



RESEARCH ARTICLE

The Impact of Short Video Ads on Viewers' Attitudes and Purchase Intent

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ABSTRACT

As a media propaganda method, short video advertisements can output commodity content quickly and deepen the audience's impression. However, there needs to be more quantitative research on the impact of short videos on audience attitudes and purchase intentions, which cannot provide effective support for short video production and content screening. Based on the previous short video research theory, this paper provides a quantitative algorithm to explore the impact of short video advertisements on audience attitude and purchase intention. Methods A total of 530 viewers of short video advertisements were randomly selected from October 2022 to December 2022 and were divided into a control group and an intervention group by questionnaire survey. According to the relevant influencing factors, the responses of the two groups of viewers were compared and analyzed to better observe and understand. The results show that short video information quality has a significant positive impact on audience perceptions of information ($\beta = 0.211$, $p = 0.000$), and hypothesis 1 holds. User atmosphere significantly impacts perceived information usefulness ($\beta = 0.138$, $p = 0.013$), so hypothesis 2 holds. Moreover, only Hypothesis 6 does not hold. This also means impulsiveness does not positively impact the audience's purchase intention. Therefore, short video advertisements have a relatively great influence on audience attitude and purchase intention, while information quality has a greater influence on audience attitude and purchase intention.

INTRODUCTION

A short video advertisement is a kind of original video content generated by mobile clients based on computer technology, communication technology, and network media technology development. Short video content is essentially different from micro-

movies and advertisements but has both advantages. At present, short video advertising can improve the audience's understanding and awareness of the product and promote the sale of advertising products. However, there are still certain deficiencies in video advertising, and they have an effective publicity effect.

Therefore, some domestic scholars have strengthened the publicity of short videos, put forward the publicity theory of some advertising short videos (Aleman et al., 2023), and conducted in-depth analysis from the perspectives of psychology, marketing, and market economics. In marketing, relevant theories cannot play an effective guiding role, and some suggestions and countermeasures cannot meet the requirements. A short video is broadly defined as a video played on a new media platform, the playing content is less than 5 minutes, and the video content has certain commercial and publicity value. The narrow concept is a high-frequency push video suitable for mobile and leisure viewing, and the video content can be shared, including funny, hot, interviews, public welfare, creativity, commercial customization, etc. No matter from any angle, a short video is a kind of scattered video characterized by a short duration and high value. Short videos are different from micro-movies and live broadcasts and do not need the cooperation of later teams. Moreover, the content is close to reality, the production process is simple, and the audience participation is high. Short videos have a lot of fans and are simple to recognize by the audience, so they can also serve as materials for new media advertisements (Aleman et al., 2023). At present, the research on short videos pays more attention to commercialization. It applies marketing, video production, and psychological theories to short videos to realize their systematic and planned development and give full play to their advantages. However, in the implementation process, the primitiveness of short videos limits their development, and there are some problems in the development process, such as poor integration and inadequate publicity, which seriously affect the development of short videos. Therefore, some scholars believe that the development direction of the short video should be clear, keep its development advantages, and integrate regression equations, freedom calculation methods, and intelligent algorithms into a short video further to improve the evaluation accuracy of the short video publicity effect. Some scholars believe that the comprehensive judgment of short videos can be realized through quantitative analysis, and the analysis of short video advertisements can be carried out with audience attitude and purchase

