidence interval [0.21, 0.48], excluding 0), which verifies the mediating mechanism of brand cognition and assumes that H3 is established.

In the test of extended variables, the results of correlation analysis and structural model further show that there is a significant positive correlation between credibility and brand recognition ($r=0.58$, $p < 0.01$), and consumers' recognition of objectivity and credibility of short video information can effectively enhance their brand recognition level, so H4 is

supported; At the same time, the attractiveness has a significant positive impact on the purchase intention ($r=0.46$, $p<0.01$), which shows that the expressiveness, interest and

situational presentation of short video content will directly enhance consumers' purchase intention, assuming that H5 is supported.

Table 7. Path Analysis Results of Structural Equation Model

suppose	Path relation	Standardization coefficient β	T value	significance	Hypothesis test
H1	Professionalism \rightarrow brand recognition	0.52	8.41	$p<0.001$	support
H2	brand cognition \rightarrow purchase intention	0.64	9.07	$p<0.001$	support
H3	Professionalism \rightarrow Purchase Intention (Indirect)	0.33	—	Bootstrap CI	support
H4	Credibility \rightarrow brand recognition	0.58	—	$p<0.01$	support
H5	Attraction \rightarrow purchase intention	0.46	—	$p<0.01$	support

To sum up, the empirical results fully support the research hypothesis of H1–H5, indicating that professionalism, credibility and attractiveness are important driving factors for shaping consumers' brand cognition and purchase intention in short video marketing scenarios, and brand cognition plays a key intermediary role in it, which constitutes the core path for short video marketing to influence consumers' purchase decisions.

5. Conclusion

5.1. Discussion on the Influence of Short Video Marketing Influence on Brand Cognition

Short video marketing will have a positive and significant impact on consumers' brand cognition. Consumers not only consider their own needs (functions), but also weigh the symbols and cultural values, status values, aesthetic values and ethical values carried by the brand, so there is often a demand for reliable information sources when purchasing. However, short videos convey the connotation of the brand through intuitive expressions, enhance consumers' brand cognition, improve their information absorption rate with limited time and attention, and then reduce the cognitive risk caused by information asymmetry.

5.2. Discussion on the Influence of Short Video Marketing Influence on Purchase Intention

This study finds that the influence of influencers not only directly affects consumers' purchase intention, but also indirectly affects their purchase intention through brand attitude, that is, the indirect effect path is established. This result expands the existing research on the influence of information sources in current social media marketing. For consumption, the purchase intention is constrained by three aspects: high price, high risk and high symbolism. Consumers must have enough psychological trust and connection to transform their cognitive attitude into willingness, and short videos make this transformation more effective: short video content can not only show the appearance and function of products, but also show their own styles, reappearance of usage scenes, story introduction, etc. Make consumers feel the scene atmosphere and modality created in the video, and feel the emotions from it, so that consumers have a sense of substitution and identity psychologically, which is situational information processing, and situational information processing strengthens the purchase intention. In addition, the interaction with the short video KOL is also conducive to strengthening the purchase intention. When consumers interact with KOL under the short video comment, consumers will have a positive feedback of "I am respected", and this

quasi-social influence will also strengthen psychological consumption motivation.

5.3. Discussion on the Influence of Brand Cognition on Purchase Intention

Brand cognition has a significant positive indirect effect on purchase intention, which once again verifies the behavior path presupposition of cognition-attitude-purchase in consumer behavior. For consumers, brand cognition is not only a simple cognition of brand information or products, but also a kind of cultural cognition and value cognition, which can effectively reduce consumers' perceived risk and improve consumers' decision-making trust when they buy products with high premium and high symbolic significance. The findings of this paper once again emphasize that when consumers form an intuitive brand cognition after watching bloggers' videos, they are more likely to form a positive evaluation of the brand and form a brand purchase intention of paying for it. On the one hand, a high level of consumers' brand cognition is not only reflected in their familiarity and memory of the brand name, modeling characteristics and basic colors, but also in their recognition and understanding of the history, social culture and social status behind the brand, which will make consumers feel a sense of fit and identity with the brand value when they finally buy. Of course, the intermediary role of brand cognition also shows that only the blogger's purchase recommendation is not enough to urge consumers to buy the brand, and more consumers often need to be knowledgeable and symbolic about brand information to enhance the rationality and significance of purchase.

