

# Empirical Study on the Impact of Short Video Content Marketing on Consumer's Purchasing Intention based on the Integrated Model of TRA and ELM

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**Abstract.** With the popularity of mobile internet, the self-Media based on pictures and texts is approaching short video. In order to comply with consumers' preferences, businessmen are exploring the way of short video content marketing to present products to consumers and expect to eventually achieve revenue conversion. In this paper, a comprehensive model based on TRA and ELM was constructed after an in-depth study of the status quo of short video content marketing. After questionnaire design and data collection, SPSS and were used to analyze the data, and the constructed conceptual model was empirically tested. The results show that knowledge, interest and emotional short video content play an important role in driving consumers' purchase intention. Consumers' product involvement plays a part of regulating role, while brand identity plays a part of intermediary role in the whole process. Based on the conclusions, this paper puts forward suggestions and suggestions for the development of short video content marketing.

**Keywords:** Short video; Content marketing; Brand identity; Product involvement.

## 1. Introduction

In recent years, short video as a new product in the era of mobile Internet, has become the most popular medium by virtue of its strong interaction, convenient viewing, vivid and interesting features. Nowadays, various short video applications are dazzling (in full swing), and a large number of excellent KOLs have emerged, making the short video industry more and more active. In the wave of the short video industry, content marketing has undoubtedly become the latest policy in the development of short video. At present, many brand owners and capitalists have seen the commercial value of short video content marketing, and have settled in the ranks of short video content marketing, such as Xiaomi, MUJI, Haidilao, Coca-Cola, coco milk tea, etc. are all brands that use short video content marketing successfully.

Based on the above analysis, this article combines some short video content marketing forms that have been initially formed on social networks, combined with some successful short video content marketing cases, and attempts to study the short-term video content marketing to consumers' purchase intention through TRA and ELM comprehensive models, so we can provide theoretical support and practical guidance for the investment of short video content marketing.

## 2. Literature Review

Since the short video has just developed in recent years, the shape is different and the speed of change is very fast, so the current academic community does not have a clear definition of the concept of short video. Social Beta (2015) defines short video as "a type of video in seconds, based on mobile smart terminals for fast shooting and beautification editing, which can be shared and seamlessly connected on social media platforms in real time"[1]. In the background of social media, content marketing represents a new marketing strategy. Compared with traditional hard advertising, content marketing is soft and flexible, and always plays a role in subtlety. Chen Xinjie (2019) believes that content marketing is centered on people's independent thought and spirit. By participating information communication to achieve product value, content marketing can enhance customer brand

perception and brand loyalty, and can integrate content marketing as the core to integrate multiple marketing methods and improve the market penetration of products. [2] Through combing a large number of documents, it can be concluded that brand identity reflects a kind of consumer perception, which is a reflection of the similarity between consumer self-characteristics and brand characteristics. Kuenzel S (2010) argues that “the greater the overlap between the consumer's self-concept and brand personality, the consumer will show a strong recognition of the brand” [3].

In summary, based on the development status and trends of short video content marketing, this paper will start to study the impact of short video content marketing on consumers' willingness to purchase, and raise problems and solutions to build short videos based on TRA and ELM. A comprehensive conceptual model of the impact of content marketing on consumers' willingness to purchase, promotes the development of short video content marketing, and provides ideas and methods for enterprises and advertisers to learn from.

### **3. Model Building**

#### **3.1 The Impact of Content Marketing on Purchase Intention**

According to theoretical research, the short video content rich in knowledge, fun and emotion in the process of influencing consumers' purchasing intention plays a significant driving role. Therefore, in the short video content marketing, this study puts forward the following hypothesis:H1: Knowledge-based short video content has a significant positive correlation with consumers' willingness to purchase.H2: Interesting short video content has a significant positive correlation with consumers' willingness to purchase.H3: Emotional short video content has a significant positive correlation with consumers' willingness to purchase.

#### **3.2 The Intermediary Role of Brand Identity**

Consumers measure the brand's image through the content of brand communication. Previous studies have shown that brand identity plays a mediating role in the influence of virtual brand community motivation on innovation behavior. Based on this, the study proposes the following assumptions:H4: Brand identity plays a mediating role in the impact of knowledge-based short video content on consumers' willingness to purchase.H5: Brand identity plays a mediating role in the impact of fun short video content on consumers' willingness to purchase.H6: Brand identity plays a mediating role in the impact of emotional short video content on consumers' willingness to purchase.