intention as the research objectives to improve the quantitative analysis of short video propaganda. According to the survey results in April 2018, the number of short video users in China reached 648 million, and the user attention rate reached 78.2%. In 2020, this data rose to 773 million, with an increased rate of 20.55%, indicating that short videos' attention and commercial market potential are objective, and the research value is significant. In 2021, the content of short videos will be mainly entertainment, while in 2022, entertainment, tourism, promotion of agricultural products, movies, idolizing, and other content will go hand in hand. Given the above data, some scholars believe that short videos will gradually penetrate other industries and affect all fields of society, which indirectly shows that the publicity scope of short videos is expanding daily. Compared with Europe and America, the development of short videos in developing countries is slow, and they lack evaluation standards and low publicity value, which has great potential for future development. The research on short videos in European and American countries is characterized by clear boundaries, proper measures, and reasonable publicity. In contrast, developing short videos in developing countries is based on theoretical analysis, investigation, and analysis, lacking comprehensive and quantitative analysis and research, which cannot support the value of short videos. Deeply studying the influence of short videos on audience attitude and purchase intention is an urgent problem to be solved. Because of this problem, some scholars think that, combined with the situation in developing countries, they should judge from the audience's positive and negative attitudes, as well as active purchase, no attention, abandonment of purchase, etc., and make quantitative analysis combined with promotional measures. Some scholars believe that the regression analysis method and intelligent model algorithm should be applied to audience attitude and purchase impact analysis to judge the correlation between them and improve the accuracy of short video advertisements. Therefore, some scholars believe that strengthening the quantitative analysis of short video advertising is conducive to developing and publicizing short videos and can better sell products. In this context, this paper quantitatively

analyzes short video advertising (An et al., 2023), makes a modular description of audience attitude and purchase intention, derives the relationship between short video and audience attitude and purchase intention, and proposes some research strategies and measures to find the publicity effect of short video. This paper takes this as the research background, combines regression and intelligent methods to analyze short video advertisements, and makes an in-depth analysis from the perspective of short video advertisements concerning European and American countries' short video judgment standards. Firstly, the

short video advertisement data is collected to form an advertisement set, audience attitude, and purchase intention set. Then, we share the relationship among audience attitude, purchase intention, and advertisement and make a regression analysis. Finally, according to the weights of different sets of data, the aspects that affect audience attitude and purchase intention are calculated, and the best promotion measures for short video advertising are selected to improve the commercial value of the short video. The research framework of this paper is shown in Table 1.

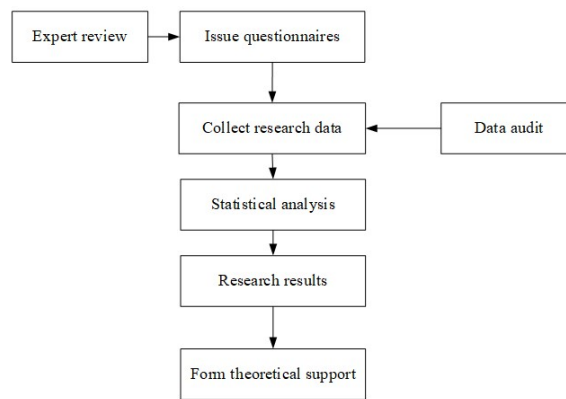


Figure 1: Research framework

Through the above analysis, we can understand the role of Douyin short videos in marketing and product sales, explore the process of women's product understanding in Douyin short videos, and

provide theoretical guidance for researchers, which has very important case-support significance and theoretical guiding significance. This paper proposes the following assumptions, as shown in Table 1.

Table 1: Hypotheses presented in this paper

Hypothesis	Content
Hypothesis 1: User demographics have a positive impact on purchase imagery	Age
Hypothesis 2: Short-form video ads have a positive impact on purchase intent	Frequency of purchase Preferences (Taobao, Douyin) Advertising message quality User atmosphere Usefulness of advertising messages Impact on buyer sentiment Other measures
Hypothesis 3: The impact of user characteristics and short video ads on purchase intention	Purchase demand Impulse buying

To sum up, this paper puts forward the following hypotheses: analyzes user characteristics and short video advertisements from users' perspectives and

advertising information and their purchase intentions and behaviours.

RELATED THEORIES

The role of the ELM model on purchase intention and advertising

To better understand the specific impact of short video advertising on the audience's attitude and purchase intention and to make this kind of research have a specific basis and, at the same time, form a particular systematic, scientific, and rational nature, the author uses the ELM model (detailed possibility model) to study the attitudes and purchase intentions of 496 viewers when watching short video ads (Apasrawirote et al., 2022). The construction of the ELM model allows the formation and change of the audience's attitude to be displayed in a dual path conducive to research development. The theory of this model is that two different paths often trigger changes in the audience's attitude: the central path and the edge path (Chen et al., 2023). Among them, this paper focuses on the edge path because, from the basic logic of the audience affected by the short video advertisement and the characteristics of the short video advertisement itself (short video, fast pace, strong perception), the audience's processing of the information of the short video advertisement pays less attention to the quality of the information but pays more attention to whether the source of information is consistent with its own inclination and environmental characteristics to judge whether the target is reliable (Chen et al., 2022).

