

THE EFFECTS OF SHORT VIDEO MARKETING ON CONSUMER'S PURCHASE INTENTION: A CASE OF FLORASIS CORPORATION, LTD.

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Abstract

This research investigates the correlation between short video content marketing and customers' intentions to purchase. The study draws upon the S-O-R theory, Theory of Rational Behavior, and ELM theory model to provide a theoretical framework. The study utilizes perceived value characteristics to evaluate the impact of short video content marketing on consumers' purchase intention. 330 questionnaires were gathered and analyzed using Multiple regression analysis to examine the hypotheses in the research. The findings suggest a significant positive relationship between the three dimensions of content marketing (applicable content, entertainment content, and emotional content) and consumer behavior at a significance level of .05. Additionally, these dimensions have a positive impact on perceived value. Furthermore, perceived value is found to positively influence consumers' willingness to make a purchase. The research presents a number of management insights derived from the results. These insights include staying current with trends, emphasizing the selection of short video content, customizing marketing tactics for various consumer segments, and prioritizing the perception of customer change.

Keywords: Short video, content marketing, perceived value, purchase motivation

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Introduction

Research Background

The rapid development of China's Internet technology and the introduction of relevant national policies have contributed to the development of the short-form video industry; with the commercialization of 5G networks, mobile Internet speed restrictions have been lifted, further enhancing the smooth viewing experience of short video online users. The rapid development of technologies such as artificial intelligence and cloud computing has prompted temporary video platforms to increase the immersive experience of consumers in short video application scenarios while precisely targeting consumer needs. On December 15, 2021, the Chinese government promulgated the "Rules on Content Audit Standards for Short Video on the Internet (2021)" to regulate the content of short videos, which will further ensure the robust development of short video platforms. With the support of Chinese policies, the booming digital industry, and online social media, short videos are becoming the most popular and preferred form of entertainment for all (Chang et al., 2024).

In the content marketing trend, a short video is still the mainstream channel, and the success of content marketing lies in the marketing creativity of content. To seize this critical point, the next step is to consider what kind of content creation can hit the consumer's pain point, drive consumer emotion and value perception, and have an impact on the consumer's willingness to buy is the focus of this study (Yang et al., 2007). Florasis Corporation, Ltd. was founded in Hangzhou, China, in 2017. Its main products are tailored to the skin characteristics and makeup needs of Asian women, providing makeup products suitable for use by Asian women. Florasis Corporation, Ltd. has proliferated recently and started using short video marketing to market itself as a representative cosmetic brand company in China. The public also respects the marketing model, and the company's marketing and operations are moving toward a state of rapid development. Based on this, this paper explores the relationship between short-form video content marketing and Florasis

Corporation, Ltd.'s consumer purchase intention from the consumer's perspective, combined with the consumer's perceived value, in a multi-dimensional manner (Pocha Nostra, 2004).

Research Problems

In this paper, based on the stimulus-organism-response theory, consumer purchase behavior theory, and ELM model, content marketing is selected as the independent variable from the consumer's point of view, and by combing and reviewing previous scholars' research, it will enter from available content, emotional content, and entertainment content in multiple dimensions to study the path of its effect on consumers' purchase intention. The research findings obtained supplement and enrich the existing theories. On the other hand, the introduction of the perceived value variable in this paper further strengthens the interpretation of the model. The introduction of this variable is not only to explore the role of the level of consumer awareness on the strength of content marketing and purchase intention but also to observe the effect of visual impact that short video content marketing has, which is an enrichment and enrichment of the empirical research on content marketing and a perfection of the existing theoretical results (Akusok et al., 2015).

Research Objectives

The research objective of this study is to investigate the impact of short video marketing on consumers' purchase intention, using Florasis Corporation, Ltd. as an example for quantitative analysis (Fan et al., 2022).

1. To investigate the factors related to content marketing and consumer purchase intention for short-form video marketing.
2. To analyze the relationship between three variables: Marketing Contents, Perceived Value, and Purchase Intention, using Florasis Corporation, Ltd. as an empirical study.
3. To clarify the influencing factors of enterprise short-video marketing, as well as to provide theoretical and empirical experience for academic research in related fields

Scope of the Research

This study focuses on the effect of short-form video content marketing on consumers' purchase intention of Florasis Corporation, Ltd. The main object of the study was the consumers who watched the short video ads of Florasis Corporation, Ltd. The primary research method used for this study was the random sampling method.

