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The Impact of Short Video Content Marketing on Consumers' Purchase Intention: Based on Informational Content and Entertainment Content

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Abstract:

With the rapid development of technology and the wide spread of the internet, short-video marketing has become one of the main communication methods for brands, and has permeated every aspect of consumers' daily lives. This study explores the connection between short-video content marketing, perceived value, and consumers' purchase intentions. This study constructs a SOR theoretical model with informative marketing content and entertaining marketing content in short-video marketing as independent variables, perceived credibility and emotional response in perceived value as mediating variables, and consumers' purchase intentions as the dependent variable. This study collected and analyzed 349 valid quantitative questionnaires, and found that both aspects of content marketing and two aspects of perceived value have a significant impact on consumers' purchase intentions. The influence process of perceived trust and emotional response on consumers' purchase intentions plays a mediating role, and short-video marketing has a positive impact on purchase intentions through this.

Keywords: Short-video marketing, Content marketing, Purchase intention, Perceived trust, Emotional response.

1. Introduction

With the development of internet technology, platforms such as Douyin, Kuaishou, and Xiaohongshu have become important tools for people's daily entertainment. Their unique dissemination methods, rich content, and fragmented viewing experience have enabled short videos to rapidly rise on social media platforms and become an important battlefield for enterprises to carry out content marketing. Short video content marketing not only provides enterprises with new ways to showcase products and shape brand images, but also offers consumers intuitive and vivid references for making consumption decisions. At the same time, the development of short video marketing has given rise to a series of research results. Short video marketing can positively influence online immersion, thereby having a positive impact on impulsive purchasing intentions [1]. Functional content in short videos, that is, the useful information that consumers obtain from short videos and that influences consumption decisions, can win the trust of consumers and reduce consumer uncertainty [2]. However, the impact of the informative and entertaining marketing methods used in short video marketing on consumers' purchasing intentions still needs further research. Therefore, this study starts from these two dimensions of content marketing, reviews relevant literature and explains related theories, adopts quantitative research methods, explores the impact effects of different types of short video marketing methods on consumers' purchasing intentions, with trust and emotional response as mediators. This study provides some references and inspirations for brand marketing activities through in-deep analysis.

2. Literature Review

In recent years, short-video marketing has become a highly focused area of attention. Its core lies in leveraging the attractiveness and dissemination power of short videos to convey brand information, product features, or service values to the target audience [3]. It plays a significant role in the new media environment and has distinct characteristics from traditional media. These are typically manifested as follows: fragmented dissemination, intuitive and easy-to-understand content, strong interactivity, and integrating users into the dissemination process [4]. The marketing model of short videos also provides consumers with more vivid and transparent consumption scenarios, and rich marketing methods can better evoke audience resonance [5]. According to the current extensive research, Shi, Wang, Liu & Gull found that the quality of information, services and systems on short-video platforms has a positive impact on users' sharing of marketing information [6]. Tong discovered that the vividness, interactivity and authenticity of short-video live streaming affect consumers' sense of immediacy and trust, thereby enhancing their purchase intention [7]. Raquel Sánchez-Fernández & David Jiménez-Castillo discovered that both emotional attachment and information value determine the perceived influence of followers, thereby predicting the positive word-of-mouth for the recommended brand and the users' purchase intentions. Moreover, there is a significant correlation between the positive word-of-mouth and the purchase intentions [8].

The consumers' willingness to purchase based on short-video marketing content has now become the topic of discussion, and the short-video content marketing strategy has become the main research focus. Wu & Zhang, have found that the three dimensions of current content marketing - entertainment content, functional content, and social interaction content - all have a positive impact on the purchasing intention [2]. Feng have discovered that the interactive value, informational value, and the recreation of the field domain of short-video marketing all have a positive effect on perception trust and consumers' purchase intention [9].

