

A Conceptual Framework to Study Effective Short-Video Platform Advertising on Chinese Generation Y Consumer Online Purchase Intention

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Abstract: - The millennial generation is highly linked to modern media, has unfettered access to the Internet to gather vital information and enjoys online shopping. Generation Y consumes information to fulfil the fundamental needs of commodities. An effective short-video advertising strategy should optimize the capabilities of online platforms to guarantee that consumers will see the adverts as relevant, significant, and valuable when they view them. The purpose of this study was to establish a model to assist marketers, advertisers, and short-video platform operators in creating more effective short-video commercials to influence the online buy intentions of varied Chinese consumers. It is suggested that understanding the link between bandwagon indicators, such as popularity rankings, in-app purchase sales volume, and advertising is essential for making the best marketing decisions. In addition, bandwagon perception is important for boosting the perceived advertising value and buying intent through mediating advertising value.

Key-Words: - Gen Y, short-video platform, advertisements, online purchase intentions, Social Media, Millennials, Short-video Platform, Chinese Market.

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1 Introduction

There are obviously more people in China who prefer to shop online than in other countries. Chinese online shopping users are increasing year by year, and the purchasing power continues to rise [1]. As of December 2020, the number of online shopping users in China reached 782 million, accounting for 79.1% of the total netizens [1]. Online shopping removes geographical barriers and allows customers to purchase items that are difficult to locate in their local market. The payment method is quick and easy, eliminating the hassle of shopping and lowering the price [2]. Moreover, the internet applications such as social media marketing enable businesses to achieve marketing goals at a comparatively cheap cost.

This study focuses on the especially Generation Y (Gen-Y), which has significant consuming power and potential. They are inspired by diversity, grow up in the presence of various new concepts, strive for a sophisticated lifestyle, and are fashion-conscious when shopping, and has a natural advantage in utilizing Internet technologies, is a loyal Internet users. They are now the backbone of society and the primary consumer [2]. Most Gen-Y do not reject online purchases, and the attitude of others has become the most important factor in Gen-Y online shopping [3]. Marketers need aggressively

reach out to Gen-Y and cultivate them as a crucial client they cannot afford to neglect.

On social media platforms, businesses may employ several marketing techniques, including advertising, customer relationship management, and branding. However, from the perspective of scholars and practitioners, advertising is the focal point of social media marketing. Therefore, global corporations are increasingly implementing advertising campaigns using social media.

The growth of the Chinese economy has accelerated recently and has become the only major world economy to achieve positive economic growth, even in the year 2020. Chinese retail electronic commerce (e-commerce) sales amounted to \$2.16 trillion in 2020, indicating a 20.0% year-on-year increase accounting for 51.3% of global e-commerce sales [1].

Retail e-commerce sales accounted for 42.4% of the total retail sales in China in 2020 [1]. China is expected to make history by becoming the first country to achieve more than 50% of retail sales online in 2022 [1]. China is the largest social commerce market in the world: its retail social commerce sales figures are approximately 10 times higher than those of the US, totalling \$351.65 billion in 2021 [2]. In China, retail social e-commerce sales accounted for 12.7% of the total such sales in 2020, while they accounted for only 3.4% in the US [1].

Virtually every Chinese Internet company is an e-commerce player, hence providing diversified products and flexible logistics [1].

More people in China prefer shopping online than people in other countries. Chinese online shoppers have increased by the year and their purchasing power has continued to climb [2]. As of December 2020, there were 782 million online shoppers in China, thus accounting for 79.1% of the total netizens [2]. Online shopping has eliminated geographical barriers and enabled the purchase of elusive items in the local market, while the payment is quick and easy [3]. Figure 1 depicts the top 10 nations by global e-commerce sales share in 2021, of which China accounted for 52.1% [1].

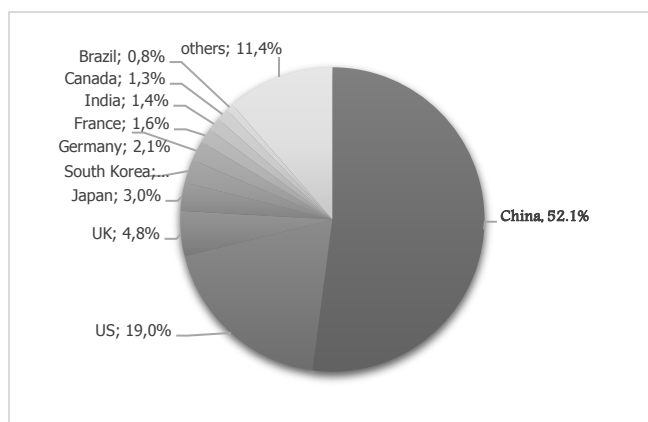


Fig. 1: Top 10 countries ranked by retail e-commerce sales share, 2021

Source: eMarketer [2]

The above online shopping features are extremely attractive to fashion-conscious youths, particularly those from Generation Y (Gen Y or Millennials, those born between 1980 and 2000), who possess considerable purchasing power and potential [2]. Millennials grew up exposed to novel ideas, are motivated by diversity, aim for a sophisticated lifestyle, and are fashion-conscious. They have a natural advantage when using Internet technologies and are devoted Internet users [4] who have established themselves as the backbone of civilization and the principal consumers [2]. Most Millennials do not oppose online shopping and the most influential factor in Millennial online purchasing is others' attitudes [3]. Marketers cannot afford to overlook Millennials and should engage with them aggressively to develop them as a crucial demographic [5].