The impact of central leads and edge leads on purchase intent and advertising

Both the central lead and the edge lead are significant. First, in this research, the central clue is the quality of information in the content of short video advertising. It can give the audience details about the product and materials, including specific uses (Chen et al., 2023), promotional information, etc. It can present factual, timely, and practical information about the product. Therefore, the audience will understand the product through the quality content of the information, promoting the generation of purchase desire. The second is edge leads. Edge clues are divided into user atmosphere, sense, and audience attitude. The first is the sense of user atmosphere. The sense of user atmosphere is also a reaction of platform group users to short video advertising, which represents the effect and atmosphere of various

interactions of platform users, and the sense of user atmosphere can reflect their interest in advertising to a certain extent (Ding et al., 2023). Then there's the audience's attitude. Audience attitude is a dependent variable in the ELM research on short video advertising, and audience attitude is its evaluation of the "stimulation" brought by short video advertising (Dong and Xie, 2023), which comes from the audience's cognition, emotions, specific preferences, etc.

In the audience's attitude, three aspects of information are often implied: cognition, emotion, and behaviour. This is critical to the success of short video ads, so paying attention to it is essential. In this study, viewers' cognition and emotions validate whether they perceive short video ads and whether these perceptions and emotions promote viewers' purchase intentions. To understand whether the audience intends to buy short video ads, it is necessary to study the audience's acceptance and processing of relevant information and its attitude so that this article will represent a confident attitude of the audience with the perception of the usefulness or uselessness of the information. The emotional dimension is the audience's response to a short video ad after watching it. In this article, we judge the audience's emotional attitude towards it by whether their emotional response to the short video ad is positive or negative (Oya et al., 2022). Previous research has shown that their cognition and emotion often determine the audience's attitude and purchase intention toward short video advertising, and this is also consistent with the audience's final behaviour. So, when studying the change in the audience's attitude toward short video advertising, this paper takes the two variables of perceived information usefulness and emotional attitude.

The influence of impulsivity on purchasing decisions

Since this paper uses the ELM model to start the research, it is necessary to focus on interpreting the relevant components of the ELM model. The ELM model has emphasized that the motivation and ability of the audience will regulate their information processing process. Impulsivity is a moderating variable in the ELM model, so it explicitly impacts the audience's purchase intention after watching the short

video advertising. Because short video advertising is meant to promote audience purchases, increasing the audience's willingness to purchase is key, so it is important to focus on impulsive applications. This paper uses impulsivity as a moderating variable, and its purpose is to test the moderating role played by impulsivity between the audience's attitude and the willingness to buy.

The impact of short video advertising on audience attitude and purchase intention

(1) Short video ads can guide viewers' purchase intentions

Information quality is the central clue of feedback in the ELM in this study and is also the main item that makes the audience trust. Whether short video advertising can give audiences practical information and bring audience trust, information quality is more important. Studies have shown that quality information is conducive to making the audience have a particular perception, making them think the information is helpful and valuable. Because short video ads generally have more patient explanations, the amount of information they reveal is often direct to the point (Gil Espuny et al., 2023), so it may be used as a reference for certain purchase decisions, thereby providing particular value to the audience. Therefore, hypothesis 1 is put forward: the information quality of short video advertising positively impacts the usefulness of the audience's perception of information.

(2) Short video advertising can deepen the audience's impression of the product

According to the results of online surveys, people often refer to the purchasing behaviour of others in the network to make their own behaviour decisions. Therefore, the audience of the short video ad may also be influenced by the participation of other viewers and find the information in the short video helpful advertising. The more engaged other viewers in the comments section, the more viewers may find the short video ad's message helpful. The "sense of user atmosphere" defined in this article includes "the participation of other audiences" (Fennell et al., 2023). In addition, short video advertising and product promotions can create a purchasing atmosphere. For example, the appearance of the barrage in short video advertising, etc., will positively impact the product.