For consumers, perceived value is mainly composed of perceived trust and emotional reflection. Wu & Zhang, found that perceived value acts as a mediator between short-video content marketing and consumer purchase intention. Higher perceived usefulness and lower perceived risk positively influence purchase intention [2]. Feng found that perceived trust plays a mediating role in the process of influencing consumers' purchase intention regarding the impact of interaction value, information value, and the restoration of the field environment [9]. It also positively affects consumers' purchase intention [9]. Emotional reflection refers to the emotional resonance that consumers experience when they are stimulated by multiple senses when interacting with product services [10]. When consumers' own opinions are recognized during interaction on short video platforms, they experience a strong sense of satisfaction, thereby increasing their purchase desire [10].

Based on the above, this paper focuses on the marketing methods of short video content. The marketing methods are divided into two dimensions: informativeness and entertainment. The influence on consumers' purchase intention is explored, and perception of trust and emotional response are used as mediators.

3. Research Hypothesis

Short video platforms such as TikTok and Kuaishou have changed digital marketing, enabling brands to connect with young consumers through informational and entertainment videos. Information content provides information about products, while entertainment content attracts users with emotional appeals or jokes. This study uses AB-volume questionnaires, and 175 and 174 questionnaires are issued differentiate, both of which are effective (100% efficient), and the data is analyzed using SPSS. This article discusses the impact of these content types on consumer purchase intentions (PI), which indicates the tendency to buy products after watching short videos.

The analysis orend is very important, because young consumers are the support of social media and the promoters of e-commerce trends. This study has three objectives: (1) measuring the impact of informational content on PI, (2) measuring the impact of entertainment content on PI, and (3) measuring their corporate effects. Under the guidance of the stimulus-tissue-reaction model (SOR), this study puts forward the following assumptions:

- H1: Informational content can effectively promote the

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increase of willingness to buy
-H2: Entertainment content can effectively promote the increase of purchase willingness
- H3: The combined effect of informationality and entertainment content has an impact on the willingness to buy
In order to prove these assumptions, this article conducts two surveys (N=175 and N=174), which provide inspiration for marketers targeting young consumers.
This study takes the SOR theory as the research framework, and puts forward the following research framework, as shown in Figure 1.

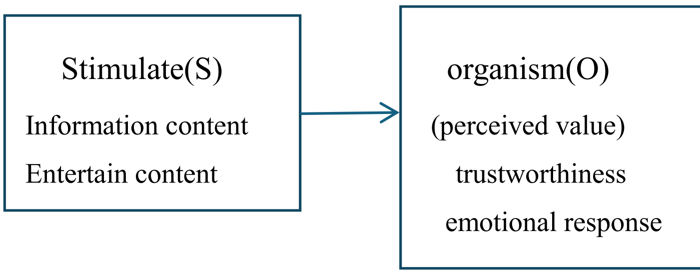

Fig. 1 Research model

The SOR model believes that external excite (such as short video content) will cause internal states and lead to behavioural reactions such as purchase intentions. Descriptive statistics provide demographic and behavioural statistics summary. Cronbach's alpha evaluated the reliability. Pearson correlation tests the relationship between variables. Multivariate regression evaluates the relationship between trust (survey 1) or emotional response (survey 2) and the impact of IC and EC on PI. The KMO value (>0.7) and the factor load (>0.7) confirm the validity.

4. Study Results

4.1 Reliability and Validity Analysis

The reliability and validity analysis confirmed the robustness of the scales. In Survey 1, the Cronbach's alpha values were high: Purchase Intention (PI, α = 0.85), Informative Content (IC, α = 0.90), Entertainment Content (EC, α = 0.88), and Trust (α = 0.82). Survey 2 demonstrated even stronger reliability: PI (α = 0.89), IC (α = 0.92), EC (α = 0.90), and Emotional Response (α = 0.85).
The Kaiser-Meyer-Olkin (KMO) measures of factor loadings for both surveys were above 0.7, indicating strong construct validity. The cumulative explanatory rate exceeded 60%. Therefore, these scales were fully qualified for further statistical processing (see Table 1).

