



The Influence of Short-Video Platforms on Local Cultural Brand Communication and Consumer Conversion Intention

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Abstract. Short-video platforms have become important channels for local cultural brands because they integrate audiovisual narration, algorithmic distribution, creator endorsement, audience interaction, and embedded transaction links. This conceptual paper examines how short-video communication may transform local cultural brand visibility into transaction-oriented consumer conversion intention. Local cultural brands are defined as place-based cultural value systems represented through destinations, heritage districts, craft products, museums, festivals, and local food cultures. Conversion intention refers to visiting, booking, ticket purchasing, product purchasing, or reservation intention, rather than general attention or engagement. Based on existing short-video marketing and cultural branding research, the paper proposes an analytical framework consisting of cultural-symbol codification, narrative construction, source credibility, interaction-based trust formation, and conversion-path design. The argument is that platform exposure creates brand value only when cultural symbols are identifiable, narratives make cultural meaning interpretable, communicators are credible, interaction provides diagnostic trust cues, and action paths are reliable. The paper further discusses category differences and risks such as cultural simplification, over-commercialization, source-brand mismatch, and service-capacity constraints. It contributes to cultural industry management by distinguishing attention, engagement, conversion intention, and actual consumption behavior.

Keywords: Short-video platform; Local cultural brand; Brand communication; Consumer conversion intention; Cultural industry management; Source credibility.

1 Introduction

Local cultural brands are not ordinary commercial signs. They are market-facing representations of place-based cultural resources, including historical memory, craft techniques, architectural forms, food traditions, festival rituals, museum collections, and tourism scenes. Their value is produced through the interaction between cultural meaning and market recognition. In the cultural industry, brand communication therefore has two tasks. It must make cultural symbols identifiable to external audiences, and it must transform symbolic recognition into credible consumer intention. Short-video platforms have intensified this dual task because they compress cultural information into highly visual, emotionally charged, and algorithmically distributed content.

This topic is significant for economic management and cultural industry research because local governments, cultural institutions, tourism operators, craft enterprises, and small cultural merchants increasingly use short-video platforms to build visibility and attract consumers. Yet exposure is not equivalent to brand value, and engagement is not equivalent to conversion. A video may generate views without stable brand association, cultural understanding, trust, or visiting and purchasing intention. The influence of short-video platforms should therefore be examined through mechanisms that connect platform visibility with transaction-oriented consumer intention.

This conceptual paper asks: how may short-video platforms influence local cultural brand communication and consumer conversion intention? Conversion intention is used in a restricted sense, referring to intention to visit, book, buy tickets, purchase products, make reservations, or order local cultural goods. Information search, liking, commenting, saving, and sharing are treated as attention, engagement, or advocacy responses. They may support conversion but should not be equated with conversion intention or actual consumption behavior.

2 Literature Review

2.1 Short-Video Communication and Local Cultural Brand Recognition

Research on short-video marketing shows that video perspective, visual content, and narration appeal jointly influence travel intention. This finding is relevant to local cultural brands because many local cultural products are experiential and scene-dependent. Visual perspective determines whether the audience observes culture as an external spectacle or experiences it from a more immersive position. Visual content defines what cultural objects become recognizable, while narration provides interpretive order for fragmented scenes. Gan et al. (2023) therefore provide a useful founda-

tion for understanding short video as an integrated persuasive form rather than a simple visual display^[1].

Brand identification is also central to local cultural communication. Short-form videos can support destination brand identification when they connect emotional experience with self-congruity. This relationship is important because local cultural brands need more than cognitive awareness. They require audiences to perceive a meaningful relationship between the represented place or cultural object and their own identity, taste, lifestyle, or travel imagination. Li and Zhang (2023) show that short-form video communication can influence identification and loyalty through emotional experience and self-congruity^[2].

2.2 Platform, Source, and Psychological Response

The platform environment affects how short-video communication is interpreted. Short videos are embedded in recommendation systems, creator networks, comment spaces, and interface-based transaction paths. From a socio-technical perspective, platform quality, perceived usefulness, perceived enjoyment, social influence, and interaction features influence tourist attitude and travel intention^[3].

Authenticity and creativity are particularly important in cultural contexts. Local cultural brands depend on the perceived legitimacy of representation. If short-video content presents cultural symbols merely as entertainment materials, it may attract attention while weakening credibility. Studies of destination short videos show that creativity and authenticity affect attitudes toward videos and destinations through emotional response and parasocial interaction^[4].

2.3 Content Characteristics and Transaction-Oriented Response

Research on short-form video advertising further clarifies the relationship between content characteristics and purchase behavior. Trustworthiness, expertise, attractiveness, authenticity, and brand heritage do not operate as a single undifferentiated content factor; they influence purchase-related response through distinct cognitive and affective routes^[5].

Recent tourism short-video research links content marketing with behavioral intention and shows that informational, entertainment, emotional, and social value jointly shape travel-related response. For local cultural brands, this means that content must provide both cultural interpretation and decision-relevant information, rather than relying only on visual attractiveness^[6].

Technology acceptance and affective response are also relevant to short-video conversion. Research on TikTok short-form videos indicates that perceived usefulness, perceived ease of use, entertainment, and emotional response jointly contribute to travel intention formation. This evidence supports the view that short-video influence depends on both platform usability and affective experience^[7].

Overall, existing studies show that short-video effects are shaped by symbolic presentation, narrative and emotional experience, source credibility, platform interaction, authenticity, and decision support. These findings can be reorganized into five

analytical dimensions: cultural-symbol codification, narrative construction, source credibility, interaction-based trust formation, and conversion-path design. However, most studies remain concentrated on tourism and destination marketing. When extended to broader local cultural brands, the conversion object and cultural sensitivity of each category must be specified rather than assumed.

