



The Influence of Product Placement Advertising on Short Video Platforms on Consumers' Purchase Intention

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Abstract. With the growing popularity of short video platforms, embedded advertising has become a major source of income. However, the relationship between customers' purchasing patterns and the effectiveness of integrated advertising communication remains a subject of academic debate. This paper conducts a study centered around the impact of product placement advertisements on short video platforms on consumers' purchase intention. The research reveals that content marketing in short videos has advantages such as flexible dissemination and low costs. The integration of content creativity and scenarios can effectively enhance the acceptance of advertisements. However, excessive product placement may trigger resistance among users. Through a case analysis of the collaboration between Kays and TikTok influencers, this paper aims to explore aspects such as the form of product placement, release strategies, and user feedback. Theoretically, a model of "content fit-psychological acceptance-behavior conversion rate" is constructed, indicating that the effectiveness of advertisements is based on the process "from situational immersion to cognitive engagement, and ultimately to perceived value". This research enriches the understanding of the interaction mechanism between advertising and consumer behavior, provides suggestions for brands to formulate placement strategies. In the future, comparative research on different platforms can be expanded, and quantitative verification techniques can be introduced.

Keywords: Short video, Marketing, Advertising, Consumer, New media

1 Introduction

With the popularization of mobile Internet technology and the maturity of the algorithm recommendation mechanism, short-video platforms (such as Douyin, Kuaishou, TikTok, etc.) have become the core scenarios for global users to obtain information, entertain, and socialize. According to the "2023 Research Report on the Development of China's Online Audio - Visual Media", the scale of short-video users in China has exceeded 1 billion, with an average daily usage time of more than 2.5 hours. The fragmented, highly interactive, and immersive communication characteristics of short-videos have reshaped the placement logic of traditional advertisements [1]. With the advantages of concealment and contextualization of "content is advertisement", product placement has gradually replaced hard-selling promotion and become the mainstream

commercial monetization model on short-video platforms. For example, through forms such as plot implantation, KOL evaluation, and topic challenge contests, brands can reach consumers in a more natural way. By naturally showcasing products through plots, scenes, or character interactions (such as Douyin influencer evaluations, etc.), it can achieve the transformation from "passive viewing" to "active participation", reducing users' psychological resistance and resistance to advertisements.

However, there are still ongoing debate over the relationship between the communication effect of short-video product placement and consumer behavior. For example:

Concealment and identification difficulty: Native advertisements in short-videos are concealed, making it difficult for consumers to identify their advertising nature. Even if there are advertising labels, users may still mistake them for ordinary content, resulting in a low advertising identification rate.

Perception of deception and trust damage: When consumers find themselves misled by the advertising form and feel deceived, their favorability towards sponsors and their content will decrease. They will develop an aversion to advertisers and the media, thus affecting their trust and purchase intention.

However, some viewpoints also hold that clear advertising such as clear advertising labels can improve transparency and alleviate consumers' negative emotions. Nevertheless, there are certain differences in the academic community regarding which forms of compliant disclosure language can effectively prompt consumers to regard information as advertisements. On the one hand, existing research indicates that short-video content marketing has emerged. It has advantages such as flexible dissemination, low cost, convenient information tracking and collection, and the ability to directly guide purchases. Combining online and offline promotion, using original content to accelerate the rhythm of social fashion, and visual presentation can significantly enhance consumers' emotional resonance [2,3]. The content of short-video advertisements has a positive impact on purchase intention and brand awareness, and brand awareness has a positive impact on purchase intention [4]. On the other hand, excessive product placement may lead to consumers' psychological resistance, and the homogeneous content recommended by algorithms may weaken the uniqueness of advertising information, resulting in "advertising avoidance behavior" [5,6]. In addition, the rise of emerging technologies such as virtual reality (VR) implantation and AI-customized advertisements has further expanded the scope of research. Current research mostly focuses on the impact of a single variable (such as advertising form, content creativity) on purchase intention, while the systematic analysis of the interaction of multiple factors (such as platform algorithms, user psychological mechanisms, cultural differences) is still insufficient. There remains debate over the conversion rate of short-video product placement: does high exposure equal high purchase intention? Does high-frequency advertising lead to decision - making fatigue and a decline in trust? Current research urgently needs to construct a more comprehensive theoretical framework from an interdisciplinary perspective.