The respondents of this study were consumers of Florasis Corporation, Ltd., who watched short video advertisements. The main survey content of the questionnaire contains all the combined variables of the literature. Therefore, the survey process was conducted online using the questionnaire. Online collection of questionnaires: Consumers fill out the questionnaire after watching the relevant short video. They can get the corresponding product discounts or offers, so it is easier to distribute the questionnaire, and the survey respondents actively cooperate. Combined with the sample calculation formula, the research sample size must be 300, excluding 17 unreasonable and 330 valid questionnaires. The invalid questionnaires include those with less than 60 of answer time and those with missing answers. Therefore, the final questionnaire recovery efficiency was 91.67%.

Research Significance

This paper examines the practical implications of content marketing for corporate promotional development by constructing a short-form video content marketing-perceived value-purchase intention model, which three elements will illustrate:

- (1) It helps Florasis Corporation, Ltd. to recognize the importance of the precise placement of content marketing advertisements. Content marketing focuses on short-form videos by broadcasting valuable content to attract consumers' attention and purchase. This paper explores the impact of short-form video content marketing on purchase intent and uses the findings to provide corporate advertisers with suggestions for accurate and compelling content placement.
- (2) Helps consumers generate value perceptions. Through accurate marketing, short videos evoke consumers' feelings about the brand and thus cause consumers' perceptions. This paper helps Florasis Corporation, Ltd. identify the influencing factors by exploring the

relationship between multiple dimensions of content marketing on perceived value and purchase intention to make targeted suggestions.

(3) Capturing consumers with different loyalty levels. By examining the relationship between Marketing Content, Perceived Value, and Purchase Intention, this paper helps Florasis Corporation, Ltd. Capture more consumer groups' attention and make suggestions for improving advertising to stimulate consumers' desires.

Research Hypotheses

The literature review of this study mainly compares the influence of short video content marketing on consumers' purchase intention and finds that scholars' research on Marketing Content, Perceived Value, and Purchase Intention is relatively abundant. However, few studies combine the Elaboration Likelihood Model, Theory of Reasoned Action, Stimulus - Organism – Response, and other model theories for short video marketing. The dimensions of Marketing Content in the study are Functional Content, Entertaining Content, Emotional Content, Perceived Value, and Perceived Usefulness. Perceived Usefulness, Trustworthiness, and Perceived Riskiness were studied more deeply and effectively. To further study the relationship between the three variables and sort out the relationship between the three dimensions of Marketing Contents and Perceived Value and purchase Intention, firstly, correlation analysis will be used to understand the correlation between each variable. Then, an accurate description will be made through regression analysis.

H₁: Functional Contents has a positive correlation with Perceived Value.

H₂: Entertaining Content has a positive correlation with Perceived Value.

H₃: Emotional Content has a positive correlation with Perceived Value.

H₄: Perceived Value has a positive correlation with Purchase Intention.

