

EXPLORING THE IMPACT OF MOBILE SHORT VIDEO CONTENT MARKETING ON PURCHASE INTENTIONS: A TWO-MEDIATION MODEL

Minghui Wang

School of Management, Guangzhou Huashang College, Guangzhou, China

Abstract: *The rapid growth of mobile short video users in China is reshaping content marketing strategies for businesses and enterprises. With over 1 billion mobile short video users as of December 2022, accounting for 94.8% of the total Internet users, short video platforms have become a prominent channel for marketing and promotion. This paper reviews the evolving landscape of mobile short video content marketing and its effects on consumer behavior.*

Keywords: *mobile short video, content marketing, consumer behavior, China, short video platforms*

1. Introduction

With the rapid development of the Internet, the scale of mobile short video users continues to grow. According to CNNIC's 51st Statistical Report on the Development of the Internet in China, as of December 2022, the number of Internet users reached 1.067 billion, and the number of mobile short video users exceeded 1 billion, reaching 1.012 billion, an increase of 77.7 million compared with that of December 2021, accounting for 94.8% of the overall number of Internet users [1]. The 2023 China Network Audiovisual Development Research Report shows that the short video market size reached 292.83 billion yuan in 2022, and the per capita single-day usage time of short video exceeded 2.5 hours [2]. With the dramatic increase of mobile short video users, mobile short video content marketing has become an important means of marketing and promotion for many businesses and enterprises.

Scholars have launched a relevant study, short video content consumption upgrading, from the entertainment demand to the acquisition of knowledge, self-worth realization and other demands migration, short video "with goods" as a highlight of the cash[3]. Short video has become the "main battlefield" for the deep integration of media, and the content consumption and advertising share model of short video platforms is becoming more and more perfect, and the industry chain is gradually expanding [4]. Zhang Jian subdivided short-video content marketing into three categories: grass-raising, drama and interactive, and empirically demonstrated that it has a significant impact on the attention, interest, transaction and sharing aspects of consumers' purchasing decisions[5]. Wenxia Liu, Yin Dong, and Xiangning Wang all categorized content marketing into functional, entertaining, and interactive content, and explored their effects on consumers' purchase intentions as well as the mediating roles of online mindstream experience and psychological distance and the moderating roles of uncertainty avoidance and product involvement, respectively[6, 7]. Zhang Rui discusses the impact of e-commerce live content marketing on consumers' purchase intention from the perspective of content marketing types, which are categorized into three dimensions: informational content, entertainment content, and emotional content [8]. Wang Ying and Huang Liyao empirically demonstrated the effect of

perceived value of mobile short videos on consumers' purchase intention and the mediating role of attitude and user engagement^[9].

However, the research on the influence mechanism of mobile short video content marketing on consumers' purchase intention needs to be further enriched and improved. According to SOR theory, S refers to external stimulus variables, i.e., variables that affect consumers' psychological changes and behavioral intentions. In the marketing environment, stimuli include external factors such as the environment, marketing strategies, and the quality of products and services, etc. O refers to internal organismic or process variables, i.e., variables generated by an individual's psychological activities when exposed to external stimuli. Organismic variables include emotional and cognitive factors. R refers to the behavioral responses or behavioral outcomes brought to consumers. In this paper, mobile short video content marketing is selected as the stimulus variable, pleasurable emotion and perceived trust as the organism variable, and consumer purchase intention as the outcome variable, to analyze the influence relationship between the four variables, and to provide short video operators with a more specific reference for content marketing decision-making.