#### **3.3 The Adjustment Effect of Product Involvement**

The ELM model shows that the level of consumer involvement in a product determines whether the information is processed by the central path or by the edge path. Therefore, this study uses “product involvement” as one of the model's adjustment variables, and combines the short video content to make the following assumptions:H7b: Product involvement plays a regulatory role in the impact of interesting short video content on consumers' willingness to purchase.H7c: Product involvement plays a regulatory role in the impact of emotional short video content on consumer purchase intention 0.

At present, some scholars, such as Baodun'an, Dong Dahai (2009) [4], Wang Peng and Huang Qian (2014) [5], have used ELM model to construct consumer purchase intention model. Combining with the rational behavior theory (TRA) [6] proposed by Fishbein (1975), this paper establishes the model as shown in Figure 1.

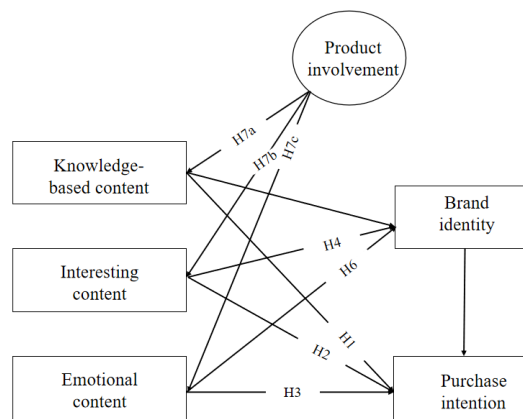


Figure 1. Research Model

## 4. Research and Design

### 4.1 Subject and Place of Investigation

The question of this investigation questionnaire is the impact of short video content marketing on consumers' willingness to buy. The respondents were young consumers aged between 18 and 48. The survey was conducted in Binjiang district, Shangcheng district, Hangzhou City, Zhejiang Province, and Wuxing district, Huzhou City. In the process of sending out the questionnaire, the trainee has explained the related problems of short video and let consumers watch a short video content marketing of muji as a brand case of this study.

### 4.2 Questionnaire Design

The questionnaire of this study is divided into two parts. The first part is the basic information of consumers, including the gender, age, monthly income, frequency of watching short videos and so on. The second part adopts the second part to analyze the factors that affect consumers' willingness to buy in short video content marketing: knowledge-based content, interesting content, emotional content, product involvement, brand identity, purchase intention and other 6 variables for extended design.

### 4.3 Sampling Methods and Sampling Characteristics

The sample selection of this study adopts the method of random sampling, collects questionnaires through the combination of online and offline, and collects samples from social software and professional questionnaire websites (Questionnaire Stars). Finally, a total of 800 questionnaires were sent out, and 752 valid questionnaires were obtained after deleting the invalid questionnaire such as less than 1 minute and the same answer, with an effective rate of 94%. The male-to-female ratio was 42.95% to 57.05%, mainly in the age group of 18 to 35 years old. 66.23% of the average monthly disposable income was in the range of 1000 to 4000 yuan, and 78.33% of undergraduates and masters accounted for 78.33%. On the whole, the respondents have a higher level of education, at the same time, reading and understanding ability is relatively good, more or less have been exposed to the questionnaire, which helps to ensure the quality of the sample.

## 5. Data Processing

### 5.1 Reliability Analysis

Reliability, also known as dependability, refers to the credibility of the questionnaire. Accounting to the results of many analysis and studies, the reliability coefficient above 0.9 indicates that the reliability is very good, between 0.8 and 0.9 indicates that the reliability is acceptable, and between

0.7 and 0.8 indicates that some problems need to be revised. The following 0.7 indicates the need to abandon certain issues. Table 1 is the reliability statistics of this study.

Table 1. Reliability Statistics

Cronbach's Alpha	Based on standardization term's Cronbach's Alpha	Number of terms
.973	.973	28

Table 2. Single variable Cornbach's  $\alpha$

Variables	Number of measurable variables	$\alpha$ Reliability
Knowledge-based content	4	0.860
Interesting content	4	0.870
Emotional content	4	0.830
Brand identity	4	0.886
Product involvement	6	0.888
Purchase intention	6	0.900

The results show that the overall reliability coefficient  $\alpha$  of this study sample is 0.973, compared with the definition of reliability interval, it can be concluded that this data has better reliability and can be analyzed in the next step.

## 5.2 Validity Analysis

Validity analysis needs validity to detect the degree of proximity between the value and the real value. According to the Kaiser study, 0.9 or more KMOs are very good, 0.8 KMOs are good, and KMO values above 0.7 are average. KMO above 0.6 are bad.