So, hypothesis 2: short video ads can deepen the audience's impression of the product. Hypothesis 3: A good impression positively influences the audience's purchasing decisions (Li et al., 2023).

(3) Information usefulness and emotional attitude will promote the audience's purchasing behaviour

Useful information means the audience can make better purchase decisions based on the information obtained. Useful information will be more persuasive and useful to the audience. If this persuasion is enhanced, it means that the audience is more likely to make a direct purchase. Therefore, according to the theory of external information, the audience will be willing to buy because of the usefulness of the information. Based on hypothesis 4, information usefulness and emotional attitudes will promote the audience's purchase behaviour. Moreover, once a user has positive emotions and attitudes (Liakou-Zarda and Tzafilkou, 2023), it will directly impact their purchase intention. Therefore, hypothesis 5 is proposed: emotions and attitudes positively affect the audience's willingness to buy.

(4) The influence of impulsivity on the audience's purchasing decisions

Impulsivity often motivates consumers to make quick decisions about buying goods. Relevant psychological studies have shown that on the Internet, impulsivity is often easier to regulate the audience's perception of advertisements on platform websites. And when the audience has obvious impulses, they will take faster action. Therefore, when a short video advertisement is aimed at a more impulsive audience (Liu et al., 2024), it may be motivated to purchase because its impulsive perception of its information is helpful. Therefore, we propose hypothesis 6, that is, the impulsivity of the audience can positively regulate the audience's perception of the usefulness of information and significantly impact the audience's purchase intention. At the same time, it is also hypothesized that impulsivity can positively regulate the audience's emotional attitude and significantly impact their purchase intention (Liu and Zhang, 2022).

RESEARCH METHODOLOGY

Research subjects

This study combines the characteristics of short video advertising. It makes certain modifications to the

existing measurement topics to facilitate the selection and research of short video advertising and make it more in line with publicity requirements. Among them, according to the previous discussion, it can be seen that several measurement variables that need to be included in this study are emotional attitude, information quality, user atmosphere, perceived usefulness, purchase intention, impulsivity, etc. 530 valid questionnaires were collected, and the effective recovery rate exceeded 93.58. In this survey, the proportion of female audiences reached 67.45% (Long, 2022), most had a high school education or above, and their monthly income generally reached 4,000–8,500 yuan. The number of monthly short video purchases surveyed was five times per month. There are no particular differences between the samples, which can be analyzed statistically. Among them, the core variables in the survey are emotional attitude, information quality, user atmosphere sense, perceived usefulness, purchase intention, and impulsivity. Through this survey, the author will understand the attitudes and purchase intentions of 496 viewers under the influence of short video advertising to provide some effective reference content for the research on the efficiency and improvement of short video advertising and help advertisers analyze and research further. In this study, the author used the questionnaire method to collect the required data, and at the same time,

the structural equation model method was used to conduct statistical analysis. All survey participants were required to rate the test questions according to their real feelings (Ning et al., 2023), authentic experiences, and impulses to watch short video ads, with a score of 1 representing complete disagreement and a score of 5 representing complete agreement. In addition, the questionnaire also needs to distinguish the respondents' eligibility to participate, so there is a threshold for answering the question, which is "Did you shop from short video ads between October and December 2022?" Among them, the questionnaire that answered "no" is classified as an "invalid questionnaire."

Data collection

The data collection process for this paper is pre-research to determine whether the questionnaire is applicable; then to collect extensive sample data, using the network social circles of the research group members, such as QQ, Weibo, WeChat groups, etc., to share questionnaire connections; and using some professional questionnaire collection services to carry out the collection of another part of the sample in this survey. From October 2, 2022, to December 20, 2022, 530 questionnaires were received. After removing the invalid questionnaires, 496 valid questionnaires were obtained, and the valid questionnaire rate reached 93.58%. After making descriptive statistics on the sample data, the results in Table 2 can be obtained.