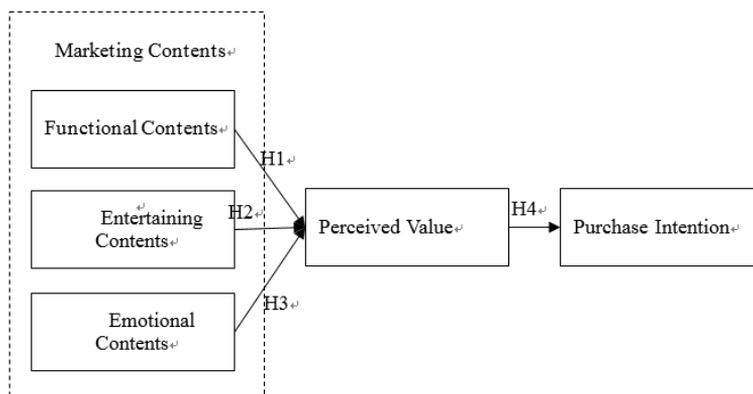


Figure 1 Model assumptions

Literatures Review

Content Marketing

A review of the literature reveals that scholars in the literature on content marketing have made various classifications of its dimensions according to different purposes and research perspectives. According to the form of the division, dialogue, storytelling, customer interaction, and participation in the three dimensions (Nguyen & Park, 2022). Content is divided according to content type and summarized in the following five dimensions: functional content, entertainment content, emotional content, interactive content, and self-fulfilling content. Some scholars also divide content marketing into informational content and entertainment. By combing the literature and scholars on the division of content marketing dimensions, this paper is the study of short video marketing combined with content marketing, and finally, according to the promotional characteristics of a short video on content marketing to make three dimensions of the division of the way: helpful content, emotional content, entertainment content (Odongo, 2016). Applicable content refers to the effective and practical information content that consumers can obtain from the short video about the products they need; entertainment content refers to the information content that can relax consumers, feel relaxed, and easy to attract consumers; emotional content refers to the information content that can move the heart and cause emotional resonance through the content conveyed by product marketing.

Perceived value

Perceived value has always been an essential element in marketing. Different scholars have different research perspectives on perceived value, so different insights on the dimensions of perceived value are presented in the research process. Perceived value is divided into different dimensions (Zeithaml, 1988). Some scholars divide perceived value into functional value and emotional value. The three-dimensional division of perceived value divides perceived value into usefulness, riskiness, and trustworthiness. Meanwhile, other scholars divide perceived value into four and five dimensions: affective, functional, social, cognitive, and conditional (Mwencha et al., 2014).

Purchase intention

Purchase intention is an important variable involved in the study of consumer behavior, and a literature review reveals that scholars have conducted several studies on purchase intention. Some scholars have suggested that consumer personality traits, internal and external product cues, and consumption situations are common factors that influence consumers' purchase intention (Reis et al., 2020). The current studies related to consumer personality traits unfold from the following. Based on the SOR theoretical model, empirical studies show that perceived pleasantness and perceived diagnostic significantly affect consumer purchase intention (Fan et al., 2022). The greater the discount on the product and the more attractive the limited promotion, the more likely it is to significantly impact consumers' perceived value and purchase intentions.

Theory of Reviews

Stimulus - Organism - Response (S-O-R theory) is a theory developed from SR theory, a learning theory of the cognitive school, which was later introduced into marketing by Belk (1975). S refers to the external stimulus variables, that is, the variables that impact consumers' psychological changes and behavioral intentions. In the marketing environment, stimuli can include external factors such as the environment, marketing strategy, product or service quality, etc. O refers to internal organismic or process variables, which refer to an

individual's psychological activity in response to external stimuli (Belk, 1975). SOR theory can be used to explain the effect of advertising on consumer behavior.

The Theory of Reasoned Action (TRA) was proposed by American scholars Ajzen and Fishbein (1975). The theory states that an individual's behavioral motivation affects his or her behavior. Those two factors simultaneously determine the motivation for behavior: one is the attitude formed by the individual's beliefs and evaluations in response to an event, and the other is the subjective norm formed by the individual's beliefs and motivations that he or she adheres to (Ajzen & Fishbein, 1975). This theory implicitly assumes that people are rational; that is, actors control their behavior by examining multiple pieces of information and judging from their own experience whether the behavior needs to be performed before making a decision.

The Elaboration Likelihood Model, also called the ELM model, was developed by American psychologists Petty and Cacioppo and originated in psychology. Suppose the consumer is highly involved, deeply informed, or consciously thinking about the product. In that case, the resulting attitudes and intentions will be a lasting predictor of the consumer's future behavior due to the experience (Cacioppo & Petty, 1980).

Research Methodology

The respondents of this study were consumers of Florasis Corporation, Ltd., who watched short video advertisements. The main survey content of the questionnaire contains all the combined variables of the literature. Therefore, the survey process was conducted online using the questionnaire. Online collection of questionnaires: Consumers fill out the questionnaire after watching the relevant short video. They can get the corresponding product discounts or offers, so it is easier to distribute the questionnaire, and the survey respondents actively cooperate. Combined with the sample calculation formula, the research sample size must be 300, excluding 17 unreasonable and 330 valid questionnaires. The invalid questionnaires include those with less than 60 of answer time and those with missing answers. Therefore, the final questionnaire recovery efficiency was 91.67%.