Table 1. Reliability and Validity Analysis for Each Dimension

Survey	Variable	Cronbach's α	KMO	Factor Loadings
Survey 1	Purchase Intention (PI)	0.85	>0.7	>0.7
Survey 1	Informative Content (IC)	0.9	>0.7	>0.7
Survey 1	Entertainment Content (EC)	0.88	>0.7	>0.7
Survey 1	Trust	0.82	>0.7	>0.7
Survey 2	Purchase Intention (PI)	0.89	>0.7	>0.7
Survey 2	Informative Content (IC)	0.92	>0.7	>0.7
Survey 2	Entertainment Content (EC)	0.9	>0.7	>0.7
Survey 2	Emotional Response (ER)	0.85	>0.7	>0.7

Note: Cumulative explanatory rate > 60%.

4.2 Descriptive Statistics

From the descriptive statistics, it can be seen that there were differences in the respondents' perceptions between the two surveys. In Survey 1, the mean scores were: PI (mean = 3.5, SD = 0.8), IC (mean = 3.7, SD = 0.7), EC (mean = 3.6, SD = 0.7), and Trust (mean = 3.4, SD = 0.9). The mean values for Survey 2 were higher, indicating higher engagement or greater clarity in the questionnaire: PI (mean = 4.1, SD = 0.7), IC (mean = 4.2, SD = 0.6), EC (mean = 4.1, SD = 0.7), and Emotional Response (mean =

4.0, SD = 0.7) (see Table 2).

Table 2. Descriptive Statistical Analysis

Survey	Variable	Mean	SD
Survey 1	Purchase Intention (PC)	3.5	0.8
Survey 1	Informative Content (IC)	3.7	0.7
Survey 1	Entertainment Content (EC)	3.6	0.7
Survey 1	Trust	3.4	0.9
Survey 2	Purchase Intention (PC)	4.1	0.7
Survey 2	Informative Content (IC)	4.2	0.6
Survey 2	Entertainment Content (EC)	4.1	0.7
Survey 2	Emotional Response	4.0	0.7

4.3 Pearson Correlation Analysis

According to the Pearson correlation analysis, there were close associations among the variables. In Survey 1, PI was highly correlated with IC ($r = 0.65$, $p < 0.01$) and EC ($r = 0.60$, $p < 0.01$), while IC and EC ($r = 0.55$, $p < 0.01$) and Trust and PI ($r = 0.50$, $p < 0.01$) showed moderate correlations. Survey 2 revealed a similar pattern: IC and PI ($r = 0.68$, $p < 0.01$), IC and EC ($r = 0.64$, $p < 0.01$), PI and EC ($r = 0.58$, $p < 0.01$), and Emotional Response and PI ($r = 0.55$, $p < 0.01$). The moderate correlation between IC and EC confirmed that these are two separate constructs and can therefore be independently evaluated in relation to PI (see Tables 3 and 4).

Table 3. Pearson Correlation Analysis

Survey	Variables	PI	IC	EC	Trust/ER
Survey 1	PI	1.00	0.65**	0.60**	0.50**
Survey 1	IC	0.65**	1.00	0.55**	-
Survey 1	EC	0.60**	0.55**	1.00	-
Survey 1	Trust	0.50**	-	1.00	1.00

Table 4. Pearson Correlation Analysis

Survey 2	PI	1.00	0.68**	0.64**	0.55**
Survey 2	IC	0.68**	1.00	0.58**	-
Survey 2	EC	0.64**	0.58**	1.00	-
Survey 2	Emotional response	0.55**	-	-	1.00