2 Literature Review

2.1 Core Advantages of Short-video Content Marketing

The rise of short-video content marketing benefits from its unique communication logic and media characteristics. Ye Yuanyuan pointed out that compared with traditional advertising forms, short-video platforms have three core advantages: high communication flexibility [2]. Relying on mobile Internet technology, users can achieve "browsing anytime and anywhere" through devices such as mobile phones and tablets, breaking the page limit of print media and the time-slot constraints of television media, and significantly enhancing the scope and influence of communication; there are low marketing costs. Short-video content can be continuously disseminated on the Internet without the need to repeatedly invest in media resources, reducing the budget pressure on advertisers; strong user interactivity. Its well-designed audio-visual language can bring intense sensory stimulation, naturally adapt to fragmented consumption scenarios, and easily trigger user resonance and participation.

At the content narrative level, short - video marketing provides a new platform for KOLs (Key Opinion Leaders) to exert their influence. The in-depth participation of KOLs has become an important way to enhance the appeal of advertisements [7]. The advantages of KOL marketing are reflected in the following aspects: First, concealing the advertising nature. By organically integrating personal style, professional knowledge, and brand information, it weakens consumers' psychological resistance to advertisements. Second, enhancing content uniqueness. The personalized narrative output by KOLs based on their own experiences makes advertisements both professional and amiable, achieving a differentiated communication effect. Third, accurately reaching specific circles. KOLs and their fans share similar preferences and cognitive frameworks. The emotional transfer based on the trust within the circle can effectively enhance brand favorability and purchase conversion rates. Fourth, having a flexible cooperation model. Compared with celebrity endorsements or traditional media advertisements, KOL marketing has a lower cost and is suitable for diverse scenarios, making it an optimal strategy for small and medium-sized brands.

2.2 The Communication Effect of Product Placement: The Tension of Dual Logics

The effects of product placement present a significant duality. On the positive side, content creativity and scene integration are the keys to improving acceptance [6]. In the new media environment with information overload, users' attention is highly fragmented. Advertisements need to attract attention with novel ideas, unique perspectives, and immersive storytelling. For example, building emotional resonance through creative storylines and vivid character images, or creating immersive experiences with the help of VR/AR technology can enhance brand awareness and purchase intention. This "content is advertisement" model naturally integrates brand information into users' interest scenarios, reducing the abruptness of advertisements.

However, excessive product placement may lead to user resistance and ineffective communication [5]. When advertising elements exceed the users' psychological threshold, it will damage the originality of the content, resulting in a decline in the viewing experience. Users may judge the video as a "hard-sell advertisement" and choose to skip it, or even exhibit advertising avoidance behavior. In addition, if the proportion of product placement in a series of short-videos is too high, it will blur the content positioning, increase users' screening costs, and weaken their favorability and loyalty to the account. Evidently, product placement needs to balance business goals and user experience to avoid sacrificing long-term communication effects for short-term benefits.

2.3 Research Gaps and Future Directions

Although existing research has covered the core elements of content marketing and the effect mechanisms of product placement, there are still two key gaps:

First, there is a lack of an interactive analysis of multiple dimensions. Current research mostly focuses on the advertising content itself (such as creativity, storytelling, and KOL cooperation), but ignores the dynamic relationships among "platform algorithms-user psychology-cultural variables" [2,7]. Platform algorithms regulate the exposure of advertisements through data such as click-through rates and dwell times, directly affecting the efficiency of reaching the audience. The levels of needs, cognitive biases, and emotional preferences in user psychology determine the acceptance of advertising information. Cultural variables (such as regional values and current trends) shape differences in users' understanding of advertising elements. The interaction of these three factors constitutes a complex communication mechanism, which is more in line with the actual situation in real life and urgently requires systematic research.