Reliability analysis

The Cronbach's α values for the three dimensions of content marketing are 0.850, 0.76, and 0.794, respectively, and the overall Cronbach's α value is 0.896, which are all greater than 0.7, indicating that the content marketing scale of this study has high reliability; the Cronbach's α values for the three dimensions of perceived value are 0.819, 0.901, and 0.801, respectively, The overall Cronbach's α values for the three dimensions of perceived value are 0.819, 0.901, and 0.863, respectively, and the overall Cronbach's α values are 0.913, which are more significant than 0.8, indicating that the perceived value scale of this study has high reliability; the overall Cronbach's α values for the purchase intention scale are 0.922, which are more significant than 0.9, indicating that the purchase intention scale of this study has high reliability; the overall Cronbach's α values for the product involvement scale Cronbach's α value of 0.785 is more significant than 0.7, which indicates that the product involvement scale of this study has a high reliability. The above analysis indicates that the settings of each scale in this questionnaire are reasonable.

Validity analysis

Validity analysis tests the validity and degree of validity of the data collected in the questionnaire. The questionnaires used in this study are all well-established scales that have been widely used in previous studies to ensure the content validity of the scales.

The results of the KMO and Bartlett's spherical tests for the Marketing Contents scale were 0.904, $KMO > 0.9$, $0.000 < 0.05$, and Bartlett's test reached a significant level, thus meeting the requirements of factor analysis. The factor loading coefficients of each question item of content marketing are above 0.7, which indicates that the validity of the scale setting is good.

The KMO value of the Perceived Value scale is 0.895, greater than 0.8, and Bartlett's test is significant so that factor analysis can be conducted. The results of the factor analysis of perceived value can be seen from the table that the factor loading coefficients of each

question item of each dimension of perceived value are more significant than 0.8, which indicates that the perceived value scale setting has good validity. It indicates that the validity of the Perceived Value scale is good and meets the validity requirements.

The KMO test and Bartlett's spherical test were conducted for the Purchase Intention scale, and the results showed that the KMO value was 0.917, $KOM > 0.9$, significance was $0.000 < 0.05$, and Bartlett's test reached a significant level. It indicates that the validity of the Purchase Intention scale is good and meets the validity requirements.

Data Collection

The first part of the questionnaire was used as the sample for this information statistical rent, mainly to ensure that the sample data are true and accurate. To ensure that the sample data are representative, the main demographic characteristics variables include gender, age, education level, disposable income, etc. According to the survey results, 60.90% of the respondents were women, and 39.10% were men, which is more in line with the situation that women prefer to shop online. The age group of the respondents is mainly between 20 and 30 years old, accounting for 82.4%, which is consistent with the fact that young people are more receptive to new things and willing to buy products in short videos. 54.9% of the respondents had a monthly income of RMB 1000 to 3000, and 31.6% had a disposable income of RMB 3000 or more, indicating that most had specific purchasing abilities.

Finding and Conclusion

Correlation Analysis

There is a correlation between the Pearson correlation coefficient (r) of Functional Contents, Entertaining Contents, Emotional Contents, Perceived Value, Purchase Intention, and $p < 0.01$. where the correlation coefficients between Functional Contents and Perceived Value, Emotional Contents and Perceived Value, Perceived Value and Purchase Intention are

less than 0.6 for general correlation, and the rest of the correlation behaviors are highly correlated

Table 1 Correlation between variables (Pearson correlation matrix)

| Variable | Functional Contents | Entertaining Contents | Emotional Contents | Perceived Value | Purchase Intention |
|-----------------------|---------------------|-----------------------|--------------------|-----------------|--------------------|
| Functional Contents | 1 | | | | |
| Entertaining Contents | 0.633** | 1 | | | |
| Emotional Contents | 0.689** | 0.621** | 1 | | |
| Perceived Value | 0.531** | 0.633** | 0.601** | 1 | |
| Purchase Intention | 0.633** | 0.654** | 0.547** | 0.558** | 1 |

NOTE : *P<0.05, **P<0.01, ***P<0.001

Multiple Regression Analysis

According to the results obtained from the statistical software SPSS, the R² increased from 0.042 to 0.689 after adding content marketing to M2. 0.689, ($\beta=0.820$, $p<0.001$), indicating that including content marketing explains 68.9% of the customer's perceived value and content marketing significantly positively affects perceived value.