2. Research Hypotheses

2.1. Mobile Short Video Content Marketing and Pleasant Emotion, Perceived Trust, and Purchase Intention

Content marketing refers to the provision and dissemination of valuable and interesting information about products or brands, in order to attract the attention of consumers in a variety of ways^[10, 11]. Content marketing needs to rely on the audience, focusing on the creation and provision of valuable product-related content for consumers^[12]. Mobile short-video content marketing refers to the marketing method that is released on social media from consumers to increase their purchase intention as the ultimate goal, to deliver product or brand information and to trigger interactive communication among customers. This paper adopts Qin Suxiang's and Wang Pengfei's quadratic dimensions of content marketing, and classifies mobile short-video content marketing into informational content, authenticity content, interesting content, and emotional content^[13]. Among them, informative content refers to providing practical information that can help consumers solve their doubts, such as product functions, product features, product selling points, product prices, etc. Informative content is not necessarily measured by the number, but it needs to be useful and effective information for consumers, and can provide the most effective advice when consumers make purchasing decisions. Authenticity refers to the fact that when consumers receive the information provided, the content contained in the video displayed is intuitive, real and reliable. Interesting content means that the content received by the consumer is in line with the consumer's interest, easy and fun, full of curiosity and can fully enrich the consumer's imagination, thus arousing the consumer's attention and generating the willingness to buy. Emotional content is to let consumers feel close to life, at the same time can let consumers feel emotional resonance, it is easy to establish a good relationship with customers, but also very easy to let customers have the desire to buy.

Consumer sentiment is the consumer in the purchase, consumption of products or services in the process, by the enterprise internal and external factors inspired by a series of specific emotional reactions, can be divided into positive and negative emotions, but also can be divided into pleasure, arousal and dominance of emotions^[14, 15]. Pleasure emotion is a kind of positive and active emotion, and this paper selects pleasure emotion as the research object. The content marketing of mobile short

video can eliminate consumers' doubts and solve the pain points of demand, and to a certain extent, it can bring pleasure emotion. The pleasant emotions generated by consumers can help them make purchasing decisions^[16].

Trust is the willingness to put ourselves in a position of relative disadvantage in the face of behavior carried out by others and the belief that we have nothing to lose or be harmed, with integrity, friendliness, and competence considered to be the three main factors of trustworthiness^[17]. Perceived trust means that consumers reach a level of trust in either the products or services recommended by mobile short video content marketing. In an e-commerce environment, trust implies consumers' confidence in the integrity, competence and friendliness of the merchant, and when the merchant can meet consumers' expectations of honesty, competence and friendliness, it reduces the perceived risk and creates a greater incentive to trust, which in turn influences consumers' purchasing decisions^[18-20]. Mobile short video content marketing is all about using quality content to impress potential consumers, make them perceive trust and promote purchasing behavior.

Consumers' willingness to buy is the chance that consumers will voluntarily make purchases, is the basis of purchasing behavior, and can be used to predict consumer behavior^[21]. In other words, consumer's willingness to buy is a subjective possibility and preference, which is the probability that a consumer will choose a certain firm's product and consume it, and the higher his/her willingness to buy, the higher the probability of purchase^[22]. Based on the above analysis, the following hypotheses are proposed:

H1: Mobile short video content marketing significantly and positively influences consumer purchase intention.

H2: Mobile short video content marketing significantly positively affects the pleasant emotion.

H3: Mobile short video content marketing significantly and positively influences perceived trust.

H4: Pleasant emotion significantly and positively influences consumer purchase intention.

H5: Perceived trust significantly and positively influences consumer purchase intention.

2.2. The Mediating Role of Pleasant Emotion and Perceived Trust

The relationship between consumer pleasant emotion and online impulse purchase drivers is positively correlated^[23], Consumer pleasant emotion in live clothing broadcasts plays a mediating role in facilitating impulsive purchases by consumers^[24]. Mobile short video content marketing provides both practical and hedonic value, allowing consumers to achieve mental satisfaction and happiness, which makes it easier to generate purchasing behavior. Trust is the foundation of e-commerce activities and has a direct impact on consumer purchase intentions^[25]. Mobile short video can explain and show the goods to consumers with informative content, so that consumers can better understand and recognize the goods, and then improve the perceived trust of the goods; the authenticity content of mobile short video can reduce the consumers' concern about uncertainty, reduce the perceived risk, and enhance the perceived trust; and the content that expresses interesting and full of emotions can bring the distance with consumers closer, and let the consumers feel the pleasant emotion and enhance the sense of trust, thereby promoting the willingness to buy. The informativeness, reality, interest and emotion of mobile short video content marketing motivate consumers to generate pleasant emotion, thus gaining perceived trust and promoting consumers' purchase intention. Based on the above analysis, the following hypotheses are proposed:

H6: Pleasant emotion plays a mediating role in the effect of mobile short video content marketing on consumer purchase intention.

H7: Perceived trust mediates the role of mobile short video content marketing on consumer purchase intention.

