



# Advantages and Disadvantages of Short Video Marketing and the Difference between Regular Endorsement

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**Abstract.** This study examines the benefits and drawbacks associated with marketing products through the use of modern short videos. In addition to a few short video marketing strategies that correspond to the product. A parallel can be drawn with the traditional method of selling celebrity endorsements on television.

**Keywords:** Short video, selling, Internet, marketing, new generation

## 1 Introduction

The development of the Internet is currently going at a breakneck speed. There have been developments made in terms of how information is communicated. Today, the launch of significant short video software platforms like TikTok has become the key way for the new generation of young people to get knowledge and information. Examples of these platforms include Musical.ly and Instagram Stories. Not only do many young people rely on software of this kind as their primary source of knowledge, but many people in the middle-aged and senior populations also utilize software of this kind as a vital source of information. In the previous age, television served as the primary source of information, and commercials for various products continue to be an essential component of television programming. This also occurs with software that creates short videos. Short-form video has ushered in a new age in the world of modern advertising branding.

## 2 A preliminary introduction to short videos and their advantages

Short video with goods as opposed to the conventional method of advertising with goods phone one-on-one with the distinction between the benefits. The majority of young people are already less likely to watch television, and mobile devices such as cell phones can serve as primary sources of information, in comparison to radio, television, newspapers, and other forms of information delivery from the previous century. The

program for making short videos is significantly more convenient. When compared to the start time of the TV broadcast, ten minutes earlier. A short video may be brief, but the substance it contains may be extensive. The length of a short video is typically limited to between 15 seconds to five minutes, which is considered to be a small amount of time [1]. It is for people of any vocation, whether they work in an office or they are in school. People who have a little spare time would benefit greatly from watching short videos. Even at this late date, TikTok has already implemented a history function. This indicates that even if the viewer is temporarily unable to see the complete movie, they will still be able to watch it again the next time they have the time to do so. [2]. This method is significantly more practical than the unscheduled replay mechanism used by television. The most frustrating thing for a salesperson is when a potential buyer is interested in a particular product but is unable to locate it later on when they need it. This issue can be remedied using the function that collects short videos from software. Pressing the star button located within Favorites, and the item will be added to Favorites. Users will be able to locate it right away whenever they decide that they want to go through it. In the past, people were exposed to TV advertising that generally functioned on their own. They typically appeared at the end of the program or when the program was interrupted, which resulted in a terrible viewing experience for the audience member. On the other hand, newspapers are an activity that is even more uninteresting. Advertisements in newspapers only consist of dull text and uninteresting pictures, none of which provide readers with an engaging or immersive experience. On the other hand, brief films can convey any kind of content and provide users with an enhanced audio-visual experience in comparison to text and still images. In addition, the majority of the fast video access commercials are screened for the audience in conjunction with the progression of the story. In other words, the majority of the time, the film itself will contain a few brief video advertisements. Additionally, the viewer is given the ability to slide the progress bar while using rapid video software. This is the same as allowing viewers to choose whether or not to watch the advertisement before continuing on with the content, rather than obligating them to do so. Because viewers are the ones doing the selling, they owe it to clients to give them options. Buying and selling should not be a requirement for them [1].

## 2.1 An Examples of short video sales

One of the Chinese bloggers on Douyin that the author follow is Chinese. This blogger is very knowledgeable when he discusses the history of China; yet, he overuses it. He views each video as its own chapter, and each chapter as having its own main character. After that, he leads the audience to the silent main character and tell him the tales of the past from the perspective of a natural world. His tales feature a varied cast of people. He is talking about the lives of common people during the conflict today, and tomorrow he talks about how challenging his life was as an emperor, and its magnificent pinnacle. His method of immersing viewers in historical situations and examining the past is how he gained followers of three million people. His earlier way of inserting video ads gave the author the impression that he was doing something incredibly innovative. He started off by explaining in the beginning of the film how difficult the life of an antique