Table 2: Data collection results

Variable	Index	Frequency (times)	Percentage (%)
Product type	Clothing, shoes, clothing	135	36.5
	Beauty makeup	146	39.56
	Baby products	88	23.8%
Short video platform	Douyin, Kuaishou	450	90.3
	Taobao	100	46.5
Purchase frequency	1-3 times a week	50	22.3
	1-5 times a month	115	51.5
	Less than 1 time per month	58	26.2
Age	≤18	6	1.21
	19~25	154	31.05
	26~30	128	25.81
	31~35	104	20.97
	36~40	51	10.28
	41~50	36	7.25
Degree	50 or more	17	3.43
	Junior high school and below	24	4.84
	High school or higher vocational or junior college	124	25
	College or undergraduate	243	48.99
	Graduate degree or above	105	21.17

As can be seen from Table 2, the ratio of men to women among all respondents in this questionnaire is 32.55% male and 67.45% female. Most respondents were between 18 and 32 years old, accounting for 83.33%. Among the respondents, Douyin and Kuaishou were the users' most frequently used short video platforms, accounting for 90.3%, followed by Taobao with 46.5%. Among the respondents, the products that bought the most from short video ads were beauty and cosmetics (39.56%) and clothing (36.5%).

Regarding the frequency of purchasing products through short video ads, most respondents said that they buy from short video ads 1~5 times a month, accounting for 51.5%. The questionnaire survey results are consistent with the user characteristics of China's short video advertising field, as fed back from various surveys. The data collection results of this questionnaire are shown in Table 2.

EMPIRICAL RESULTS AND ANALYSIS

From the conclusion of this study, the impact of short video advertising on audience attitude and purchase intention includes multiple levels. Given the current market prospects and the pace of short video development, all parties should strengthen their attention to short video advertising to gain widespread popularity or sales performance. To increase the attractiveness of short video ads to viewers.

Verification of the validity of the research results

In this study, SPSS software was used to test the data empirically; combined reliability CR and Cronbach's

coefficient were used to test the scale's reliability, and the average extraction variance corresponding to each variable was used to measure the convergence validity of the scale. The calculation results obtained are shown in Table 2. From Table 2, in this test, the Cronbach's d coefficients corresponding to each variable are more significant than 0.7, and the CR values are all greater than 0.8, indicating that the scale's internal consistency is relatively high. In addition, the AVE values of all variables were more significant than 0.5, and the convergence validity of the visible scale was good.

Single-factor analysis of audience attitude and purchase intention in short video advertising

Because the questionnaire subjects are single, the obtained data needs to be verified by CMV, that is, common method bias. The study was validated using the one-way method (Harman), and it can be seen from the test that the variance interpretation rate for the first variable is 32.1% because it is less than 50%, which means that CMV does not affect the validity of the conclusions. In this paper, the CMV test is also done using PLS, and a common method factor is added to it, which contains all the measurement items of the structural surface. Each measurement term has a substantial factor load, R1, which is significant when P<0.001 is significant and much larger than the method factor load R2, and R2 is not significant at p<0.05. The final results are shown in Table 3. As shown in Table 3, because R21 is much larger than R22, there are no apparent problems with CMV in this study.

Table 3: Analysis results of variable scale and measurement model

Variable	Ask Items	Factor Loading		
		Like	CR	AVE
Information quality (Z)	The information of Z1 short video ads is credible	0.857	0.723	0.592
	The information for Z2 short video ads is reliable	0.829		
	The information for Z3 short video ads is timely	0.783		
User atmosphere (G)	Comments from other G1 viewers were positive	0.785	0.832	0.681
	G2 The rest of the audience interacts frequently	0.806		
	The rest of the G3 audience was enthusiastic	0.78		
Information usefulness (X)	X1 information is useful to me	0.80	0.811	0.66
	X2 information is valuable to me	0.815		
	X3 information helped me	0.872		
Emotional attitude (Q)	Q1: It is wise to watch short video ads	0.785	0.796	0.652
	Q2: Watching short video ads is pleasant	0.843		
	Q3 Watching short video ads is good	0.871		

Cont.....