The short-video platform, Douyin, which is owned by the Chinese Internet business ByteDance, is the Chinese counterpart of the international short-video

platform, TikTok. "Short video" is a term that refers to an online video that is shorter than five minutes. Short videos exhibit specific characteristics, such as fragmented time, high sociality, low production threshold, highly distributable material, and blurred barriers between producers and viewers [6,7]. Short-video platforms host brief videos that meet users' knowledge and entertainment needs. The use of music, filters, and other elements is encouraged to produce brief, disjointed videos. Such platforms have become a crucial element of social media growth [8,9,10].

Short-video platforms are rapidly gaining popularity as a tool for receiving information, keeping up with trends, enjoying entertainment, and passing time. iResearch [11] reported that for 75.6% of users, their primary reason for using these platforms is to "browse intriguing content", followed by "share amazing moments in life" and "learn new skills and knowledge". Thus, a short-video platform that provides superior video editing capabilities would attract customers more effectively and act as a competitive advantage against similar offerings.

Unfortunately, minimal returns have been yielded by the e-commerce age. According to the 2019 China Digital Consumer Trends Report by McKinsey, the online retail transaction growth rate has diminished, decreasing from 47% in 2014 to 27% in 2018 [11]. Since 2017, consumers have rebuilt relationships with physical retailers, specifically shopping malls and branded retail locations. For example, 88% of online apparel shoppers had shopped in a physical store in the preceding three months, an increase from 83% in 2017 [11]. This tendency was especially prominent in high-tier cities where it was driven by younger customers. One of the primary reasons behind the rebirth of physical retail was the in-store shopping experience. While online shopping is easy, only physical locations can meet certain needs, such as direct contact with products, sampling, testing, and live demonstrations. Online transactions in China take place primarily through dedicated e-commerce websites such as Taobao, JD.com, and Pinduoduo. In contrast, short-video platform purchasing is greatly lower than the desired level. Half of the advertisement viewers on short-video platforms purchase items via the above-mentioned websites [11]. One factor is that e-commerce began earlier and consumers have become habituated to purchasing from such websites. The other reason is that businesses have been unable to provide sufficient information due to the limited advertisement time on short-video platforms, hence making it difficult for the audience to gain a

thorough understanding of the product and forcing them to visit e-commerce websites for additional information. Despite the substantial amount of money spent, advertising has failed to drive purchase intentions or has been ignored by shoppers [12]. In social media advertising, the challenge was that user behaviour fell short of expectations. Therefore, it became more difficult for firms to produce advertisements that convinced target clients to purchase their products [13]. An issue marketers constantly face is the planning and designing of more successful and visually attractive social media advertisements [13].

The short-video platform market is relatively young [14], similar to social e-commerce [15]. The concept of traditional advertising has become untenable in the sphere of short-video platforms. Furthermore, numerous businesses have begun advertising on short-video platforms, thus resulting in severe competition and a substantial amount of material. Lastly, advertising content has begun to appear chaotic with disorganised information grouping. Consequently, some consumers are willing to pay for the ability to block advertisements [16]. Marketers have experienced a constant lack of appropriate information, expertise, and customer feedback on how to accomplish advertising well.

Short-video advertising is highly interactive and vibrant with compelling music. Figure 2 illustrates a shoe advertisement on Douyin. The “shoot the same video” link at the bottom of the page allowed users to interact with the advertisement and create short videos that incorporated augmented reality (AR) technology to use their own shoes to mimic the advertisement. Users could try on shoes and compare how they wore them to determine which they preferred. Many consumers considered it amusing and created videos to interact with the advertisement. The AR integrated with the video seamlessly to present an immersive experience and forged strong bonds between consumers, products, and businesses. Many people enjoy participating in such activities, which not only encouraged consumers to contribute to advertising, but also presented the impression of wide product approval.

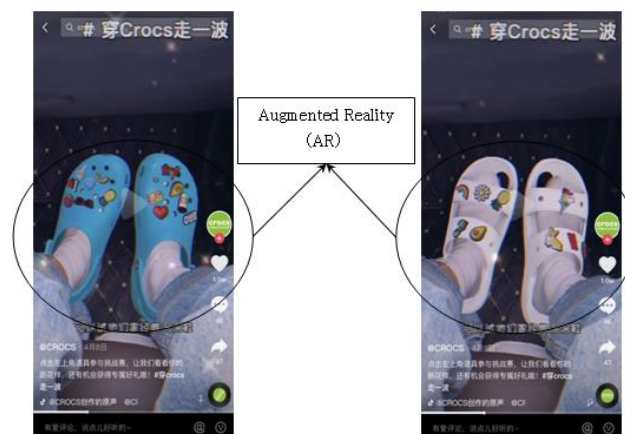


Fig. 2: An example of an advertisement on Douyin

Consumers demonstrate varied attitudes towards advertising based on their background [14]. Moreover, Chinese cities are classified as first-, new-, second-, third-, fourth-, and fifth-tier. High-tier (Tier 2 and above) and low-tier cities (Tier 3 and below) exhibited distinct online purchasing characteristics as did the impact of advertising on them [11]. Bilby et al. [14] noted that Tier 1 and Tier 4 Chinese consumers demonstrated significantly varied responses to advertising. This study aimed to create a conceptual framework for evaluating the influencing elements of Chinese Millennials' purchase intention after viewing short-video advertisements. Consumers' perceptions of short-video advertisement value and its possible motivation on their online purchase intention.