Table 3. Overall KMO and Bartlett's test

Bartlett's Test			
KMO Sample Detection	J Approximates the chi-square Value	Df (Degree of Freedom)	Sig (Significant)
0.914	1631.305	378	.000

Table 4. verification of detailed variables KMO and Bartlett

Variables	KMO Samples Test	J approximates the chi-square value	Bartlett's Test	
			Df (Degree of Freedom)	Sig (Significant)
Knowledge-based content	0.802	111.373	6	.000
Interesting content	0.829	119.405	6	.000
Emotional content	0.795	91.015	6	.000
Brand identity	0.815	136.103	6	.000
Product involvement	0.891	189.419	15	.000
Purchase intention	0.880	214.619	15	.000

As can be seen from Table 3 the KMO value is greater than 0.7 and the Sig (significant) is less than 0.05, indicating that the data of the questionnaire can be used for factor analysis. In summary, the questionnaire has been consistent with the norms, indicating that the questionnaire has a good validity.

### 5.3 Analysis of the Fitting Degree of Chess Pattern Repair

The fitting degree of the model is the judging condition of the reliability of the data analysis, and the fitting of Y Yi and BAGOZZIRP values greater than 0.8 is better. In this study, chi-square/d. f, GFI, AGFI and other measurement criteria were used to test the fitting degree of the inquiry model. The results are shown in Table 5 below:

Table 5. results of fitting degree

Indicators	Evaluation criteria		This model
	Acceptable	Good	
chi-square/d.f	<3.0	<2.0	1.783
GFI	0.7~0.9	>0.9	0.880
AGFI	0.7~0.9	>0.9	0.764
CFI	0.7~0.9	>0.9	0.976
RMSEA	<0.1	<0.08	0.0584
NFI	>0.8	>0.9	0.933

From the above table, the fitting degree of the model is within the range of evaluation criteria, and it can be concluded that the fitting degree of the model is good, but the normative goal does not meet the expected standard, so it is necessary to verify and modify the chess pattern.

## 6. Model Verification

This paper studies the factors that affect the influence of short video content marketing on consumers' willingness to buy. If these factors are to be measured directly, it is still difficult to measure them. Therefore, this paper uses the Swedish statistician Karl G. Joreskog to put forward the structural equation chess (SEM), SEM as an analysis tool, which can provide observable and resolvable solutions, and can incorporate clamp errors into the model. The variable has a certain measurement error, and the latent variable has a one-to-more measurement standard, which is allowed in the structural equation. The specific analysis results are shown in Figure 2:

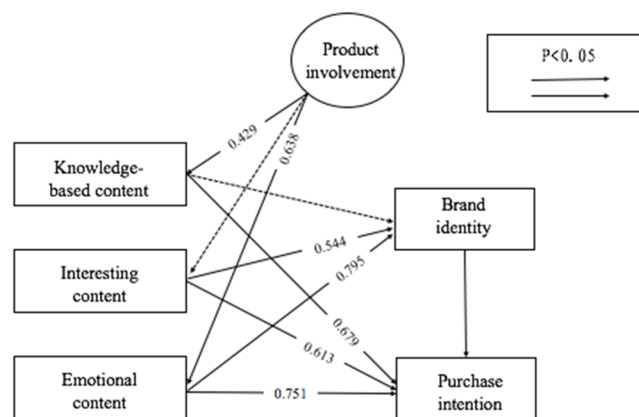


Figure 2. Model test results

## 7. Research Conclusion

This paper introduces the three variables of knowledge-based, interest-based and emotion-based content into the model and finds that the three variables are positively correlated with consumers' purchase intention. Brand identity plays a mediating role in interesting and emotional short video content, but not in knowledge-based short video content. this study finds that consumers' own product

involvement had a significant regulating effect on the influence of knowledge-based and emotion-oriented short video content on consumers' purchase intention, while the moderating effect was not significant in the influence of interest-based short video content on consumers' purchase intention.

Based on the above analysis, this paper proposes the following four management implications: (1) Deliver valuable short video content. In the specific marketing process, people need to provide content that is differentiated from person to person, and present the most valuable and novel content that is most suitable for consumers. (2) Seize the opportunity to enhance consumer recognition of the brand. When publishing or disseminating content, a brand should adjust and customize its short video content marketing strategy based on the result-oriented brand information to be transmitted. (3) Focus on the Psychological and Emotional Needs of Consumers. In the process of planning and spreading short video, merchants should pay attention to the psychological and emotional needs of consumers, and deepen their cognition and favorable impression of products and brands with moving emotions, so as to convert them into purchase. (4) Use big data precision marketing methods to precisely deliver short video content. According to the characteristics and preferences of consumers, the most effective way to promote consumers' purchasing is to select short video content which is in line with their characteristics and preferences for accurate investment.

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