3 Communication-to-Response Framework

3.1 Cultural-Symbol Codification

The first mechanism is cultural-symbol codification. Local cultural brands usually contain multiple symbolic resources, but short-video communication requires selective presentation within a limited duration. Brand managers must therefore identify symbols that can represent the cultural brand clearly, such as a craft technique, architectural motif, ritual scene, food-making process, museum object, or landscape marker. Effective codification makes the brand recognizable without reducing cultural meaning to empty visual labels.

3.2 Narrative Construction and Affective Experience

The second mechanism is narrative construction. Short videos communicate by arranging scenes, characters, sounds, captions, and actions into a temporal sequence. For local cultural brands, narrative is necessary because cultural value often requires explanation: a craft product needs a story of material, maker, technique, and regional origin; a heritage site needs a story of history, spatial meaning, and present use. Narrative construction transforms dispersed cultural elements into a coherent brand meaning.

Affective experience links narrative with consumer intention. Relevant emotions should be specified rather than described through vague terms. Enjoyment is important for food, festivals, and leisure tourism; awe may be important for heritage sites and museums; nostalgia may be important for historical districts and traditional crafts. These affective responses support brand attitude only when they are connected to credible cultural interpretation.

3.3 Source Credibility and Cultural Legitimacy

The third mechanism is source credibility. In short-video communication, audiences evaluate not only the content but also the communicator. Local cultural brands may be communicated by government accounts, cultural institutions, professional creators, merchants, residents, tourists, or internet celebrities. Their persuasive effect depends on whether the source has expertise, trustworthiness, and source-brand fit.

For local cultural brands, credibility also has a cultural legitimacy dimension. A communicator who lacks cultural knowledge or uses exaggerated claims may weaken trust even when the video has high traffic. Conversely, cultural institutions, skilled

makers, informed residents, or creators with strong source-brand fit can strengthen the perceived reliability of cultural meaning and reduce consumer uncertainty. This cultural legitimacy depends on whether the communicator demonstrates authentic connection to local traditions and practices. When consumers perceive that a communicator genuinely understands regional customs, historical contexts, or craftsmanship techniques, they assign higher credibility to the brand message. Therefore, selecting communicators with demonstrable cultural grounding becomes a strategic necessity rather than a superficial marketing choice.

4 Category-Sensitive Analysis of Local Cultural Brands

The proposed framework should be applied in a category-sensitive manner. Cultural tourism destinations and heritage districts require scene presentation, route clarity, cultural explanation, and service reliability; craft products require evidence of regional origin, production process, maker expertise, and quality credibility; museums and exhibitions require interpretive accuracy, educational value, ticketing information, and visitor-service guidance; festivals and local food cultures depend more on sensory anticipation, temporal availability, crowd management, hygiene, and service transparency. Thus, the same platform function may have different managerial meanings across cultural brand categories.

Algorithmic exposure is useful only when exposed content corresponds to the consumer's decision process. A museum video that becomes popular because of a humorous fragment may increase attention without improving exhibition understanding, while a craft video showing production details may generate fewer views but stronger purchase credibility. Therefore, communication goals should be defined by cultural category and conversion object, not by traffic indicators alone.

5 Discussion and Managerial Implications

The analysis indicates that short-video influence should be understood as a communication-to-conversion process rather than a traffic effect. Platform exposure is only the initial condition. Effective influence requires cultural-symbol clarity, narrative intelligibility, source credibility, diagnostic interaction, and a reliable transaction path. If any condition is weak, short-video communication may produce attention without conversion-oriented brand value.

Local cultural brand operators should establish cultural content standards before pursuing traffic. These standards should specify core symbols, acceptable interpretations, prohibited misrepresentations, recommended narrative forms, suitable communicators, and category-specific conversion objects. Content production should also match source type with communication task: government accounts and museums are suitable for authority and accuracy, residents and skilled makers for authenticity, merchants for product information, and creators for reach and storytelling.

The risks correspond to the five mechanisms. Cultural simplification reflects failed symbol codification; over-commercialization weakens narrative legitimacy; mis-

matched influencers damage source credibility; negative or misleading interaction reduces trust; and service-capacity constraints break the link between intention and experience. In these cases, short-video platforms may amplify cultural misunderstanding, consumer disappointment, or reputational risk.

Evaluation indicators should distinguish attention, engagement, conversion intention, and actual consumption. Views, likes, comments, saves, and follower growth describe exposure or engagement, but they do not directly measure cultural understanding, brand association, trust, or transaction-oriented intention. More suitable indicators include cultural-symbol recognition, perceived authenticity, source credibility, inquiry intention, booking intention, ticket-purchase intention, product-purchase intention, and post-consumption word-of-mouth.

6 Conclusion

This paper developed a conceptual framework for explaining how short-video platforms may influence local cultural brand communication and consumer conversion intention. It argued that platform visibility becomes valuable only when cultural resources are selected, narrated, endorsed, discussed, and connected to reliable action paths. Cultural-symbol codification supports recognition; narrative construction supports meaning and affect; source credibility supports authenticity and trust; interaction provides diagnostic information; and conversion-path design enables actionable intention.

The paper contributes to cultural industry and economic management research by shifting the analysis of short-video cultural branding from exposure-centered communication to conversion-oriented cultural value realization. It also clarifies the boundary between attention, engagement, conversion intention, and actual consumption. Visit intention, booking intention, ticket-purchase intention, and product-purchase intention are related but not interchangeable, and they should be defined according to cultural brand category and transaction object.

Short-video platforms should therefore be neither treated as automatic engines of cultural consumption nor rejected as purely commercializing technologies. Their influence depends on whether platform attention can be transformed into culturally legitimate, institutionally reliable, and economically meaningful consumer intention.

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