Second, there is an insufficient explanation for the paradox of "high exposure does not necessarily lead to high conversion". In practice, high-traffic exposure does not necessarily lead to ideal sales conversion or brand loyalty, but the academic community has not fully revealed its underlying causes [5,8]. Possible influencing factors include psychological barriers in the consumer decision-making process (such as lack of trust and mismatched needs), characteristics of communication channels (such as the fit between the platform's user profile and the brand's target group), and the misalignment between the brand image and user perception. To solve this paradox, it is necessary to integrate theories from consumer behavior, psychology, and marketing to construct a multi-dimensional explanatory model.

Existing research has outlined the development context of short-video content marketing and the effectiveness boundaries of product placement. However, the cross-impacts of technological empowerment, user psychology, and cultural contexts still need to be further explored. Future research could focus on how the algorithmic recommendation mechanism shapes users' information-receiving patterns, the adaptation strategies of advertising creativity under different cultural backgrounds, and the full-chain psychological mechanisms from exposure to conversion, providing more practical theoretical support for precision marketing.

3 Case Reconstruction

This paper adopts the research method of case reconstruction and selects typical product placement cases for reconstruction.

Hanshu: In 2023, Hanshu collaborated with the top Douyin influencer "Jiang Shiqi" to launch several short dramas such as "Dress Up with Growth" and "Heartbeat Beyond a Moment". In these short dramas, Hanshu's products and brand concepts were skillfully integrated into the plot. For example, the female lead used Hanshu's skin - care products in different scenes, demonstrating the products' efficacy and characteristics. The cumulative playback volume of these short dramas exceeded 5 billion. The "Hanshu Red Slim Waist Set" became a hit product. The "the same style as Jiang Shiqi" Red Slim Waist Set Gift Box, priced at 399 yuan, sold as many as 4.173 million sets, and more than 50,000 people repurchased it.

3.1 Analysis of the Form of Product Placement

Oral Promotion: During the progression of the short drama plot, main characters such as "Jiang Shiqi" would naturally mention Hanshu products through their lines. For example, in the skincare scenes, they would describe their experience using the product and ingredient advantages of Hanshu products. By recommending the products in a genuine tone, the audience would imperceptibly accept the product information while watching the plot.

Plot Integration: Hanshu's products and brand concepts are deeply integrated with the plot of the short drama. In "Dress Up with Growth", the growth journey of the female lead is closely connected with her emphasis on skin care. And Hanshu's skin care products become an important boost for her to maintain confidence at different stages of her life. When facing plot elements such as workplace pressure and emotional setbacks, the female lead demonstrates the process of the products helping her restore her skin condition and regain confidence by using Hanshu products for skin care, skillfully combining the product efficacy with the plot development.

Visual Design: Visual elements such as the packaging and logo of Hanshu products frequently appear in the drama. On the female lead's dressing table, the Hanshu Red Slim Waist Set occupies a prominent position. Its unique red packaging design is eye-catching and recognizable. Through repeated exposure in various scenes, it strengthens the audience's memory of the brand's visual image. At the same time, in some close-up shots, the details of the products, such as the bottle material and logo design, are focused on, deepening the brand impression.

3.2 Analysis of the Release Strategy

Release Time: The short dramas were released during the prime time when Douyin users are active, such as from 7 p.m. to 10 p.m. Most users have finished their work and study for the day during this period and have more time to browse Douyin, ensuring that the short dramas can quickly gain a large amount of exposure after release. At the same time, the short dramas were released in stages, with a fixed number of episodes

updated every week, creating topic popularity and user anticipation, and continuously attracting users' attention.

Platform Traffic Promotion Level: Leveraging the strong influence of the top Douyin influencer "Jiang Shiqi", the Hanshu short dramas received strong promotion from the Douyin platform. "Jiang Shiqi" herself has a huge fan base, and the content she releases will be preferentially pushed to a large number of users by the platform. In addition, the Douyin platform provided traffic support for the Hanshu short dramas, such as exposing them in positions like the home page recommendation and the popular topic list, enabling the short dramas to reach a wider user group, with a cumulative playback volume exceeding 5 billion.

3.3 Analysis of User Feedback

Regarding the number of likes, the short dramas received an extremely high number of likes, reflecting users' recognition of the short drama content and the way Hanshu products were implanted. Through liking, the audience expressed their love for the wonderful plot and the ingenious advertisement implantation. A large number of likes further increased the popularity of the short dramas, attracting more users to watch.