2 Literature Review

2.1 The Gen Y

Gen Y is a technologically refined generation that came of age during the advent of social media, the end of modernist ideologies, and globalization [4]. Millennials are closely connected to contemporary media, access the Internet freely to obtain necessary information and enjoy online shopping. Millennials consume knowledge to satisfy the fundamental requirements of commodities. They also do so to experience the pleasure and satisfaction associated with using and observing. Based on their numbers alone, Millennials comprise the largest consumer demographic in China. There are 420 million Millennials in China, accounting for one-third of the entire population [2]. Gen Y is the dominant generation in terms of purchase volume and Chinese millennials exhibit significantly expanded spending power [17]. The primary reason 51.1% of Gen Y users used short-video platforms

was to “learn or purchase popular things online” [11]. Up to 47% of Millennials believed that social media directly influenced their purchase decisions [18], which was a stark contrast to the non-Gen Y age groups where only 19% of respondents agreed with the statement.

Advanced technologies (4G, Web 2.0, artificial intelligence [AI], and AR) have improved people–gadget interactions on short-video platforms. Participation embodies a paradigm shift for user experience and involvement. Mulcahy and Riedel [19] demonstrated that mobile retail advertising effectiveness can be increased by touch, which enhanced the user experience and therefore purchase intention where short-video advertisements could be accessed by touch. Nevertheless, this interaction demonstrates an unknown effect.

The current views on the impact of advertising are principally based on research and observation in the United States and Europe [14]. Advertising theories and phenomena are culturally restricted due to the globalisation of advertising. Consequently, China and its distinct cultural heritage faced an intriguing problem [14]. This shift has prompted the reconsideration of some of the normative frameworks, assumptions, and ideas of advertising. Several recent studies have examined whether these theories can be applied to Asian countries or have compared Asian and Western advertising functions. The Chinese advertising sector has undergone significant changes resulting from the rapid growth of AI technology and 4G, which may be even more significant than the changes in other nations. Given the enormity of the change, the established models of advertising influence on behaviour might no longer be valid [14]. Therefore, investigating a Chinese-specific advertising approach is critical.

Advertisers can now target consumers’ notion of self more directly and precisely using psychographic data, such as personality. Combined with rapid user growth, such targeting technology has facilitated the rise of social media advertising, hence resulting in the increased need for additional research. Thus, examination of the direct effect of advertising traits and value on purchase intention would contribute to research in this field.

2.2 Advertising Value Theory

A critical research area in social media advertising involved ascertaining the aspects of advertising that capture customers’ attention. The effectiveness of any advertising campaign should be determined by the consumer response [13]. Although researchers frequently use the theory of reasoned action,

technology acceptance, and advertising value theory, only the advertising value theory focuses on advertising value rather than the attitude towards advertising.

Ducoffe & Curlo [20] proposed the advertising value model to determine advertising effectiveness according to the uses and gratifications theory (UGT), which suggests that users choose the media that best satisfies their cognitive and affective needs, including personal needs and gratification-seeking motives. The primary premise of the advertising value theory states that the customer automatically appraises and routinely determines whether the content offered requires additional cognitive processing [20]. Consumers seek positive-value things to fulfil their unmet requirements or obligations [20]. Several researchers have recently attempted to improve the advertising value model, but with unsatisfactory results. Kim and Han [21] supplemented the model with incentives, although individual differences are generally capable of dominating the impact of the incentive element in terms of responsiveness [22]. Martins et al. [23] integrated an emotional component although it had no palpable effect on advertising value. Zhang and Wang [24] added interactivity, which also had no apparent effect on advertising value, but affected attitudes towards advertising. These studies did not take irritation into account. It was recently established that irritation did not play a substantial role in determining advertising value [25] or was unrelated to it [26]. Hashim et al. [27] established that irritation demonstrated no predictive value for attitudes towards advertising. The above findings indicated that customers assessed advertising value favorably when advertisements were deemed a reliable source of product information [28]. Marketers have recently sought means of limiting the advertising quantity to which customers are exposed. Mathematical formulae have been used to promote consumer-related products to fulfil consumers’ desires for product knowledge acquisition. Consumers can influence short-video advertisements by liking and commenting on them and sharing the advertisements they find interesting. Additionally, they can film short videos with promotional stickers to satisfy their pleasure and social needs. Watson et al. [29] demonstrated that superior user control over advertising content resulted in less detrimental effect annoyance on customer views.

2.3 Bandwagon Effect

The bandwagon effect refers to people's tendency to adopt specific habits, styles, or attitudes simply because others are doing so [30]. It describes how much an individual thinks others would agree or like the advertisement [30]. Bearden et al. [31] stated that normative interpersonal influence is a proxy for the bandwagon effect referring to people who consider the beliefs and behaviours of others as their own. Individuals develop attitudes and behaviours to sustain positive relationships with reference group members [32].