Variable	Ask Items	Factor Loading		
		Like	CR	AVE
Purchase intention(Y)	Y1 I will buy the product from the short video ad	0.881	0.786	0.644
	Y2 I'm more likely to buy a product from a short video ad	0.873		
	Y3 If there is a need, I will buy the product in the short video	0.892		
Impulsivity (C)	C1 I will not hesitate to buy various products	0.659	0.815	0.805
	C2 I buy a lot of products that I don't need	0.799		
	C3 I often buy my favorite products	0.760		
	C4 As long as I am happy, I will buy some products	0.831		
Auxiliary standard (H)	H1 Moral code	0.721	0.221	0.202
	H2 Industry standard	0.623		
	H3 Quality of employees	0.523		

In this study, smart PLS 3 was used to test hypothetical paths. Among them, the positive influence of the information quality of the short video on the audience's perceived information is significant ($\beta = 0.211, p = 0.000$), and hypothesis 1 is true. The positive influence of user atmosphere on the usefulness of perceived information was significant ($\beta = 0.138, p = 0.013$), and hypothesis 2 is true. The positive influence of user atmosphere on the audience's emotional attitude is significant, assuming that 3 is true. The positive effects of audience perception of information usefulness and emotional attitude on audience purchase intention are significant, and hypotheses 4 and 5 are true. The impulsivity of the audience fails to stimulate the usefulness of the perceived information effectively,

and the positive impact on the audience's purchase intention is not significant, assuming that 6 is not true. Significantly, audience impulsivity has a positive adjustment to the audience's emotional attitude and thus a positive impact on the audience's purchase intention, assuming that 7 is true. Also, the model showed that the variance interpretation rate of audience attitude, purchase intention, and perceived information usefulness all exceeded 30%. This meant that the independent variables better explained audience attitude and purchase intention.

Findings

Based on the above analysis, the hypothesis proposed in this paper is analyzed, and the results are shown in Table 3.

Table 4: Results of the study

Hypothesis	Content	Outcome
Hypothesis 1: User demographics have a positive impact on purchase imagery	Age	Establish
	Frequency of purchase Preferences (Taobao, Douyin)	Establish Establish
Hypothesis 2: Short-form video ads have a positive impact on purchase intent	Advertising message quality	Establish
	User atmosphere	Establish
	Usefulness of advertising messages	Establish
	Impact on buyer sentiment	Partially established
Hypothesis 3: The impact of user characteristics and short video ads on purchase intention	Other measures	Partially established
	Purchase demand	Establish
	Impulse buying	Partially established

According to the research results of this paper, age, purchase frequency, and bias signs have a positive promoting effect on purchase intention, and the quality of advertising information, user atmosphere, and usefulness of user information also

impact purchase intention. Other measures can not completely determine the purchase intention, so it can only be considered to be partially true for hypothesis three, the user characteristics and the impact of short video advertising on the purchase premium, in which

demand is the main factor of purchase intention and impulse purchase is only a partially established factor because users are mainly young people between the ages of 20 and 25, their economic income is relatively low, and impulse buying can only be carried out based on meeting basic needs, so impulse buying can only be partially established.

DISCUSSION

The influence of the user's personal characteristics on the purchase intention

The results of this paper show that user characteristics have a major impact on purchase intention, and users' product needs are mainly focused on clothing and beauty, while baby products are relatively few. In choosing short video platforms, more emphasis is placed on Douyin and Kuaishou, which show that basic demand products and fast product sales are the main ways and aspects for users to make purchases (Ortiz et al., 2023; Liu and Dong, 2016). The average purchase frequency of users is 1–3 times per month, indicating that the user's purchase amount is primarily between 2000–3000 yuan, primarily dependent on the user's economic income. In terms of age, it is mainly users aged 19~25 who buy on the Douyin platform, and this type of user pays great attention to their appearance but does not have high requirements for the level of basic needs and pays attention to fashion. Regarding academic qualifications Pang et al. (2023), users are mainly from college and high school, and users at this level have higher requirements for the basic needs of life, have more free time, and can swipe the screen with short videos. Overall, users' personal characteristics significantly impact their purchase intentions, mainly age and personal preference (Phong et al., 2023).