Regarding the hot comment words, in the comment section, words such as "Hanshu Red Slim Waist Set", "easy to use", "recommend" and "the same style as Jiang Shiqi's" were mentioned frequently. Users actively discussed Hanshu products in the comments, sharing their interest in the products and anticipation for using them. The short dramas successfully stimulated users' attention to the products and their desire to purchase.

Finally, talking about the forwarding rate, the forwarding rate of the short dramas was notably high. Users forwarded the short dramas to their social circles, such as WeChat Moments and Douyin friends. On the one hand, because the plot was wonderful, users were willing to share it with others. On the other hand, the implantation of Hanshu products also became a topic point for users to share to a certain extent. Through users' spontaneous forwarding, the dissemination scope of the short dramas and the Hanshu brand was further expanded, ultimately making the "Hanshu Red Slim Waist Set" a hit product.

4 Case Analysis

4.1 Analysis of Content Elements

For differences in the impact of narrative-type vs. information-type product placement on emotional resonance, narrative-type product placement is more suitable for low-involvement products and emotion-driven consumption scenarios. Low-involvement products refer to those with which consumers have a relatively low level of participation in the purchasing process and make relatively simple and quick decisions. For example, in categories such as skin-care products and food, consumers rely more on emotional preferences rather than rational parameters when making decisions. Through short dramas, Hanshu shaped its Red Slim Waist Set as an "emotional gift" (such as given by a boyfriend or exchanged between girlfriends), triggering emotional resonance

in scenarios like Valentine's Day and Mother's Day, and driving sales of over 4.17 million sets.

Information-type product placement is more effective in high-involvement products and function-oriented consumption scenarios. For example, in categories such as home appliances and cars, consumers need clear parameter comparisons (such as range, energy efficiency rating). Research shows that in e-commerce live-streaming, information-type product placement (such as "a certain refrigerator has a freezing capacity of 8kg/12h") can increase the purchase conversion rate by 22%, while narrative-type product placement may reduce the effect by diverting the audience's attention from the core parameters.

4.2 User Psychological Mechanisms: Impact of the "De-advertising" Content Strategy on Resistance

Scenario-based Placement, Weakening Marketing Labels. The brand integrates products into users' daily scenarios (such as commuting, parenting, workplace). By solving specific problems, showcase product functions more naturally (for example, in an influencer's vlog, using the product to address real - life pain points). The content form should conform to the characteristics of the platform (such as props in short-drama plots, self - use sharing on Xiaohongshu), imitating the original creation style of users to reduce the "advertising feel".

Story-based Narrative-Conveying Emotional Value. The brand Replaces hard-sell advertising preaching with character growth and life stories (for example, in Hanshu's short dramas, binding the concept of "self-improvement" with "female workplace counter-attack"), and endorse with the real-life experiences of influencers'IPs (the "self-use sharing" of niche bloggers is more trustworthy than brand boasting), strengthening the "non -advertising" persona.

User Co-creation-Shifting from "Receiving" to "Participating". The brand initiates low-threshold interactive challenges (such as DIY makeup), encourage the secondary dissemination of UGC content (users actively create memes and adapt, rather than passively watching advertisements). Use interactive technologies to enhance immersion (click-to-try makeup, choose plot branches), allowing users to naturally come into contact with product information during the operation.

4.3 Platform Algorithms and Advertising Frequency

The Impact of High-frequency Recommendation on Cognitive Fatigue. High-frequency recommendations can lead to excessive consumption of attention resources. According to cognitive psychology, human attention resources are limited. High -frequency recommendations in e-commerce live-streaming make audiences continuously receive new information, and the brain needs to continuously process and filter this

information, which rapidly consumes attention resources. When these resources are exhausted, the brain becomes less responsive, impairing the audience's ability to concentrate, making it difficult for the audience to concentrate, and they become numb to subsequent recommended information. This affects the effective reception and understanding of product information, ultimately influencing purchasing decisions. Decision-making is the greatest consumption of attention in the cognitive process of simultaneous interpretation.