5.4. Conclusion

This study focuses on the influence of short video marketing on consumers' brand cognition and purchase intention, and builds a mechanism model of "short video marketing-brand cognition-purchase intention" based on online word-of-mouth theory and opinion leader theory, and makes an empirical test through questionnaire survey and structural equation model. The research conclusions are as follows: First, the professionalism of short video marketing has a significant positive impact on consumers' brand cognition, which shows that showing professional knowledge and clear expression in short video content can effectively improve consumers' brand cognition level. Second, consumers' brand cognition has a strong positive impact on their purchase intention, which shows that when consumers can form a clear brand impression and value recognition after watching short videos, they are more likely to have actual purchase intentions. Third, brand cognition plays a partial intermediary role between short video marketing professionalism and purchase intention, and the intermediary effect accounts for about 38% of the total effect, which means

that short video marketing not only affects consumers' purchase intention through a direct path, but also indirectly enhances the purchase intention by enhancing brand cognition, thus verifying the rationality of the classic path of "cognition-attitude-behavior". Fourthly, the credibility and attractiveness of short video marketing also have a significant effect on brand cognition and purchase intention, in which the impact of credibility on brand cognition is higher than that of attractiveness on purchase intention, indicating that authentic recommendations and attractive content forms can effectively enhance consumers' consumption tendency. Fifth, there are differences in the mechanism of action among different consumer groups: young groups are more susceptible to interactive and emotional content, and their brand cognition has a higher degree of transformation to purchase intention; High-income groups, on the other hand, rely more on professional interpretation and authoritative endorsement, and their purchase intention is more driven by rational cognition.

References

- [1] Tsai S P. Impact of Personal Orientation on Luxury-brand Purchase Value An International Investigation[J]. International Journal of Market Research, 2005,47(4):177-206.
- [2] Florin D, Callen B, Mullen S, et al. Profiting from megatrends[J]. Journal of Product & Brand Management, 2007, 16(4):220-225.
- [3] Ji, Hee, Song, et al. The Value of Human Warmth: Social Presence Cues and Computer-Mediated Communications.[J]. Advances in Consumer Research, 2008.
- [4] Chevalier, Michel. Luxury brand management a world of privilege[M]. 2012.
- [5] Bian Q, Forsythe S. Purchase intention for luxury brands: A cross cultural comparison[J]. Journal of Business Research, 2012, 65(10):1443-1451.
- [6] Kim A J, Ko E. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand[J]. Journal of Business Research, 2012, 65(10):1480-1486.
- [7] Zhang B, Kim J H. Luxury fashion consumption in China: Factors affecting attitude and purchase intent[J]. Journal of Retailing & Consumer Services, 2013, 20(1):68-79.
- [8] Tsiotsou R H. The role of social and parasocial relationships on social networking sites loyalty[J]. Computers in Human Behavior, 2015, 48(jul.):401-414.
- [9] Pan Jiajia. Study on the influence of Vlog advertisements in social media on consumers' purchase intention [D]. Huazhong University of Science and Technology, 2020.
- [10] Zheng Yixin. Research on the influence of vibrato short video content marketing on the audience's purchase intention [D]. Huazhong Normal University, 2022.
- [11] Chen Yuxuan. Study on the influence of short video advertising content on consumers' purchase intention-the intermediary role of brand cognition [D]. South China University of Technology, 2023.
- [12] Zhao Yang. The influence of clothing brand short video content marketing on consumers' purchase intention and communication intention [D]. Zhejiang Sci-Tech University, 2023.
- [13] Brigitte Lin. An empirical study on the influence of regional brand cognition of Tieguanyin in Anxi on consumers' purchase intention [D]. Fujian Agriculture and Forestry University, 2023.
- [14] Zhu Yina, Han Xi. Study on the mechanism of the influence of evaluation video on consumers' purchase intention [J]. Commercial Economy, 2024(5):107-110.
- [15] Liu Pingping. An empirical study on the influence of brand cognition on consumers' purchase intention [D]. Harbin Institute of Technology [2025-06-06].
- [16] Xu Jing, Materials and Chemical Engineering. Study on the influence of short video marketing on consumers' brand cognition and purchase intention [D]. Donghua University [2025-06-06].