Impact of short video ads on users

The content of the short video ad, as well as whether the amount of information will affect the user and whether the user will be interested in the ad, are all decisive factors for their purchase intent. Whether short advertising videos can arouse users' interest in user scope and information provision is also the main factor in their marketing effect (Sun et al., 2023; Farooq et al., 2010). The results of this paper show that the amount of information in Douyin's short videos, the user atmosphere, and the usefulness of

the information will impact users. Among them, the influence of user atmosphere is more obvious, indicating that short videos should create an artistic conception of the product to attract users and improve user interest. The quality of information is an important description and response to the user's needs, which can make the user interested, understand the product quickly, and generate purchase intent. The survey results show that the users are mainly undergraduate and high school students aged between 18 and 25 (Tzafilkou et al., 2023; Kongmanus, 2016). Hence, the requirements for information quality are relatively high. Moreover, users are curious about new things, and creating a user atmosphere can increase users' interest. Due to users' relatively low economic income, they have higher requirements for the usefulness of information and focus more on practical and basic products.

Maintain the combined impact of personal characteristics and short ad videos on purchase intent

Through the analysis of the research results of this paper, it is found that the user's own characteristics, including preferences, product demand, platform selection, etc., as well as the usefulness, information quality, user atmosphere, and other characteristics of advertising (Victorino et al., 2023), will have a comprehensive impact on the user's purchase intention. The seller should judge it as impulsive consumption and demand consumption according to the user's preferences and product needs and formulate corresponding marketing strategies according to the user's characteristics. The user's purchase intention has a comprehensive impact, and the seller should classify the user and carry out targeted marketing and recommendations according to the user's personal attributes and historical data to improve the success rate of marketing.

CONCLUSION AND SUGGESTIONS

Suggestions

(1) Pay attention to the information quality of short videos.

Information quality must include various content, such as the timeliness of information, the authenticity of information (Wen, 2023), the details of information, and the interest in the information, which can

effectively improve the overall information quality and affect the audience's attitude. Therefore, the improvement of "information quality" should be able to achieve the following points: (1) For the timeliness of information, advertisers should try to seize the opportunity to improve the timely dissemination of information; for example, some food product advertisements should be able to be fast, accurate, and ruthless, focusing on the effect of short and fast to use better "timeliness" to arouse the audience's perception of the usefulness of information and to strengthen promotion;

(2) Ensure the authenticity of the video advertising information

Video ads should be combined with interesting and detailed information to improve the information quality. For example, in short video advertising of beauty and beauty products, almost every company's short video advertising is very straightforward to introduce the skin care, beauty efficacy, etc. of the product, which has caused severe homogenization, and much information is the same, too repetitive, not conducive to attracting the audience, and not conducive to the audience's perception of the usefulness of the information. Therefore, relevant personnel can combine some more creative ideas to improve the interest and detail of short video beauty and beauty product advertising so that short video advertising can suddenly give people a sense of freshness or deepen the audience's perception of the usefulness of the advertisement's information, influencing the audience's attitude and purchase intention (Yang et al., 2024).

(3) Short video advertising mainly improves the sense of product atmosphere

When cooperating with the platform, advertisers should also pay attention to the audience's age level because the sense of user atmosphere is more influential in the younger group, especially in the group between 18 and 25 years old. Therefore, enterprises that want to improve their brand awareness among the young group can cooperate with the platform to improve the atmosphere in the comment area, barrage of short video advertising, and more in the comment area. The young group of the barrage evaluates each other or takes effective lotteries or other welfare gifts, etc., to create a good

sense of atmosphere so that the target audience can integrate into the atmosphere and then change their emotional attitude, thereby affecting their purchase intention and purchase behaviour (Yilmazel, 2022).

(4) Short video advertising should do an excellent job of market positioning

Advertisers also need to cancel some advertisements that fail to clarify the target group, lack the connotation of advertising content, or pay more attention to stimulating consumers' impulsivity to save costs and reduce useless investment because, according to the conclusion (3), impulsivity can hardly affect the audience's willingness to buy. Rather than putting short video advertisements that cannot improve consumers' willingness to buy, sponsoring several more famous and popular Internet celebrities is better. Then, advertisers can also combine the conclusions of this article (2) to improve the content appeal of some short video ads. For example, according to the analysis of the conclusions, the audience's emotional attitude will also significantly impact their purchase intentions (Zhu et al., 2023). As long as it can affect the audience's emotional attitude, there is an excellent opportunity to influence their purchase decision. Then, the delivery effect of short video advertising will be significantly improved.