The bandwagon effect is a fictitious expression of "non-personal influence" referring to the influence on individual attitudes, beliefs, or behaviours. These influences originate from the aggregate attitudes, beliefs, and behaviours of anonymous others who have indirect contact with the individual [33]. The bandwagon effect is particularly pronounced in the context of the network [34] where numerous collective recognitions have a cascading influence on how consumers make purchasing decisions [34]. Superior communal recognition leads to a stronger bandwagon effect as collective recognition may be a substitute for social recognition [35]. The bandwagon effect is stronger in a collectivist-culture country such as China than in Western countries [36]. Marketing frequently uses the bandwagon heuristic due to the bandwagon effect. Social networking sites present consumers with a wealth of information on their peers' decisions and opinions on their social ties [37], thus exerting and intensifying peer consumer interpersonal impact [38]. The bandwagon heuristic can be activated by social media indicator quantity (likes, comments, or shares) [39], hence signaling the popularity of the message and encouraging users to "join the bandwagon". Several bandwagon effect studies have focused on the news, such as the beneficial impact of social recommendations on news credibility [40] and the effect on online news sharing intentions [41]. The bandwagon effect has been evoked to explain consumer behaviour, specifically regarding luxury items, which has been referred to as bandwagon consumption [42].

People strive to improve their self-image, which may be accomplished by resembling the reference group or other group members. As social creatures, humans copy the conduct of others in their social surroundings [34].

Bandwagon customers are more inclined to modify their conduct or attitude in order to conform to the standards of the Internet or any organization they choose to join [34]. They purchase socially

recognized things as a symbol of membership in social groupings. The bandwagon effect is proportional to the quantity of social recognition that the amount of collective recognition may represent. Bandwagon effect is particularly pronounced in social media [40]. It is discovered that the chance of customers purchasing a certain product increased with the number of previous purchases made on online group buying platforms. When consumers observe the product's popularity, they will be motivated to follow the trend [42]. Additionally, consumers can learn about opinions and buy intentions through the written communications of peers on social networks and in the media [40]. Moreover, the advertising context, social information cues affected advertisement acceptability and purchase intention.

2.4 Stimulus-Organism-Response (S-O-R)

The "stimulus-response" model proposed in 1913 by Watson, who founded behavioural psychology, is one of the most well-known environmental psychology models [43]. Mehrabian and Russell [44] proposed a consumer behaviour model based on the model: the Stimulus-Organism-Response model (S-O-R model), as depicted in Figure 3. They believed that environmental stimuli (S) directly affect organisms (O) (that is, consumers), thus affecting consumer behavioural responses (R). Stimuli are triggers that influence consumers and include external stimuli, such as marketing stimuli and contextual stimuli, or internal stimuli, such as consumer characteristics [45]. Organism refers to the consumer's internal evaluation or state and includes emotional responses, such as pleasure, arousal, and dominance [46]. Organism mainly refers to the emotional or cognitive system with which the person processes environmental stimulus input. The organism also involves all of the intervening processes between both stimuli and customers' responses [47]. Behavioural response (R) indicates consumer responses to stimuli and organisms [46].

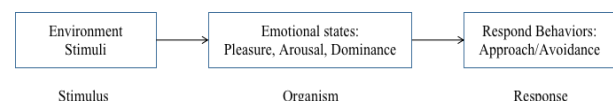


Fig. 3: The S-O-R model [44]

Based on the critical role of stimulus as a motivator in the buying process (Xiang et al., 2016), marketing and information system research has widely applied and validated the S-O-R paradigm [43, 47, 48,49]. For example, Leong et al. [50] used the S-O-R model effectively to clarify the beneficial effect of

Facebook marketing stimuli on impulse purchases. The S-O-R model to examine purchase as a behavioural reaction in a mobile commerce environment and concluded that visual appeal and portability affect purchasing behaviour.

Researchers have also used the S-O-R paradigm to clarify consumer loyalty, purchase intention, engagement, and co-creation. Wu and Li [51] constructed a comprehensive model to examine the effect of six marketing mix components (stimulus) on consumer loyalty (response) in social commerce through consumer value (organism). Herrando et al. [52] examined the effects of hedonic and utilitarian stimulation on users' flow experiences, which exerted a favourable effect on emotional and behavioural loyalty and merged the moderating function of cultural background in social commerce. Cho et al. [53] established the impact of technology- and fashion-related elements on attachment to products, such as smart watches, by analysing user happiness and pleasure.

The organism may reject or accept the stimulus received. Stimulus rejection indicates that the stimulus did not exert an effective influence on the individual as an organism [54], while stimulus acceptance indicates that the stimulus exerted a significant effect on the individual [53]. When an individual receives a stimulus, they focus and grasp it so they are willing to act or react to the stimulus. Then, assisted by the individual's capacities, the existing stimulus leads to a personal response, which is an alteration in personal conduct and intent [47].