H8: Pleasant emotion and perceived trust play a chain mediating role in the effect of mobile short-form video content marketing on consumer purchase intention.

In summary, the theoretical assumptions are modeled as shown in Figure 1.

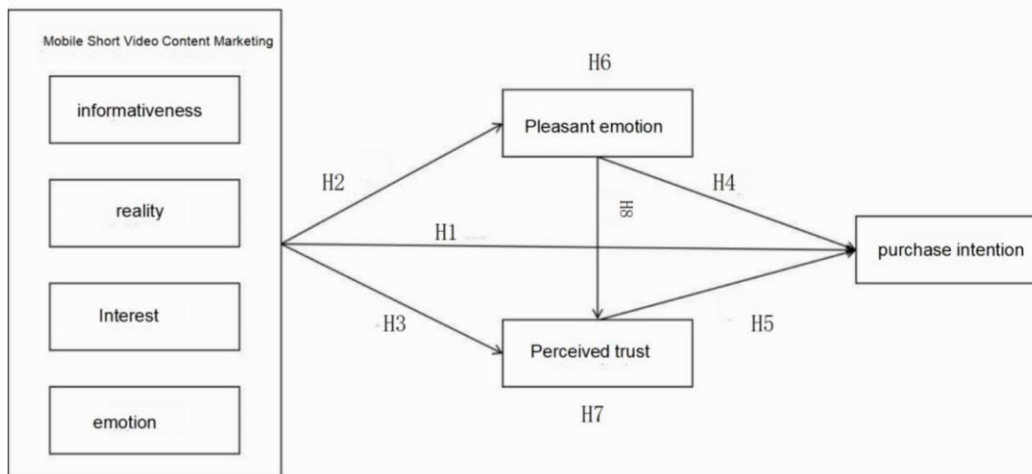


Figure 1: A theoretical hypothesis model.

3. Research Methods

3.1. Research Sample

The online questionnaire survey method was adopted, and the sample data came from Guangdong, Fujian and Suzhou, etc. A total of 377 questionnaires were distributed, and 367 valid sample data were obtained after eliminating the questionnaires with too short response time and those that were not filled out carefully. Among them, men accounted for 42.5% and women accounted for 57.5%, which is still a balanced proportion; age under 20 years old accounted for 7.4%, 21-30 years old accounted for 68.7%, 31-40 years old accounted for 19.6%, and 41 years old and above accounted for 4.3%; in terms of educational level, senior high school and below accounted for 12.8%, junior college accounted for 8.7%, undergraduate accounted for 73.8%, and postgraduates and above accounted for 4.7%; and in terms of occupation. School students accounted for 52%, enterprise employees accounted for 26.7%, civil servants or institution staff accounted for 8.7%, private property owners accounted for 8.2%, and freelancers and others accounted for 4.4%; in terms of monthly income, less than 2,000 yuan accounted for 36.3%, 2,000 to 5,000 yuan accounted for 38.4%, and more than 5,000 yuan accounted for 25.3%.

3.2. Variable Measurement

The survey measured four variables: mobile short video content marketing, pleasant emotions, perceived trust, and purchase intention, all using a well-established scale. The scale was based on a 5-point Likert scale, with scores from 1 to 5 indicating "strongly disagree" to "strongly agree".

Mobile short video content marketing is measured in four dimensions: informational content, authentic content, fun content, and emotional content. Referring to Qin Suxiang and Wang Pengfei's scale^[13], the informative content measurement items are "The information in the mobile short video content is

practical", "The mobile short video content can increase my understanding of the relevant information", and "The mobile short video content can help me solve problems"; authenticity content measurement items are "the information in the short video content is true", "the information in the short mobile video is reliable", "the short mobile video's product display is detailed". The product display is very detailed"; the interesting content measurement items are "The content of mobile short videos is fun and interesting", "The content of mobile short videos makes me full of imagination and curiosity". Mobile short video content makes me feel addicted to it"; Emotional content measurement items are "Mobile short video content makes me feel emotional resonance", "Mobile short video content is close to daily life", "The short mobile video content is very grounded making me feel no distance." Pleasant emotion refers to Lixue Xu and Jingjing Li's scale^[24], which measures items such as "I feel happy when watching video content or making purchases", "I feel satisfied when watching video content or making purchases", "I feel relaxed when watching video content or purchase". Perceived trust refers to Mcknight's scale^[19], which measures items such as "I believe that the products and services offered by mobile video are of high quality" and "I believe that mobile video treats consumers honestly", "I believe that the product information provided by mobile video is truthful", and "I believe that the producers of mobile video have the ability and resources to provide high-quality products and services". Purchase intention refers to Dodds' scale^[22], which measures items such as "The content of this short mobile video has a very significant impact on my purchase decision", "The content of this short mobile video provides me with a great deal of help in my purchase decision", "This short mobile video content provides diverse opinions for my purchase decision", and "This short mobile video content influences my future purchase behavior for this product".