maid was. Even though she is part of a large family, her life is still very different from ours in the modern day. To give just one illustration, people can always wash their face by using a towel. Towels were considered a particularly luxurious commodity in traditional Chinese culture. In comparison to other products sold by modern luxury brands, the majority of these items are either made of silk or can be classified as cotton. As punishment for stealing a towel, the maid was put to death. As a result, he began submitting his advertisements. He started out by explaining to them that the maid would not have been put to death by the master's family if she had access to towels of the same low cost and high quality as she does now. The audience is then drawn into the story of the character, and they, in turn, help sell the product, which in turn makes the author feel amazed. This is also a reflection of the qualities of short videos, which are characterized by being incredibly engaging and packed full of substance [3].

## **2.2 Advanced introduction to the advantages of short videos**

Producing TV series tends to be more expensive than producing shorter videos. In addition, the production procedure for movies is significantly less complicated than that of television shows. Movies and television shows are the first thing that come to people's minds when they think about video creation. Before the advent of short videos, the production of a video was thought to be a laborious and expensive process. People are startled to learn, however, that even without having professional skills in editing or shooting, they may create short movies, given the surge in popularity of such videos. People can use their mobile phones to record brief movies and then post them to the internet using straightforward processing in order to attract traffic and attention. In light of the amount of money spent on the production of television shows and movies, this is hardly even worth discussing. The labor force is also far less complicated. People can phone their friends and relatives, despite the fact that they do not require their assistance. They are more than capable of creating a high-quality video on their own. Another option is to take a recording of the landscape people will be viewing again. In the event that they need to add advertising, all they need to do is say a few catchy sentences that have been prepared in advance on the line. This also takes a lot of time and is not something that should be mentioned. Because of this, and of the substantial rise in the number of content developers, short videos came into being.

The production of short videos has a low barrier of entry, and the amount of startup capital required is nearly equivalent to \$0. As a result, the software for creating short movies possesses another trait that is particularly noteworthy: its ease of dissemination. The release of a very diverse way, so that people can easily share their production of a video on the short video platform, it is easy to contribute to the fission spread and spread among acquaintances, even if not their video, to the audience. This is because it is easy to share their production of a video on the short video platform. When viewers come across a video that is particularly engaging or important, they have the ability to immediately tell their friends and family members to watch the video; in other words, the knowledge is completely shared. This is equally true for the sales department. If someone watched a commercial on television in the past, it was only shown at predetermined times, and if they wanted to see it again, they had to wait for another oppor-

tunity to do so. You did not show your friends and family members immediately in the event that you needed to tell them something.

In comparison to the conventional methods of advertising on television, the use of a brief film featuring products that have cross-generational importance in the context of sales is employed. Even if people do not make a selection, they will still be watching the video when the fast video software is done recording and managing time based on their preferences, which is a feature that is included in all of the accelerated video software [4]. This feature gives them the option to select the genre of the video that they would most like to watch. Even if they do not choose, the short video software will recommend the type of video that is most likely to appeal to them based on the record of their likes and the amount of time they spend watching the video, even taking into account the number of times they have already seen it. To put it another way, the program for creating short videos is appropriate for persons of varying ages and working in a variety of fields [5].

On the other hand, television is unable to achieve that since the broadcasters have complete control over the broadcast time as well as the substance of the broadcast. People are unable to select the programs that they would like to watch, and even if they turn on the television and find something that interests them, they are unable to view it again once the broadcast has concluded. It is necessary to check the replay time more than once, and some systems do not even have a timetable for the replay function. It is possible to add brief movies to the favorites of a variety of people; hence, if advertisements are placed within these videos, it follows that these commercials are also acceptable for the group in question, which means that the group's purchasing efficiency will be improved. In this approach, there are no instances of inappropriately targeting older individuals with advertisements for health care products or stationery intended for younger people. When the merchants attract the consumers they want in a targeted manner, it will be much simpler to distribute the items. Let us say the merchant discover that a significant number of individuals are not watching the advertisements films they have posted online. They might even choose to spend some money in order to boost the volume of your pushes. In most cases, software designed for short films would automatically prioritize showing high-view count videos to users. Videos with a high view count typically have a large number of likes and are seen to completion by a lot of people. This will result in an increase in the amount of views, which will in turn result in a rise in the possibility that users will purchase their product.