Gao and Bai [55] stated that stimulation influences individual behaviour. An organism conducts cognitive assessments using personal online experience. An external stimulus, advertising has the potential to affect consumers' cognitive and emotional systems, generate an opinion regarding advertising value, and prompt response, namely purchase intention. Additionally, information flow might influence stimuli. The information flow fluctuates in response to the presence of a particular circumstance and is affected by the interaction of individuals in that context. Floh and Madlberger [56] stated that a website with an appealing design successfully engages consumers and immediately presents an exciting purchasing experience, which is dubbed a flow experience. Flow operates as an organism that is influenced by stimulus factors, such as if the website supplies sufficient, effective, and valuable content [57], exhibits a highly engaging design, and performs trustworthy transactions.

2.5 Online Purchase Intention

The term "online purchase intention" refers to the extent to which a consumer aims to participate in actual online purchase behaviour [54]. Online purchase intention is also considered "the result of a series of indicators for the e-commerce customer" [55]. In the short-video consumption context, online purchase intention indicates the probability of users reading short-video advertisements, sharing them with others, or even clicking on the product link embedded in the advertisement to make a purchase [10].

Online purchase intention is significant as it demonstrates the potential to both promote and drive consumer behaviour and to trigger and result in actual online purchases [56]. The research on online purchase intention has reported that online purchase intention and online purchase behaviour are substantially directly correlated [57]. In short, the consumers who express a favourable attitude towards the purchase exhibit higher online purchase rates of a product or service than those who express a negative attitude.

Online purchase intention has been examined via likelihood, probability, and expectation and has been quantified immediately, during the next visit, and in the future [58]. Some studies have measured consumers' online purchase intention by asking questions regarding their probability of returning to an e-store, purchasing from the e-store within the next three months, their expectation of purchasing within the next year, and their probability of ever purchasing from a specific e-store [59].

2.6 Informativeness and Advertising Value

Informativeness indicates the degree to which an advertising message contains educational material [56]. Informativeness is described as the amount of information in media, such as texts, photos, or videos that can provide information on product alternatives to users. Up to 50% of Chinese consumers became aware of a specific product via social media platforms [18], thus indicating the crucial nature of the information. Furthermore, 50% of Chinese online customers became familiar with a particular product via social media platforms [18]. Advertisements containing clean content can reduce consumer resistance by 45.4% [11]. These findings demonstrate that the informational substance of a message exerts a beneficial effect on online advertising perceived value [57]. In social network studies, informativeness has also been considered a critical component in predicting communications usefulness [58]. Consumers have defined value as an

objective appraisal that may be used to predict their responses. Ducoffe [60] described advertisement value as “a subjective evaluation of the relative worth or utility of advertising to customers” representing consumer enjoyment with the product being communicated [61]. Thus, advertising value was considered a market-based indicator of whether a product meets client expectations [60]. When customers’ expectations were met or surpassed by advertising values, they were more likely to perform positive actions, such as obtaining products [62]. Conversely, advertising that lacked perceived value was subject to negative behaviours, such as disregarding advertising messages [63, 64]. The cognitive learning theory states that consumers are always encouraged to evaluate the advertisement material using their abilities. The split-brain theory [65] postulates that consumers utilize two distinct brain areas for analysing and imagining. Yet, the information in the message in both circumstances predicts whether consumers would derive greater value from the advertisement. Advertisement informativeness is a significant predictor of advertisement value and is crucial for advertising effectiveness on the Web [60], smartphones, and social media [65,66,67,68]. Informativeness is crucial for any advertisement, whether traditional or online, to generate customer exposure, attention, and a favourable perception [69]. Short-video advertisements combine images and video to present additional product information more comprehensively. Short-video advertisement message informativeness demonstrates a beneficial effect on advertising value. Therefore, the following proposition is suggested:

P1: Informativeness is positively associated with advertising value in short-video platform advertising.

2.7 Entertainment and Advertising Value

The term “entertainment” indicates the capacity of a product or service to fulfill a consumer’s desire for recreation, aesthetic enjoyment, or emotional release [70]. Advertising uses humor to increase consumer enjoyment and foster favourable product attitudes [71]. A Chinese consumer survey reported that 50.3% of respondents believed that an engaging advertisement was the primary factor influencing their decision to click on an advertisement. Enjoyment is the extent to which using a specific system is perceived to be enjoyable, or, how much fun or pleasure using a product has [70]. Most UGT research has noted that including entertainment

benefits advertising by eliciting consumer emotions and fulfilling their desire for enjoyment [70]. Ducoffe [60] determined that online advertising content entertainment value and online advertising value were favourably correlated. The power of advertising to encourage enjoyment and favourable customer attitudes is described as the ability to present a form of escape, recreation, aesthetic enjoyment, or emotional release [71]. After satisfying customers’ entertainment demands, advertisers can develop personal ties with them, hence improving consumer acceptance and perceived advertising value [72].

The most influential factor in determining a person’s overall attitude towards advertisements is the perception of enjoyment [48]. Numerous investigations [73, 74,75,76] have established that the entertainment value of an advertisement significantly predicts the willingness of prospective customers to be convinced by it. This identification is particularly effective and appropriate for a social network where members create, receive, and share messages regarding a product [73]. Consumers have recently demanded entertainment when they view advertising [23]. Entertaining content was a significant predictor of value in advertising on the Web [60], mobile phones, and social media [74, 77,78]. Given the inherent multimedia features of short-video platforms, advertisers can integrate entertainment content on the platform by presenting humorous images and videos. It is self-evident that an entertaining advertisement on a short-video platform can help increase the advertisement value. Therefore, the following proposal was developed:

P2: Entertaining is positively associated with advertising value in short-video platform advertising.