4. Results Analysis

4.1. Common Method Bias Test

In this study, one-way validation method was used to test the results by AMOS analysis: $X^2/df=7.214>3$, $RMSEA=0.130>0.08$, $CFI=0.513<0.9$, $GFI=0.663<0.9$, $TLI=0.464<0.9$, $IFI=0.516<0.9$, and $SRMR=0.1126>0.08$. The above results indicate that there is no serious common methodological bias in the data of this study.

4.2. Reliability and Validity Analysis

SPSS 26.0 software was used to test the reliability of the collected data. The Cronbach's alpha coefficients for each variable are 0.771 for informativeness, 0.745 for reality, 0.799 for interest, 0.709 for emotion, 0.790 for pleasant emotion, 0.803 for perceived trust, and 0.759 for purchase intention, all of which are greater than the standard of 0.7, and all of which are greater than the value of 0.5 in CITC, which indicates that the questionnaire scales have a higher degree of reliability.

The scales of this study are formulated by drawing on the existing research results of domestic and foreign scholars, and have good content validity. The validity analysis was carried out using AMOS 24.0 software. the KMO value was 0.893, which was greater than the specified 0.7, while the p-value was 0.000, which reached the significant level. As shown in Table 1, the structural validity is good. $x^2/df=2.233$, less than 3; $RMSEA=0.058$, less than 0.06; $GFI=0.909$, greater than 0.9; $CFI=0.907$, greater than 0.9; $IFI=0.909$, greater than 0.9 and $TLI=0.904$, greater than 0.9.

Table 1: Test of construct validity

X^2/df	RMSEA	GFI	CFI	IFI	TLI
2.233	0.058	0.909	0.907	0.909	0.904

As can be seen from Table 2, the factor loading coefficients corresponding to informativeness, reality, interest, and emotion, content marketing, pleasant emotion, perceived trust, and purchase intention are all larger than the indicator 0.6, which indicates that the variables are more representative of the measurement question items. The CR of each variable is 0.8038, 0.7727, 0.7534, 0.8029, 0.7660, 0.7911, 0.8072, 0.8067, which are all greater than 0.7, and the AVE of each variable is 0.5135, 0.5327, 0.5046, 0.5771, 0.5219, 0.5583, 0.5126, 0.5116, all greater than 0.5, indicating that the convergent validity of all factors is in a relatively desirable state.

Table 2: Convergent validity test

			Estimate	S.E.	P	CR	AVE
informativeness	<-	Content marketing	0.689				
reality	--	Content marketing	0.911	0.134	***	0.8038	0.5135
interest	<-	Content marketing	0.622	0.125	***		
emotion	--	Content marketing	0.602	0.117	***		
Q1-1	<-	informativeness	0.677				
Q1-2	--	informativeness	0.7	0.098	***	0.7727	0.5327
Q1-3	<-	informativeness	0.806	0.107	***		
Q2-1	--	reality	0.713				
Q2-2	<-	reality	0.706	0.102	***	0.7534	0.5046
Q2-3	--	reality	0.712	0.096	***		
Q3-1	<-	interest	0.721				
Q3-2	--	interest	0.716	0.084	***	0.8029	0.5771
Q3-3	<-	interest	0.836	0.095	***		
Q4-1	--	emotion	0.728				
Q4-2	<-	emotion	0.732	0.132	***	0.766	0.5219
Q4-3	--	emotion	0.707	0.118	***		