Secondly, high-frequency recommendations may cause information overload and processing difficulties. High -frequency recommendations convey a large amount of product information to the audience in a short time, exceeding the normal processing capacity of the brain and resulting in information overload. A large number of advertising messages, cumbersome system information, and frequent friend interaction information seriously damage the user experience, resulting in noticeable physical and psychological discomfort to users. To some extent, this makes users feel tired, leading to negative usage experiences or behaviors [9]. At the same time, high - frequency recommendations make it difficult for users to deeply process and analyze the information, generating emotions of confusion and anxiety, thus triggering cognitive fatigue. For example, if an audience receives recommendations for multiple brands of refrigerators in a short time, and each refrigerator has different parameters and features, the audience may experience confusion and frustration when processing information with information processing.

From a medical perspective, high - frequency recommendations can cause changes in brain neurotransmitters. Prolonged high- frequency recommendation stimulation can lead to changes in brain neurotransmitters. For example, glutamate is a crucial neurotransmitter within the central nervous system. When the brain remains in an excited state for an extended period to process high-frequency recommendation information, glutamate in the lateral prefrontal cortex may accumulate excessively. This imbalance between the excitation and inhibition of nerve cells disrupts synaptic signal transmission between neurons, diminishes the brain's cognitive control ability, and triggers cognitive fatigue.

Finally, it may lead to emotional boredom and irritability. Continuously receiving high-frequency recommendations, the audience may develop feelings of boredom and irritability towards this form. Especially when the recommended content lacks novelty or does not match the audience's interests, these negative emotions become more pronounced. These emotions further exacerbate the feeling of cognitive fatigue, making the audience resistant to e-commerce live-streaming, reducing their enthusiasm for watching and their willingness to purchase.

The Impact of Precise Targeting on Privacy Concerns and Trust. In terms of privacy concerns: excessive data collection and acquisition of sensitive information: E-commerce platforms and others collect user data through various means, such as browsing history, purchase records, geographical location, and even microphone and photo album permissions. For example, some mainstream shopping apps intermittently activate the microphone to collect ambient sounds while running in the background, and

some apps scan local photo album pictures to extract product features for advertising matching. This makes users worry that their personal privacy is being overely snooped.

Hidden Dangers of Data Sharing and Third-party Cooperation. The data alliance operation among platforms enables user information to be shared among different platforms and third parties. For instance, the information in users' chats on social platforms may be shared with e-commerce platforms through SDK (Software Development Kit), triggering relevant advertising pushes. However, users are often unaware of this information sharing or find it difficult to control, increasing the risk of privacy leakage.

Opacity of Algorithm Technology. The algorithms relied on for precise targeting are complex and opaque. Users do not know how platforms analyze and push data using the data, making it difficult for them to judge whether their privacy is being used reasonably, nor can they know if the data is being misused. In terms of the weakening of trust: privacy concerns lead to trust damage: When users realize that their behaviors are being monitored and their information is being collected for precise targeting, and there may be privacy risks, they will develop a sense of distrust towards platforms and merchants. For example, if a user mentions a certain product in a WeChat chat and soon sees relevant advertisements on an e-commerce platform, this seemingly "monitored" situation will make users feel that the platform is infringing on their privacy, thus reducing their trust in the platform.

Attitudes and Measures of Enterprises in Dealing with Privacy Issues. Privacy information can be regarded as the territory of online consumers. When a shopping platform applies to access the device information of online consumers, collect their browsing records, purchase records, and other information, online consumers will have privacy concerns [10]. When privacy issues occur or are questioned by users, if enterprises cannot respond and solve them in a timely and effective manner, or if the privacy protection measures they adopt are opaque and inadequate, users will feel that enterprises do not attach importance to their privacy and rights, further weakening users' trust in enterprises.