2.8 Credibility and Advertising Value

Advertising credibility describes consumers’ perception of general advertising truthfulness and believability [79]. Advertising credibility is an expression of consumers’ expectations regarding advertising fairness and factualness [80]. Advertising credibility is examined through advertising content and is influenced by the credibility of the company and the messenger [80]. Due to advertisement authenticity, 43.5% of Chinese consumers would click on social media advertisements [11]. MacKenzie and Lutz [79] highlighted the importance of creating credible advertisements as the frequent perception of advertisements as unreliable substantially reduces

advertising effectiveness. Advertising credibility has a direct positive influence on customer evaluation [73, 74,75,76, 74, 77,81]. With the development of micro-media and mass media, customers receive an enormous amount of incoming information [82]. Information overload leads to the feeling of being compelled to process indigestible amounts of data. Customers will focus on the information only when they believe that the advertising information is credible and trustworthy [83]. Lee et al. [84] believed that consumers might avoid or ignore an advertisement if they considered it not credible.

Many empirical studies have demonstrated that advertising credibility exerted a significant impact on advertising value [48]. Choi et al. [85] stated that South Korean and the United States customers believed that credibility affected advertising perceived value positively. Liu et al. [86] noted that the credibility of advertising information and content sources perceived by consumers correlated positively with perceived advertising value. Murillo-Zegarra et al. [87] demonstrated that perceived trust in advertisers increased mobile advertising perceived value. Martins et al. [23] proved that the strongest determinant of advertising value was credibility, followed by entertainment and information. Credibility exerted a significant influence on advertising value and behavioural intentions in the context of advertisements on the Web [60], mobile phones [78, 87]. Content in social media advertising is considered reliable and trustworthy as comments on existing social connections are presented and shared in the content [88]. Thus, social media advertising reliability and trustworthiness were intuitively assessed through the comments of other existing social network members within the advertisement [89].

Parise and Guinan [90] reported that users perceived product advertising messages on social media more positively. In accordance with this, Mangold and Faulds [91] suggested that customers deemed social media advertising a credible source of product information and increasingly took it into account. Dao et al. [10] suggested that positive advertising credibility leads to positive perceptions of social media advertising value. Therefore, the following proposition is suggested:

P3: Credibility is positively associated with advertising value in short-video platform advertising.

2.9 Bandwagon Perception

The term “bandwagon perception” describes a person’s belief that other people will agree with or like an advertisement. High social media involvement levels (shares, likes, and comments) are also referred to as bandwagon cues, which can result in high bandwagon perception levels [26]. The past product purchase quantity is also considered a collective endorsement, hence resulting in a bandwagon perception of product popularity [26]. Viewers are more likely to present favourable opinions and remarks when an advertisement demonstrates higher social indicators and popularity trend levels [93]. Advertisers have frequently employed the bandwagon effect to spur consumers into developing their product purchase intention [94]. More than 80% of short-video users are from Gen Y [11] and 51.1% have stated that “understanding or purchasing popular Internet products” was their primary reason for utilising short-video platforms [11]. People endeavor to improve their self-image, which can be accomplished by mimicking the reference group or other group members [95]. Their social nature means that humans copy the behaviour of others in their social surroundings [96]. Consumers that jump on the bandwagon are more likely to alter their behaviour or attitude to conform to Internet requirements or that of groups they wish to join [97]. They purchase socially recognised items to demonstrate their social group membership [98]. Greater collective recognition leads to a larger bandwagon effect, as collective recognition may indicate social recognition [35]. The bandwagon effect is intensely prominent on social media [99,100]. Coulter and Roggeveen [101] discovered that the likelihood of consumers purchasing a certain product increased when previous purchase numbers on online group buying platforms increased. When consumers perceived the popularity of a product, they were prompted to purchase it. Consumers could also gain insight into their peers’ opinions and purchase intentions through written statements shared on social and other media [102,103,104].

Research on bandwagon perception has mainly focused on the role of bandwagon effects on the consumption of luxury goods [105,38] and on the value of bandwagon signals in appraising news content [41, 40]. One of the most prominent advantages of the short-video platform is its ability to establish trends and inform users of the most popular events, products, and activities [14]. Simultaneously, collectivism is the primary trait of the Chinese people, while Chinese customers’ primary characteristic is trend-following [105].

Nonetheless, few have studied the influence of bandwagon impressions on online purchase intention.

People in a collectivist culture typically form an interdependent self-consciousness that connects the self with others. In China, such people typically focus more on others [106, 107]. The main feature of the short-video platform is to represent, lead, and establish current trends. Short-video content, including advertising content, is considered the most recent and most popular topic. Moreover, the social information bandwagon perception effect was magnified as there were more purchasers of the previous product [38]. On short-video platforms, the number of people who have purchased an advertised product is clearly visible to other viewers. This may increase consumers' willingness to purchase such products. Therefore, the following proposition is suggested:

P4: Bandwagon perception is positively associated with online purchase intention in short-video platform advertising.