Q5-1	<-	Pleasant emotion	0.771				
Q5-2	--	Pleasant emotion	0.761	0.08	***	0.7911	0.5583
Q5-3	<-	Pleasant emotion	0.708	0.073	***		
Q6-1	--	Perceived trust	0.672				
Q6-2	<-	Perceived trust	0.775	0.095	***		
Q6-3	--	Perceived trust	0.659	0.101	***	0.8072	0.5126
Q6-4	<-	Perceived trust	0.751	0.108	***		
Q7-1	--	Purchase intention	0.72				
Q7-2	<-	Purchase intention	0.694	0.088	***		
Q7-3	--	Purchase intention	0.784	0.082	***	0.8067	0.5116
Q7-4	<-	Purchase intention	0.657	0.087	***		

As can be seen in Table 3, content marketing, pleasant emotion, perceived trust, and purchase intention are all significantly correlated ($p < 0.01$) and are all smaller than the square root of the AVE, i.e., they indicate both discriminative and correlative relationships between the latent variables, and this result suggests that the data measured by the questionnaire have good discriminant validity.

Table 3: Differential validity test

	AVE	Content marketing	Pleasant emotion	Perceived trust	Purchase intention
Content marketing	0.5135	0.717			
Pleasant emotion	0.5583	0.646**	0.747		
Perceived trust	0.5126	0.647**	0.446**	0.716	
Purchase intention	0.5116	0.563**	0.439**	0.193**	0.715

* * Represents a p-value less than 0.01; diagonal is the extraction of variance variation for AVE evaluation

4.3. Model Fit

In this study, the fitting process of structural equation modeling was carried out, and the main fitting test indicators are detailed in Table 4. among them, $X^2/df = 2.454$, which is less than 5; $RMSEA = 0.063$,

which is less than 0.08; the other test indicators such as PNFI and PGFI are all larger than 0.5, the values of NFI, GFI, and CFI are all larger than 0.9, and the SRMR is <0.08, so the research model fit well with the questionnaire data.

Table 4: Main indicators of the model-fitting test

metric	Absolute fit degree				Streamlining the fit		Value-added fit		
	X ² /df	RMSEA	GFI	SRMR	PNFI	PGFI	NFI	CFI	IFI
evaluation criterion	<5	<0.08	>0.9	<0.08	>0.5	>0.5	>0.9	>0.9	>0.9
Model results	2.454	0.063	0.927	0.061	0.71	0.65	0.904	0.927	0.928
Fits	ideal	ideal	ideal	ideal	ideal	ideal	ideal	ideal	ideal

4.4. Hypothesis Testing

4.4.1. Main Effects Test

Based on the data from 367 valid questionnaires, path analysis using AMOS24.O software was used to test hypotheses 1-hypothesis 5 and the results are shown in Table 5.

Table 5: Test of the main effects

X	→	Y	Non-standardized coefficients	Standardization coefficient	S.E.	C.R.	P	Suppose the result
Content marketing	→	Pleasant emotion	0.716	0.488	0.067	10.714	0.000***	found
Content marketing	→	Perceived trust	0.612	0.419	0.08	7.632	0.000***	found
Content marketing	→	purchase intention	0.313	0.256	0.068	4.597	0.000***	found
Pleasant emotion	→	purchase intention	0.156	0.187	0.043	3.61	0.000***	found
Perceived trust	→	purchase intention	0.179	0.214	0.041	4.348	0.000***	found

Note: ***, ** and * represent the significance levels of 1%, 5% and 10%, respectively

From the above table, it can be seen that: mobile short video content marketing on consumer purchase intention ($\beta=0.256$, $P<0.001$), hypothesis H1 holds. Mobile short video content marketing on pleasant emotion ($\beta=0.488$, $P<0.001$), hypothesis H2 holds. Mobile short video content marketing on perceived trust ($\beta=0.419$, $P<0.001$), hypothesis H3 holds. Pleasant emotion on purchase intention ($\beta=0.187$, $P<0.001$), hypothesis H4 holds. Perceived trust on purchase intention ($\beta=0.214$, $P<0.001$), hypothesis H5 holds.