After adding applicable content in M3, R² increases from 0.042 to 0.541 ($\beta=0.718$, $p<0.001$), indicating that the added functional content explains 54.1% of the customer's perceived value, and available content in content marketing has a significant positive effect on perceived value, hypothesis H1 holds. After adding entertainment content to M4, R² increased from 0.042 to 0.468 ($\beta=0.666$, $p<0.001$), indicating that the entertainment content added explains 46.8% of the customer's perceived value, and entertainment content in content marketing has a significant positive effect on perceived value, hypothesis

H2 is valid. After adding emotional content to M5, R2 increased from 0.042 to 0.555 ($\beta=0.728$, $p<0.001$), indicating that the added emotional content explains 55.5% of the customer's perceived value, and emotional content in content marketing has a significant positive effect on perceived value, hypothesis H3 is valid.

The relationship between perceived value and purchase intention was investigated by constructing M6 and M7. M7 is a regression analysis based on M6 with the addition of purchase intention respectively. Based on the output of SPSS statistical software, the R2 increases from 0.022 to 0.664 after adding content marketing in M7 ($\beta=0.818$, $p<0.001$), indicating that the content marketing added can explain 66.4% of consumers' purchase intention. The perceived value significantly influences consumers' purchase intention, and hypothesis H4 is valid.

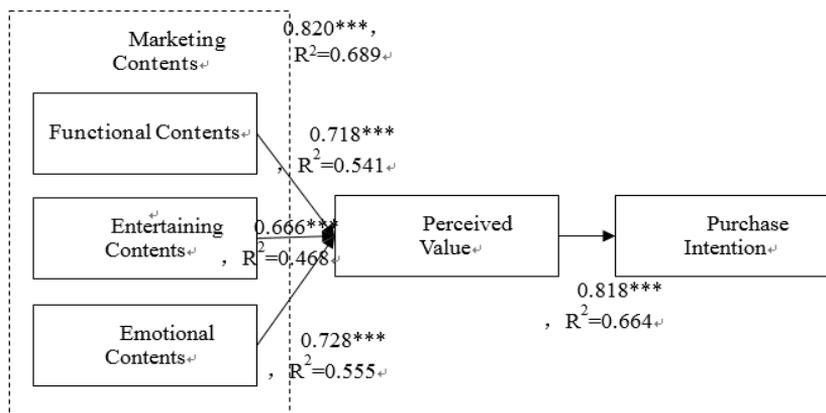


Figure 2 Conceptual model evaluation results

Discussion and Conclusion

As the most efficient and convenient carrier for information dissemination, mobile short videos have been used by many enterprises to promote their products. Through the combination of short video and content marketing, and with the help of this paper's research on consumers' willingness to buy, how can the content marketing of short video be used to add more fire to corporate marketing and win more consumers' favor? This paper proposes

the following recommendations for Florasis Corporation, Ltd.'s short-form video marketing through research findings:

Keep up with the trend of the times and focus on short videos as content selection. According to the above findings, all three dimensions of content marketing will significantly impact consumers' purchase intention. First of all, the choice of social media platforms as much as possible to select multiple platforms for advertising, and companies should be able to train a team dedicated to the operation of short video platforms, real-time monitoring of consumer attention, preferences, and other data, timely product or brand problems necessary to make adjustments. Finally, companies can also choose a two-pronged approach, with the help of celebrities and other opinion leaders with high popularity, in the short video through the story context to push the product to the consumer's vision, reduce consumer resistance to unfamiliar products through the star effect will increase consumer trust in the brand more.

Focus on consumers' perceived transformation.

From the research findings, it is clear that perceived value mediates between content marketing and consumers' willingness to buy. High-quality marketing content can meet consumers' understanding of product information, attractive and bright marketing content can drive consumers to be addicted to it, and marketing content with emotional content can cause consumers' emotional resonance. However, these marketing messages should be propagated in a way that is not too subtle and straightforward but in a euphemistic way that can stimulate consumers' perception of value to push. In contrast, the marketing content should be appropriate to the company's products; excessive exaggeration and false propaganda will impact consumers' perception of value.

Reasonable marketing measures for different consumer groups

This study found that product short video marketing plays a bridge between content marketing and purchase intention, an indispensable factor in short video content marketing research. Therefore, enterprises to occupy and the more extensive market must be the proper remedy for the needs of consumers with different degrees of involvement to a greater

extent to meet the needs of the product, focusing on the use of short video and the product to achieve effective combination, to seize the fragmented time of consumers to deliver efficient and valuable information, to increase the audience and bring greater profits for the enterprise.

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