Moreover, the emotional attitude reflects the lack of love at the psychological level of people, which is a person's deep inner needs, not only spiritual but also material. Conversely, for advertisers, this is both material and spiritual. For users, from a psychological level, almost everyone lacks love, and women, singles, and people with many brothers and sisters in the family are the most affected.

(5) Short video ads should adjust the relationship between connotation and scope.

Advertisers' short video ads can focus on the theme of spiritual connotation. For example, some "warm" themes can be combined to cater to those who pay attention to spiritual connotations and pay more attention to spiritual care. In this way, it can not only enhance the "temperature" of brand image and advertising but also dig deep into the needs of different groups and perhaps "mistakenly" find a new strategic development direction or discover a new market space. Finally, the author suggests that advertisers can combine the above points,

compare horizontally or vertically, and better mine some advertising ideas and launch them by refining the theme of "useful information that the audience can perceive." It can also combine this with the characteristic information of your advantageous products and condense the wisdom of the creative team to re-target some exciting ads that can arouse the audience's "emotional attitude" or "perception."

(6) Strengthen the moral standards and literacy of practitioners.

In short video dissemination, practitioners should be trained regularly to help them master more legal knowledge and methods of short video publicity. Practitioners regularly examine the laws, regulations, and sales theory of short video advertisements as the content. In the actual work process, it is necessary to evaluate the performance of practitioners and test moral standards, professional standards, professional knowledge, and public relations responses as the assessment contents. Practitioners who do not meet the requirements should stop the promotion of short video advertisements and give them in-depth training to lay the foundation for the development of short videos. For employees who have committed serious violations of discipline or serious mistakes, their qualification certificates should be revoked, and all short video services should be stopped to ensure the good development of short videos. In video development, the industry should formulate standards and black-and-white lists of employees to improve employee standardization.

Conclusion

This study focuses on ELM theory and multiple attitude theory, conducts a questionnaire survey on the "impact of short video advertising on audience attitude and purchase intention," and draws the following conclusions:

- The information quality of short video advertising has a significant positive impact on the usefulness of the audience's perception of information.
- The sense of atmosphere has a positive and significant impact on the audience's emotional attitude and the usefulness of perceived information. Among them, the sense of atmosphere refers to the specific attitude of other viewers toward short video advertising,

the atmosphere and popularity created, etc. Therefore, this study also concludes that the user's sense of atmosphere significantly impacts the usefulness of the audience's perception of information. At the same time, emotional attitudes will also significantly impact users' purchase intentions.

- Compared with the edge clue, the central clue can more obviously affect the audience's cognitive attitude.
- Impulsivity can positively adjust the audience's perception of the usefulness of short video advertising information but cannot positively adjust the audience's purchase intention. The reason may be that impulsivity generally ends quickly, and short video ads are shorter. When the impact of impulsivity begins, the user crosses out.
- In this study, the author verifies the reliability of short video advertising among audiences from a theoretical level, promoting the progress of research related to short video advertising or improving its research diversity. However, the sample size and the diversity of short video advertising platforms need to be increased, which is also the limitation of this study. Among them, the most significant limitation of this paper is that there needs to be more specific research on the actual purchase behaviour of some users. Still, there should be others who will actively participate in this research task in the future. Overall, this paper conducts a relatively in-depth study on the impact of short video advertising on audience attitude and purchase intention and strives to deepen the research based on the questionnaire. Although there are still many shortcomings, they also contribute to the soundness of the domestic short video advertising mechanism. Although this paper makes an in-depth analysis of short video advertisements and studies the influence of advertisements on audience attitudes and purchase intentions, there needs to be more sample size in the research process. This is mainly reflected in the need for more diversity of sample sources, the data of representative samples needing to be more complete, etc.,

resulting in certain deviations in the research results. In the future, the sample size will be increased, and the integrity of the sample size will be improved.

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