4.4.2. Mediation Effect Test

Bootstrap method was used to test the mediating role of pleasant emotion and perceived trust in the model with chained mediating role, and the results are shown in Table 6. Among them, the mediating

effect value of pleasant emotion is 0.111, the 95% confidence interval is [0.039,0.193], and it does not contain 0, then hypothesis 6 is established; the mediating effect value of perceived trust is 0.110, the 95% confidence interval is [0.052,0.171], and it does not contain 0, then hypothesis 7 is established; meanwhile, in the direct effect, the effect value = 0.314, the 95% confidence interval is [0.179,0.448], which also does not contain 0. From this, it is concluded that the direct effect is established, so that pleasant emotion and perceived trust play a partially mediating role, respectively; for the chain mediation test of pleasant emotion and perceived trust, the effect value is -0.006, and the 95% confidence interval is [-0.023,0.007], which contains 0. Therefore, Hypothesis 8 is not established.

Table 6: Test of mediation effects

effect	path relationship	Effect value	And the 95% confidence interval	Effect ratio
direct effect	Content marketing → purchase intention	0.314	[0.179,0.448]	58%
Mesomeric effect	Content marketing → pleasant emotion → purchase intention	0.111	[0.039,0.193]	21%
	Content marketing → perceived trust → purchase intention	0.110	[0.052,0.171]	21%
	Content marketing → pleasant emotion → perceived trust → purchase intention	-0.006	[-0.023,0.007]	0%
Total mediation effect		0.221	[0.118,0.311]	42%
gross effect		0.535	[0.415,0.642]	100%

5. Conclusions

Based on the SOR theory, the influence mechanism of mobile short video content marketing on consumers' purchase intention was investigated, and the final conclusions were: Firstly, mobile short video content marketing significantly and positively affects consumers' purchase intention, and the informative content, authentic content, interesting content, and emotional content of mobile short video content marketing all significantly and positively affect consumers' purchase intention. When mobile short video content marketing provides real and valuable information with full of fun and emotion, it can better enhance consumers' purchase intention. Secondly, pleasant emotion plays a partly intermediary role in the impact of mobile short video content marketing on consumers' purchase intention. Mobile short video content marketing can stimulate consumers' pleasant emotion, and under the role of pleasant emotion, consumers are more likely to produce corresponding. Thirdly, perceived trust plays a partial intermediary role in the impact of mobile short video content marketing on consumers' purchase intention. Mobile short video content marketing can cause consumers' perceived

trust, and consumers are more likely to produce corresponding purchase behavior under the role of perceived trust. Finally, there is no chain mediation between pleasant emotions and perceived trust in the effect of mobile short video content marketing on consumers' purchase intention, which may be due to the fact that pleasant emotion does not significantly affect perceived trust, thus failing to stimulate perceived trust under the effect of pleasant emotions.

This study unveils the influence mechanism of mobile short video content marketing on consumers' purchase intention, and provides a reference for short video operators to make content marketing decisions. First of all, mobile short video content marketing should pay great attention to the informativeness, reality, interest and emotion, provide valuable and practical information about products or services, and ensure the authenticity of the information, and to a certain extent, reflect the interest and trigger the emotional resonance of the audience. The biggest feature of short video is that consumers can use fragmented time to get the latest information, so enterprises should deeply grasp the characteristics of short video, in a short period of time to quickly deliver effective information. Consumers are less and less tolerant of deception, the network era of developed information, once there is negative news will be widely spread, enterprises in the content marketing must grasp the authenticity of the content, do not fake, with positive word of mouth to obtain more attention from consumers.

Secondly, in the process of content marketing, the managers should pay attention to enhance the audience's pleasant emotions, such as timely response to consumer questions, positive interaction with consumers, and throwing out topics of interest to consumers. Finally, in the process of content marketing, it is necessary to build a bridge of trust with consumers. The informativeness and authenticity of content marketing can enhance consumers' trust in product information, and the interestingness and emotion of content marketing can enhance consumers' trust in product emotion.

Although the study enriches the research on the impact of mobile short video content marketing on consumers' purchase intention, there are some shortcomings: first, the study only considers the mediating mechanism of mobile short video content marketing on consumers' purchase intention, and does not explore the contextual influence role of the consumption scene, and in the future it can add the analysis of the moderating role of the consumption scene; second, the study adopts cross-sectional data, which may not be as convincing as the conclusions drawn from longitudinal studies. Second, the study uses cross-sectional data, which may not be as convincing as the conclusions drawn from the longitudinal study, and the longitudinal study can be used in the future; third, the study can further explore how content marketing affects pleasure emotion and perceived trust, and then deepen the content of the study.

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