### **2.3 In contrast with traditional celebrity endorsements**

The delivery of a star on traditional television is considerably different from that of a person in a short video. Advertising featuring celebrities are almost always unilateral advertisements that are filmed after the corporation enters contracts with the stars, which means that all of the follow-up content is filmed at that time. Celebrities are not concerned with the quality of any item or the after-sales service it provides. If there is an issue with the brand that they recommend, they will claim that the quality is not high enough to justify their recommendation. At most, they will announce on Weibo that they will not engage in business with consumer sellers and will participate in a boycott

of the brand. On the other hand, the distribution of brief videos is not at all. Same. The quick video software includes a comment section. Viewers and video publishers who have goods can engage in conversation with one another in the comment section. It offers a great number of benefits. People who have previously purchased an item are more likely to provide it positive feedback in the comment section if it is easy to operate and of a high quality. This draws the attention of other individuals who view this video to the product in question. As the author has noted before, technologies designed to create short movies will accurately provide distinct videos to distinct groups of people, which can boost those groups' ability to make purchases. At the same time, the comment section makes it possible for video publishers, also known as sellers and buyers, to have a one-on-one dialogue with one another. There will be no celebrities who take part in sponsorships, and those celebrities will not be interested in the subsequent events that take place. After signing a contract with the signing company, celebrities already have the money in their possession once the deal is finalized. On the other hand, the rate of sales that a short video publisher achieves will decide how much money they make. As a result, short video publisher achieves will focus more of their attention on the overall quality of the products [6].

However, regardless of whether the celebrity is endorsing a product on television or in a short video available online, there are instances in which the quality of the product is either insufficient or there are no products available. Therefore, it is vital to determine the item's value during the user buying process; when it comes to celebrity endorsements, consumers are more ready to choose some well-known stars rather than some 18th-line stars shooting advertising endorsement products. With Douyin short video program, this concept is also applicable. The comment section, people's ratings and the video shooting automobile, and the introduction to the product provide buyers with the information they need to make an informed decision on the product's quality. On the site for short videos, users may even send private messages, and they want to know if there is any sort of guarantee, such as if the product can be returned or exchanged. Instead of just mindlessly complying with the purchase, this is done so that consumer rights can be enforced. In order to gain a better understanding of the problem, users should request to interact with bloggers more. If it turns out that the product's quality is not up to par, the consumer should lodge as many complaints as they can with the site that host the short videos.

### **3 Conclusion**

Overall, the message is communicated more swiftly, and advertisements are promoted in a variety of ways that are appropriate for incorporation into the video. Producing short videos can be done for less money and in less time than producing TV shows. They are also more accessible to viewers of all ages, more selective, and based on their individual preferences. When customers buy the product, the spokesperson will be available to answer their questions and provide additional information about it. It is less stressful for the consumer than a celebrity endorsing a commercial on television and then ignoring it after the contract is finished. This scenario is more realistic.

The majority of this piece focuses on people who use short video software in either China or the United States. There are still many parts of the world that have not been exposed to short videos. If this is possible, then it is essential to gather more information regarding the interest of the general public in short video software in a greater number of countries, as well as the innovative short video sales method. After gaining an understanding of the various benefits of short video software and the ways in which these programs differ from traditional forms of celebrity endorsing advertisements, the author have come to the realization that transporting goods through the use of short video software in the modern era has evolved into a method that is both cutting-edge and highly effective. This method of transporting goods is not only suitable for professional businesses that sell advertising, but it is also appropriate for everyday individuals. The correct application of the short video software cars has the potential to significantly alter people's lives.

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