2.10 Advertising Value and Purchase Intention

Advertising value refers to the consumer's impression and evaluation of advertising [60]. Customers frequently demonstrate positive behaviours, such as purchasing items, when advertising meets or surpasses their expectations [20]. The advertising value is proportional to customers' perceived interest in the advertisement, influencing consumer response [63]. Consumer perceptions of advertising value are considered critical to building the competitive advantage of a company and predicting purchase intention [108].

As customers develop a positive attitude towards advertising, they will also develop a positive attitude towards products or services [21]. Clients who express positive feelings for items or services demonstrated increased purchase intention [109]. Numerous prior studies have reported that advertising value is a significant predictor of social media advertising acceptability [25, 66, 110]. Martines et al. [23] demonstrated the crucial importance of smartphone advertising value in establishing purchase intent. Kim and Han [21] emphasized the importance of advertising value in predicting purchase intention, thus demonstrating that customers are more likely to make a purchase when they believe smartphone advertising is useful and valuable.

2.11 The Mediating Effect of Advertising Value

Ducoffe [60] reported that advertising becomes valuable through the addition of information and entertainment. These determinants form the basis for proving how consumers evaluate advertising value. Xu [111] noted that increased credibility is a key factor affecting advertising value. One purpose of these advertising factors is to increase consumers' perception of advertising value. Advertising value provides consumers with a general description of marketing information value [110]. The bandwagon effect demonstrates that if others think something is valuable, then the individual should also think so [30]. Specifically, numerous likes, comments, shares, and purchases convinced consumers that many other people liked and recognized the advertisement, indicating that it is effective and valuable [112]. Therefore, if an advertisement can convey information, credibility, entertainment, and popularity, then consumers would be willing to watch it and be influenced to purchase products and services online [113]. Many researchers have confirmed that the value derived from advertising demonstrates a positive effect on consumers' attitudes and behaviours towards Internet advertising [91]. In addition, consumers' attitudes and behaviours towards products and services are improved by perceived value [115]. Therefore, a higher perceived advertising value of advertising can lead to a more positive attitude towards advertising and a more positive reaction and response to advertising [110]. Therefore, it is believed that short-video advertising value mediates short-video advertising factors and online purchase intention. Therefore, the following proposals are posited:

P5: Advertising value mediates the relationship between informativeness and online purchase intention in short-video platform advertising.

P6: Advertising value mediates the relationship between entertainment and online purchase intention in short-video platform advertising.

P7: Advertising value mediates the relationship between credibility and online purchase intention in short-video platform advertising.

P8: Advertising value mediates the relationship between bandwagon perception and online purchase intention in short-video platform advertising.

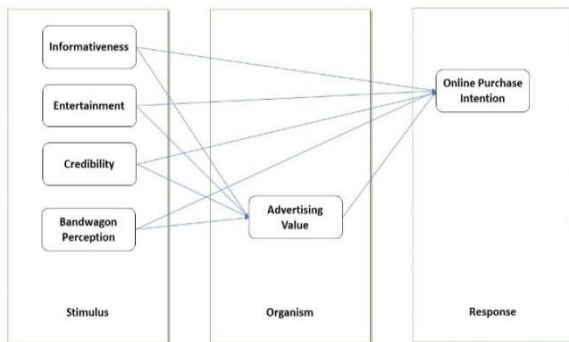


Fig. 4: Proposed research model

3 Discussion

China is one of the world's fastest-changing consumer marketplaces, although China's advertising sector is still relatively young. Despite the immense scale and expansion of the sector, Chinese agency management is less competent and experienced than that of developed countries. Advertising created in China lacks depth and always begins with its own products, rather than with customers. Chinese businesses and advertising firms have diverse views on the variables influencing the success of advertising. The sector for short-video platforms is likewise fairly new. Even social e-commerce is still in its formative stages. The concept of traditional advertising is no longer acceptable on short-video platforms. Numerous corporations advertise on the short-video platform, resulting in an abundance of content and intense rivalry on the site. Marketers still lack the necessary information and expertise, as well as customer input, regarding how to conduct advertising effectively [116].

This study addressed the limitations in Chinese consumer research on short-video platforms by focusing on users of short-video platforms. Currently, short movies have become a focal focus of viewer interest and have become an integral part of the life of ordinary people. The advertising value model and the S-O-R model were merged and used in the setting of short-video advertising to construct this research model from several perspectives. This might represent a substantial theoretical gain in our knowledge of the advertising factors that impact online purchase intentions. This study hypothesized that advertising value moderates the association between online consumers' degree of value assessment (content- and technology-related characteristics) and their desire to purchase online. This allowed for the accumulation of knowledge

regarding how internet clients evaluate the attributes of brief video advertisements. Personalization is quite popular in the e-commerce industry. Consequently, e-retailers must consider not only delivering real-time personalized service, but also enhancing the flow experience of consumers, such as by creating an engaging online environment. This study investigated the moderating effect of product participation on online shopping intent. The features of short-video platform advertising (content-related variables and technology-related elements) would vary based on the extent of product participation of online customers. This reveals how internet users evaluate the characteristics of quick video advertising.