5 Theoretical Refinement

5.1 The Three-stage Influence Model Theory of "Content Fit - Psychological Acceptance-Behavior Conversion Rate":

This theory suggests that in the dissemination of short-video advertisements, there is a progressive influence process from content fit to psychological acceptance, and then to behavior conversion. Content fit is crucial for advertisements to accurately reach users, meaning that advertisements need to be highly consistent with the attributes of short-video platforms and users' interest preferences in terms of theme, style, form, etc. When content fit is high, it enhances users' psychological acceptance, reduces their resistance,

and prompts users to actively pay attention to advertisement information. The improvement of psychological acceptance further promotes the growth of the behavior conversion rate, ultimately enabling users to transform from mere viewers to product purchasers or brand communicators. This model provides a theoretical framework for optimizing short-video advertising placement strategies.

5.2 The Synergistic Effect Theory of "Situational Immersion + Cognitive Engagement + Perceived Value"

Regarding the effectiveness of short-video implanted advertisements, it depends on the synergy of the three elements: situational immersion, cognitive engagement, and perceived value. Situational immersion means that advertisements should be deeply integrated into the story context of short-videos, using visual and auditory elements to create a real and vivid experience atmosphere, enhancing users' sense of immersion and on-site experience. Cognitive engagement encourages users to actively think about the advertisement content. By setting up interactive topics, suspense, etc., it stimulates users' curiosity and desire for exploration, enabling them to understand product information more deeply. Perceived value is users' subjective judgment of the value of the product or service conveyed by the advertisement. Only when the product can meet users' needs and bring practical benefits will users recognize the value of the advertisement. Only when these three elements work together can the effective dissemination of short-video implanted advertisements be achieved.

5.3 The Consumption Logic Theory of "Semi-active Selection-Semi-defensive Participation"

Under the dual recommendation mechanism of "algorithm plus advertisement," users develop a consumption logic characterized by "semi-active selection and semi-defensive participation." On the one hand, intelligent algorithms group users into communities with similar needs, analyze and obtain accurate needs. Advertisers then accurately position product selling points based on this, and the platform pushes advertisements that match users' interests, creating an illusion of "active selection" for users. On the other hand, users are aware of the algorithm-recommended nature and commercial purpose of the advertisements, maintain a vigilant and defensive mentality, and rationally evaluate and filter the advertisement content. This consumption logic requires advertisers to not only use the algorithm advantage for precise push but also improve the quality and credibility of advertisements, enhancing users' sense of identity and trust.

6 Conclusions

6.1 Theoretical Contributions

This research significantly enriches our understanding of the interaction mechanism between advertisements and consumer behavior on short-video platforms. By integrating insights from immersive communication theories and trust - building models, it

constructs a novel advertisement acceptance framework. Specifically, the proposed model elucidates how elements like content fit, situational immersion, and perceived credibility jointly influence users' psychological acceptance and behavioral conversion. This theoretical advancement not only fills a gap in the literature on digital advertising effectiveness but also provides a systematic basis for exploring the dynamic relationship between brands, platforms, and consumers in the short-video ecosystem.

6.2 Practical Implications

The results provide brands looking to maximize the installation of short-video advertisements with practical solutions. Practitioners are advised to prioritize three key aspects: first, fine-tuning the frequency of ad placements to avoid cognitive fatigue while maintaining visibility; second, enhancing the integration of brand elements into video content by leveraging storytelling and contextual relevance; and third, fostering emotional resonance through user-centric narratives. These recommendations can guide brands in creating more engaging and effective advertising campaigns, ultimately improving conversion rates and brand loyalty in the competitive short-video landscape.

6.3 Research Prospects

A number of interesting avenues could be investigated in future research. Firstly, comparative research across diverse short -video platforms (e.g., Douyin, Kuaishou, Bilibili) would shed light on how platform-specific user demographics, content cultures, and algorithmic mechanisms moderate advertisement effectiveness. For instance, Douyin's entertainment - driven user base may respond differently to immersive storytelling compared to Bilibili's niche-community-oriented audience. Secondly, longitudinal studies tracking long-term consumer responses to repeated ad exposure could refine the optimal frequency and timing of ad placements. Additionally, investigating the role of emerging technologies (e.g., augmented reality, interactive videos) in enhancing immersive experiences presents an opportunity to further develop the proposed theoretical model. Lastly, cross-cultural research can investigate how social conventions and cultural values affect viewers' acceptance of short-video ads, offering a more thorough comprehension of the dynamics of global digital marketing.

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