Multiple regression analysis further explained these relationships. In Survey 1, the model accounted for 45% of the variance in PI ($R^2 = 0.45$, $F(3, 171) = 46.2$, $p < 0.01$); key predictors included IC ($\beta = 0.35$, $t = 5.2$, $p < 0.01$), EC ($\beta = 0.30$, $t = 4.8$, $p < 0.01$), and Trust ($\beta = 0.20$, $t = 2.9$, $p < 0.05$). The model for Survey 2 was even more robust, with 50% of the variance explained ($R^2 = 0.50$, $F(3, 170) = 52.3$, $p < 0.01$), including IC ($\beta = 0.38$, $t = 5.8$, $p < 0.01$), EC ($\beta = 0.32$, $t = 5.1$, $p < 0.01$), and Emotional Response ($\beta = 0.22$, $t = 3.2$, $p < 0.05$). The variance inflation factor ($VIF < 2$) confirmed that there was no issue of multicollinearity. The increase in R^2 in Survey 2 indicated a stronger explanatory power for event outcomes, which may be attributed to replacing Trust with Emotional Response as a control variable (see Table 5).

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Table 5. Multiple Regression Analysis

Survey	Variable	β	t	p	R2	F
Survey 1	IC	0.35	5.2	<0.01	0.45	46.2
Survey 1	EC	0.30	4.8	<0.01		
Survey 1	Trust	0.20	2.9	<0.05		
Survey 2	IC	0.38	5.8	<0.01	0.50	52.3
Survey 2	EC	0.32	5.1	<0.01		
Survey 2	ER	0.22	3.2	<0.05		

Note: p-values indicate significance levels.

The hypothesis testing supported all the predicted relationships. H1 (IC, PI positively enhanced)—confirmed in Survey 1 ($\beta = 0.35$, $p < 0.01$) and Survey 2 ($\beta = 0.38$, $p < 0.01$). H2 (Entertainment Content has a positive effect on PI) was confirmed in Survey 1 ($\beta = 0.30$, $p < 0.01$) and Survey 2 ($\beta = 0.32$, $p < 0.01$). The highly significant R^2 values in Survey 1 (0.45, $p < 0.01$) and Survey 2 (0.50, $p < 0.01$) supported H3 (the combined effect significantly altered PI). These results highlighted the strong influence of both types of content on purchase intention (see Table 6).

Table 6. Hypothesis Testing

Survey	Variable	p-value	Significance
Survey 1	IC	<0.05	Significant
Survey 1	EC	<0.05	Significant
Survey 1	Trust	<0.05	Significant
Survey 2	IC	<0.05	Significant
Survey 2	EC	<0.05	Significant
Survey 2	ER	<0.05	Marginally Significant

5. Conclusion

With the aim of exploring the impact of different types of short video marketing on consumers' purchase intentions, this paper takes trust and emotional response as mediating variables, providing a new perspective for further understanding and research on the effects of short video marketing on purchase intention. Through the above analyses, the following conclusions have been drawn:

(1) Both informative and entertaining content can promote the enhancement of consumers' purchase intention.

(2) Informative and entertaining short video content can significantly increase consumers' purchase intention, while trust and emotional response are very important control variables. Both types of short video marketing content—informative videos and entertaining videos—have significant positive effects on consumers' purchase intention.

Therefore, marketing practitioners should make use of these two types of content on platforms such as Douyin and Kuaishou, breaking down purchasing barriers and reaching young consumers in a personalized manner. By bringing enjoyment and fun to consumers, and by using short video content to tell stories that happen behind a product or brand to trigger emotional resonance, practitioners can further stimulate consumers' purchase intention and ultimately drive the purchase of the product. This study offers some supplementary insights for the field of marketing, especially for those focusing on short video content marketing.

Despite this, there are still many limitations in the present study. First, the survey did not examine mediating factors such as perceived value and platform-specific effects. Future research may involve cross-platform studies or comparisons of responses to the two types of videos among specific populations, in order to improve the understanding of the dynamics of short video marketing.

Authors contribution

All the authors contributed equally and their names were listed in alphabetical order.

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