The value of short-video advertising elements was perceived differently by various consumers. The findings reveal that short-video platforms can track and assess the personal characteristics of online customers to estimate their level of product engagement. Marketers must employ these methods to promote the intrinsic qualities of products to highly engaged consumers. Increasing entertainment characteristics and the notion of bandwagoning will also attract consumers with minimal product engagement. Moreover, the study indicated that the product- or service-purchasing behavior of clients may be evaluated more comprehensively. The findings may thus help short-video platforms obtain a better understanding of the relative influence of product association and flow experience on customer behavior in an online purchase environment.

Initially, advertisements must be appealing, effective, and elicit some degree of emotion to catch consumers' attention. Consumers are more attentive to and accepting of advertisements that they process. Numerous businesses and advertising agencies have insufficient expertise with this relatively new advertising platform. Ultimately, whether a sort of marketing is acceptable or not relies on how online customers perceive the commercials' ability to achieve their goals. Therefore, this study recommends that future studies utilize or expand the proposed model to study online purchase behaviour, especially for Gen Y.

4 Significance of the Study

This study made unique contributions to the existing understanding of online consumer behaviour. First, this study focused on short-video platform consumers and addressed the gaps in Chinese consumer research on short-video platforms.

Currently, short videos have become a focal point of viewer attention and have been interwoven with the lives of ordinary people [116]. To develop this research model from different angles, the advertising value model and S-O-R model were combined and applied to the short-video advertising context. This could be a significant theoretical advancement in the current understanding of the advertising variables that influence online shopping intentions.

Second, the effect of bandwagon perception on consumers' purchase intention and advertising value was examined, as it has received little attention in the literature. It is hoped that this study will fill this scientific need. Product participation can exert a significant impact on the cognitive and behavioural responses to a message [117]. Nonetheless, few have examined the connection between short-video advertising characteristics and online consumer information processing motivations, which influence online purchase intention.

This study proposed that advertising value has a moderating effect on the relationship between online consumers' degree of value appraisal (content- and technology-related variables) and online purchase intention. This enabled the acquisition of insight into how online customers perceive short-video advertisement qualities. Personalised design is extremely popular in the e-commerce market. Thus, e-retailers must consider not only offering real-time personalised service but also improving consumers' flow experience, such as by providing an entertaining online environment.

There were varying consumer perceptions of the value of short-video advertising features. The findings demonstrate that short-video platforms can follow and evaluate online consumers' personal features to determine their product involvement level. Marketers must utilise these techniques to endorse the inherent characteristics of items to highly engaged consumers. Increasing entertaining features and bandwagon perception would also attract consumers with minimum product participation.

Finally, the study demonstrated that customers' product- or service-purchasing behaviour can be assessed more holistically. Therefore, the findings may aid short-video platforms in gaining a better comprehension of the relative effect of product association and flow experience on consumer behaviour in an online purchasing environment.

Very few studies have systematically examined the connection between the features of short-video platform advertising and the motivation of online consumer information processing, which influences

consumers' online purchase intentions. Various levels of product engagement are exhibited by viewers of short-form video advertisements on a platform. Those with a high level of participation are more likely to assess the material themselves, whereas those with a low level of involvement are more likely to be external influences, such as "simply follow the herd." This study examined the moderating influence of product participation on online purchase intention. Depending on the level of product involvement of online consumers, the qualities of short-video platform advertising (content-related variables and technology-related factors) would be affected differently. This provides insight into how internet customers perceive the qualities of brief video advertisements. This study has developed a novel model to provide marketers, advertisers, and short-video platform operators with some ideas on how to design more effective short-video platform advertisements to influence the online purchase intentions of consumers with different characteristics.

An effective short-video platform advertising campaign should utilize the functions of the short-video platform to ensure that users consider them as valuable, important, and useful advertisements when participating in short-video platform advertisements. It is best for marketers and advertisers to use short-video ads that are more entertainment, credible and informative. In addition, in this case, understanding the relationship between bandwagon clues such as popularity rankings, in-app purchase sales volume, and advertising is essential for the best marketing decisions. Bandwagon perception plays an important role in enhancing the perceived value of advertising, and influences purchase intention through the mediation of advertising value.

5 Conclusion

This study aimed to construct a model that will aid marketers, advertisers, and short-video platform operators in developing more successful short-video advertisements to affect the online purchase intentions of diverse Chinese consumers. A short-video platform advertising campaign that is successful should optimise the features of the platform to guarantee that consumers deem the advertisements meaningful, significant, and useful when they participate in such advertisements. To develop the research model, the advertising value model and S-O-R model were synthesised and applied to the short-video advertising context.

Marketers and advertisers should prioritize entertaining, credible, and educational short-form video advertisements. Furthermore, it is proposed that comprehending the relationship between bandwagon indicators, such as popularity rankings, in-app purchase sales volume, and advertising, is crucial for optimal marketing decision-making. Moreover, bandwagon perception is significant for increasing the perceived advertising value and purchase intention by mediating advertising value.

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Both authors contributed to the interpretation of the findings. Both authors read, critically evaluated, edited, and accepted the final manuscript.

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